

# SONY

**For Immediate Release**

## **Sony's flagship Full Array LED TV available in New Zealand**



X95G

**Auckland, 2 May 2019** – Boasting a multitude of advanced technologies, including a Full Array LED backlight, Android TV operating system, Acoustic Multi Audio speaker system and powerful processor, Sony's X95G range of 4K HDR televisions deliver a truly immersive cinema-like experience. The 55-inch, 65-inch and 75-inch models are available in New Zealand in May.

### **More LEDs, More Brightness, More Contrast**

Unlike conventional edge-lit LED TVs, Full Array LED TVs feature multiple zones of LEDs positioned directly behind the screen to deliver cinematic contrast with accurate deep blacks and bright highlights to elevate the viewing experience. Sony's X95G combines this Full Array LED technology with precise local dimming technology (X-tended Dynamic Range PRO™) to independently dim or brighten zones of LEDs so that specific sections of the screen can be incredibly bright while other areas remain pitch black. To top it off, Sony's X95G televisions feature Netflix Calibrated Mode, IMAX Enhanced<sup>1</sup>, Dolby

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<sup>1</sup> Available via a future firmware update.

Vision™ and Dolby Atmos™<sup>2</sup> to deliver a much more immersive cinematic experience compared with conventional edge lit LED TVs.

### **Apps, movies, music & more**

The X95G series operates on Google's Android TV platform which offers thousands of apps including Netflix, Lightbox, Prime Video, Google Play Movies & TV, Spotify, TVNZ OnDemand, YouTube and more. And with Chromecast built-in it's easy to cast movies, shows, and photos from Android or iOS device to the TV. The all-new Android-O interface enables personalization of the home screen like never before with the ability to customise the favourite apps bar, add content to Play Next, and select favourite channels such as Netflix to receive recommendations on the home screen.

### **Harmonising sound & picture**

For even more immersive viewing, the X95G series brings Sound-from-Picture Reality™ with Sony's innovative Acoustic Multi-Audio™ technology. Two sound positioning tweeters in the rear of the TV combine with the existing audio system to recreate sound coming from the centre of the screen, precisely matching pictures with audio.

### **Sony's most powerful Picture Processor**

Running on the powerful Picture Processor X1™ Ultimate, the X95G provides a top-end 4K HDR viewing experience with a virtually unmatched level of detail and clarity. The Picture Processor X1 Ultimate can intelligently detect and analyse each object in the picture through Sony's Object-based Super Resolution for exceptional accuracy and detail. Also, the Object-based HDR remaster allows each object to be remastered individually for better depth, accurate texture and all-in-all more realistic picture.

The X95G range of Full Array LED televisions is available in May with screen sizes and pricing as follows.

55" X95G:	\$3,499.95
65" X95G:	\$4,499.95
75" X95G:	\$7,499.95

Full specifications are available [here](#).

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<sup>2</sup> Available via a future firmware update.

**About Sony:** With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony New Zealand Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony New Zealand visit [www.sony.co.nz](http://www.sony.co.nz)

**Product Information:** For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit [www.sony.co.nz](http://www.sony.co.nz). For all trade and commercial enquiries, readers can contact the Directed Electronics New Zealand Team on 09 281 4799

**Images:** Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at [sony@adhesivepr.nz](mailto:sony@adhesivepr.nz)

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