



**For Immediate Release**

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Sony New Zealand Ltd

**Sony expands its 4K HDR (High Dynamic Range) TV line-up with New X Series, conveying reality with unparalleled contrast**



*X93E Series 4K HDR TV*

**Auckland, 7 June 2017** – Sony has announced its new 4K HDR television series has started arriving on New Zealand shores this month. The new BRAVIA TVs make the best use of 4K HDR (High Dynamic Range) content by combining their unique image processor and display device technologies, and are designed to deliver even wider range of brightness and higher contrast.

This announcement follows Sony's triumph in the Readers Digest Most Trusted Brand Awards 2017, which saw Sony recognised as the Most Trusted TV and Home Entertainment Brand. The results of the survey demonstrate a positive consumer sentiment towards Sony's TV and home entertainment products, reinforcing Sony's position as a trusted market leader in this category.

The world of HDR has been greatly expanding with an increase in available video streaming services, Ultra HD Blu-ray, and recently with PlayStation®4 gaming. Now, more than ever before, accurate image processing is playing a crucial role in delivering a dazzling picture according to the filmmakers' or game developers' intentions. The 4K HDR Processor X1 Extreme from Sony's flagship Z series has been widely acclaimed for its ability to produce lifelike picture with superb texture, depth, colour, and contrast, bringing a significant leap forward in the space of HDR. With its new X TV series, Sony introduces its 4K HDR Processor X1 Extreme's power to a broader audience.

The new X93E series features [Slim Backlight Drive+](#), an improved LED backlight technology allowing more precise and accurate local dimming control compared to Slim Backlight Drive. With its quad-edge LED structure and X-tended Dynamic Range PRO local dimming and boosting technology, it brings superior brightness and exceptional contrast – in fact it will deliver 10 times the XDR contrast<sup>1</sup> of conventional LED TV.

The new X93E series will additionally support Dolby Vision, the HDR format from Dolby Laboratories, which when paired with Sony's unique technologies further enriches the visual experience.

Sony New Zealand also announced an additional array of 4K HDR televisions for retail in 2017. They all incorporate Sony's proprietary technologies including the newly-developed 4K HDR processor X1 (X90E and X85E series only) to deliver industry-leading picture quality.

Sony continues to bring excitement to customers through the enrichment of visual expression by incorporating a powerful mix of display device technologies with its own image processing technology.

#### **Summary of new Sony TV models and key features available:**

##### **X94E Series (75" Class model) 4K HDR TV**

##### **X93E Series (65" and 55" Class models) 4K HDR TV**

- Features Slim Backlight Drive+ with a unique quad-edge LED structure, allowing precise local dimming control which provides exceptional brightness and deeper blacks than a conventional full-array LED TV in an ultra slim design (X93E only<sup>2</sup>).
- Features 4K HDR Processor X1 Extreme, providing the ultimate 4K HDR viewing experience by incorporating three new technologies: Object-based HDR remaster, Super Bit Mapping 4K HDR and Dual database processing.
- X-tended Dynamic Range PRO enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting technology (10 times XDR contrast<sup>1</sup>).
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim design allows for flush with the wall mounting and clean cable management for table top mount.
- Wall mount bracket with swivel included in Australia and New Zealand.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast built-in, you can easily

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<sup>1</sup> XDR is the abbreviation of X-tended Dynamic Range. This is the perceptible contrast level expanded by the X-tended Dynamic Range PRO technology, which is the unique figure calculated for the contrast which users actually feel and experience (XDR Contrast). This figure is based on our conventional TV without local dimming.

<sup>2</sup> The X94E is built in with full-array direct LED backlight.

send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like to do on a smartphone or tablet, from their TV.

- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port. Supports Dolby Vision HDR format.

#### **X90E Series (75", 65", 55", and 49" Class models) 4K HDR TV**

- Features 4K HDR Processor X1, reproducing more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping 4K HDR technology.
- X-tended Dynamic Range PRO enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting technology (5 times XDR contrast<sup>1</sup>).
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like to do on a smartphone or tablet, from their TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

#### **X85E Series (75", 65", and 55" Class models) 4K HDR TV**

- Features 4K HDR Processor X1, reproducing more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping 4K HDR technology.
- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim design comes with sleek rear design and clean cable management for table top mount.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like to do on a smartphone or tablet, from their TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.

- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

**X80E Series (49", and 43" Class models) 4K HDR TV**

- Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.
- Uses 4K X-Reality PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasts, DVD, Blu-ray Disc, Internet video and digital photos.
- The ultra slim form factor comes with sleek rear design and clean cable management for table top mount.
- Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play, you can enjoy what you like to do on a smartphone or tablet, from their TV.
- Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.

**Pricing and Availability:**

Series	Model	Screen Size	Available	Price
X9400E	KD75X9400E	75"	From this week	SRP\$10,999.95
X9300E	KD65X9300E	65"	From this week	SRP\$6,999.95
	KD55X9300E	55"	From this week	SRP\$4,999.95
X9000E	KD75X9000E	75"	From this week	SRP\$8,999.95
	KD65X9000E	65"	From this week	SRP\$5,499.95
	KD55X9000E	55"	From this week	SRP\$3,999.95
	KD49X9000E	49"	From this week	SRP\$2,999.95
X8500E	KD75X8500E	75"	From this week	SRP\$7,999.95
	KD65X8500E	65"	From this week	SRP\$4,499.95
	KD55X8500E	55"	From this week	SRP\$3,299.95
X8000E	KD49X8000E	49"	From this week	SRP\$2,499.95
	KD43X8000E	43"	From this week	SRP\$1,899.95
X7000E	KD65X7000E	65"	TBC	SRP\$3,799.95
	KD55X7000E	55"	TBC	SRP\$2,599.95
	KD49X7000E	49"	From this week	SRP\$2,199.95
	KD43X7000E	43"	From this week	SRP\$1,599.95
X660E	KDL49W660E	49"	From this week	SRP\$1,399.95
	KDL40W660E	40"	From this week	SRP\$999.95

**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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