

SONY

For Immediate Release

Sony enhances Soundbar line-up with introduction of HT-G700

Immerse yourself in TV and movies with captivating, dynamic surround sound from the HT-G700 3.1ch Soundbar featuring Dolby Atmos® and a dedicated centre speaker for clearer dialogue



AUCKLAND 14 May, 2020 – Sony today introduced a new soundbar with the launch of the **HT-G700**. The new model is perfect for enjoying TV and movies with powerful and immersive sound in the comfort of your own home.

Cinematic surround sound and clear dialogue

The **HT-G700** is a 3.1ch Dolby Atmos® and DTS:X soundbar that couples immersive cinematic surround sound with clear dialogue, so you can lose yourself completely in your favourite TV programmes and movies.

The **HT-G700** includes Immersive Audio Enhancement, meaning that the **HT-G700** provides an upgraded surround experience- seamlessly enveloping listeners with up to 7.1.2 channel surround sound. The **HT-G700** has three front speakers, combined with Sony's signal processing, which enables sound placements that can envelop you in all directions, providing an experience that carries the user away into the world of movies and music through the latest technology. This new signal processing is also advanced to deliver surround sound to a wider area. Furthermore, the finely tuned S-Force PRO for HT-G700 uplifts sound to fit a wider TV screen height (over 55 inch), enabling viewers to relive moments in newfound clarity and depth. Plus, by selecting the Immersive AE (Audio Enhancement) button on the remote, the **HT-G700** can also upscale even regular stereo audio to up to 7.1.2 surround sound so every TV show and movie gets the surround sound treatment.

In addition, the **HT-G700** offers a dedicated centre speaker so that vocals can be heard clearly, whether it's quick-fire dialogue in your favourite TV shows or whispered lines in a Hollywood movie. It's also great for music, creating a rich, detailed listening experience.

Choose your perfect setting

The sound or audio mode best suited to what you're listening to can be selected directly via a button on the remote control. It allows you to get deeper into movies with Cinema mode and hear every detail of your favourite tracks in Music mode. Plus, there are additional Voice mode and Night mode settings. Voice mode tailors sound settings to accentuate speech, so you won't miss a word and Night mode optimises the sound balance, so you can hear everything clearly, even at low volume levels.

The **HT-G700** comes with a powerful, wireless subwoofer and a larger cabinet size that delivers a deeper, richer bass sound. Finally, set-up with a TV is quick and easy via Bluetooth® or HDMI eARC/ARC.

The **HT-G700** will be available in New Zealand from June 2020 for SRP \$999.95.

For full product details of the HT-G700, please visit: <https://www.sony.co.nz/electronics/sound-bars/ht-g700>

###

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

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.

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

Social Media: Stay up-to-date with Sony New Zealand competitions, events, product reviews and videos via Facebook - www.facebook.com/SonyNZ, Instagram www.instagram.com/SonyNZ and YouTube www.youtube.com/SonyNZ