SONY

Press Release

Sony Unveils All-New BRAVIA 6 TV Series
Intelligent Light Control and Rich Colors Fully Elevate the Everyday Viewing Experience



Hong Kong, September 11, 2026 – Sony today announced the launch of the all-new **BRAVIA 6 4K OLED TV series**. Embracing Sony's vision of "Cinema is Coming Home", the new series delivers a significantly enhanced experience for movies, sports tournaments, and everyday streaming content. Combining infinite blacks, advanced color technologies, and smart features, the BRAVIA 6 supports Google TV[1] alongside top-tier Dolby Vision® / Atmos® and DTS:X® cinema standards. It establishes an unparalleled audio-visual benchmark in the living room for users seeking premium lifestyles and ultimate immersive entertainment. Additionally, featuring four HDMI 2.1 ports supporting 4K at 120Hz[2], Variable Refresh Rate, and Auto Low Latency Mode, the series stands as the ideal choice for gaming.

BRAVIA 6 Key Features



BRAVIA 6 4K OLED TV series

Deep blacks. Bright, detailed scenes
Featuring millions of individual self-illuminating pixels, the BRAVIA 6 delivers exceptional high resolution 4K HDR picture quality. With each pixel controlled independently, it produces exceptional contrast and deep blacks. Even in scenes with intense contrast between light and dark, the TV flawlessly preserves shadow details, rendering a highly nuanced and realistic pictures.

Triluminos Pro™: A picture painted with extra colours
Equipped with Sony's exclusive Triluminos Pro™ technology, the television features a wide color gamut and precise color algorithms. The system detects color saturation, hue, and brightness to recreate natural tonal gradations on screen, making every scene appear as vivid as real life.

Day or night—the picture adapts automatically
The built-in ambient light sensor automatically fine-tunes the display. By detecting real-time changes in living room ambient light throughout the day, the TV automatically calibrates the screen to the most comfortable and ideal brightness — whether during a sunny afternoon or late-night viewing with the lights off, ensuring an optimal experience that is gentle on the eyes.

Cinematic Sound
To achieve the absolute pinnacle of professional cinema audio-visual standards, the BRAVIA 6 supports Dolby Vision® / Atmos® and DTS:X® [3]to deliver theatrical-grade visuals and acoustics. The powerful acoustic performance and expansive soundstage completely envelop the living room, allowing users to experience truly unforgettable movies at home.

Seamless viewing, powered by smart TV
The all-new series features built-in Google TV[4], aggregating movies and TV shows from major streaming platforms in one place. Users can discover content faster using Voice Search[5] — simply speak the name of a show or movie to play it instantly through a smooth, intuitive interface. The TV also incorporates comprehensive accessibility features, making operation effortless with Talkback, closed captions, and Switch Access.

Availability
The **BRAVIA 6 series** will be available in three screen sizes **65"** at HK$10,999; **55"** at HK$14,999 **and 48"**at HK$21,999 starting from 12 September 2026.

BRAVIA 6 series product details can be viewed here.

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Electronics Solutions Company
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[1] Google TV is the name of this device's software experience and a trademark of Google LLC. Google, YouTube and YouTube Music are trademarks of Google LLC.
[2] Game supporting 4K/120fps required.

[3] Manufactured under license from DTS, Inc. and/or its affiliates. For patents, see https://xperi.com/dts-patents/. DTS, the DTS logo, DTS:X, the DTS:X logo, Virtual:X, and the DTS Virtual:X logo are trademarks or registered trademarks of DTS, Inc. and/or its affiliates in the U.S. and/or other countries. © DTS, Inc. and/or its affiliates. All rights reserved.
[4] User must accept Google Terms of Service (http://www.google.com/policies/terms/), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (http://www.google.com/policies/privacy/) to use TV. User must connect to a Google Account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google Account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.
[5] Hands Free feature availability depends on language and may need software update. Please check Sony support page for further information; https://www.sony.net/tv-hf-ww/.