



For Immediate Release

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The Future of Colour and Sound is Here: Sony Introduces BRAVIA®

9 II and BRAVIA 7 II RGB TVs and the BRAVIA Theatre Trio

Sony debuts its first True RGB BRAVIA TVs, featuring independently driven RGB LEDs, a new unique anti-glare and reflection screen, and a next-generation theatre system all developed with insights from industry experts.



(SYDNEY AUSTRALIA, 28 May 2026) - Sony unveils two BRAVIA True RGB televisions as well as a next-generation home audio system engineered to complement large screen cinematic viewing. The combination of TV and the Home Theatre system, driven by Sony's ongoing commitment to faithfully deliver the creator's visual and audio intent, completes the ultimate cinematic experience at home.

The new TVs are powered by Sony's proprietary RGB Backlight Master Drive Pro, which precisely controls independently driven red, green, and blue light sources, enabling the new BRAVIA True RGB TV models to achieve the largest colour volume ever in Sony's home TV history, delivering accurate colour reproduction from wider viewing angles, in bright home environments.

Unlike conventional TVs that rely on a white backlight to produce colour, Sony's True RGB technology uses dedicated red, green and blue LEDs to deliver enhanced colour purity and brightness. Traditional displays can lose colour depth as brightness levels increase, while Sony's True RGB is designed to maintain rich, accurate colour even in high-brightness scenes. The result is brighter highlights, deeper contrast and more lifelike picture quality, delivering a truly immersive viewing experience.

"Sony has been advancing LED control for over 20 years from our first independent RGB light sources in the Qualia 005 [2004] through to our flagship Backlight Master Drive premiering in 2016," says Michael Bell, Head of Home Entertainment Business Unit, Sony Australia. "Our new True RGB represents a breakthrough that combines the precision of individually controlled RGB LEDs with the best aspects of both Mini LED and OLED, giving viewers purer colour, higher brightness, and picture accuracy that holds up in any room."

BRAVIA 9 II and BRAVIA 7 II Shared Features:



BRAVIA 7 II: A new dimension of colour with True RGB

- First True RGB LED BRAVIA TVs: the **BRAVIA 9 II and BRAVIA 7 II**, each using independently driven red, green, and blue LEDs for precise colour reproduction in bright living room environments.

- Unprecedented Colour Volume: Independent control of RGB LEDs achieves the largest colour volume in Sony's home TV history, delivering high colour gamut, contrast, depth, and beautiful gradation. Powered by **Sony's RGB Triluminos Max & RGB Backlight Master Drive Pro** which drives each LED with high precision, improving brightness, reducing blooming, and producing purer colour than conventional Mini LED displays.
- Wide Viewing Angles: Independent RGB LED driving and the **X-Wide Angle Pro** ensure beautiful images and consistent colours from a wide viewing angle.
- Large Screen for Immersive Experience: The **BRAVIA 9 II** offers an impressive 115-inch option for large format cinematic viewing, while the **BRAVIA 7 II** features screen sizes 50 to 98 inches, both maintaining ease of installation and integration.
- Elevated Audio Experience: With **Acoustic Multi Audio+¹** it feels like you're in the cinema while enhancing dialogue clarity with Voice Zoom 3™, powered by AI. Also, our evolved 3D Surround Upscaling expands stereo to wider 3D surround.
- Mirage Stand: Cables are concealed by the Mirage Stand for a clean, clutter-free appearance, while its floating design creates a sleek, modern look unlike traditional TV stands.
- Smarter entertainment with Google TV with Gemini: BRAVIA 9 II and BRAVIA 7 II feature Google TV with Gemini, introducing AI-powered assistance designed to make content discovery more intuitive and personalised. Google TV brings together movies, shows, live TV and recommendations from across apps into one seamless experience. With Gemini integration, users can interact naturally with their TV to discover content based on mood and interests, ask questions, explore topics with supporting videos, and access helpful everyday information directly on screen.

BRAVIA 9 II Add-on Features:



BRAVIA 9 II: Sony's most authentic colour ever – Flagship True RGB

- Sony's most advanced expression of True RGB: Featuring newly developed LED controllers for the highest level of backlight control. This architecture produces purer primary light before the image reaches the panel. With **Contrast Booster 40** and **Luminance Booster Pro**, the BRAVIA 9II creates accurate hues with amazing contrast at higher brightness levels, which are critical in brighter living rooms.
- **Immersive Black Screen Pro**: A newly engineered glare-free and low reflection unique screen treatment delivers rich, deep blacks even in bright living room environments². This allows viewers to immerse themselves more fully in films, revealing fine details even in dark scenes. Sony Pictures Entertainment (SPE) participated in the evaluation of the surface film, helping ensure the TVs preserve the filmmaker's intended picture quality across a variety of home lighting environments.
- Immersive Audio Experience: The BRAVIA 9 II with improved **up-firing beam tweeters and side sound positioning tweeters** raises cinematic surround sound with powerful depth and true immersion³.

Shared Cinema-Driven Features Across 9 II and 7 II

Both True RGB models include:

- **My Cinema**, optimising picture and sound for film first viewing
- **Ambient Optimisation**, automatically adapts picture and audio to room condition and viewing position
- **"Studio Calibrated" modes** for platforms, including Netflix, Prime Video, and SONY PICTURES CORE (availability varies by region)
- Support for **Dolby Vision®**, **Dolby Atmos®**, **DTS:X®**, and **IMAX® Enhanced**

² Except for BRAVIA 9II 115-inch

The result is a viewing experience that maintains creator-intended colour, depth, and detail under real world conditions.

BRAVIA Theatre Trio



BRAVIA Theatre Trio: Sony's flagship model, expands sound far beyond the screen

The **BRAVIA Theatre Trio** is a premium wireless theatre system crafted for ultra large screens, developed to bring an authentic cinema experience into the home. To capture the passion and craftsmanship of sound creators at the heart of film production, the Trio was created in close collaboration with SPE. Through this partnership, our team gained deep insight into professional sound making, with SPE sound creators involved from the earliest stages to refine every detail. The result is a newly designed three speaker system optimised front, left, right, and centre speakers that delivers a wide, immersive soundstage and clear dialogue in a space efficient package. Supported by SPE sound creator expertise, the Trio lets you experience at home the immersive sound crafted for film production³.

“Sound design is integral to the cinematic experience and often drives the visceral impact of a scene,” said Tony Lamberti, Academy Award–nominated sound mixer. “The spatiality of the BRAVIA Theatre Trio is exceptional; it fully envelops you in sound and delivers a truly immersive, cinematic experience in the home.”

³ Sound Creators evaluated the combination of BRAVIA Theatre Trio + BRAVIA Theatre Rear 9 + BRAVIA Theatre Sub 9.

“When we design sound for film, every choice is about guiding what the audience feels in a moment,” said Andrew DeCristofaro, sound designer at SPE. “The BRAVIA Theatre Trio brings that same intention into the home, letting people hear the detail, movement and balance the way we meant it to be experienced.”

Sony’s **360 Spatial Sound Mapping** technology (360SSM) generates up to 24 phantom speakers to create a wide, cinematic sound field that envelops listeners from every direction. Developed with insights from SPE, the technology is informed by an in-depth study of professional studio acoustics and the listening environments used in film production. By creating both direct sound and the natural reflections characteristic of cinemas, 360SSM transforms a room into an immersive audio space using only the existing speaker layout. The result is a multidimensional sound field that feels as though numerous speakers are placed throughout the room, faithfully conveying the depth, positioning, and nuance intended by filmmakers.

With a newly added high performance USB Type C microphone, the BRAVIA Theatre Trio delivers enhanced measurement accuracy and effortless, precise room calibration, creating immersive sound perfectly tuned to any space⁴.

BRAVIA Theatre Trio supports **Dolby Atmos**, **DTS:X**, and **IMAX Enhanced**⁵ for compatible content and can be expanded with optional **subwoofers and rear speakers**⁶ including dual subwoofer configurations⁷.

Other Updates

Direct Connect allows compatible BRAVIA TVs to pair directly with optional wireless subwoofers and wireless rear speakers, without requiring a soundbar, enabling simple setups for deeper bass and more expansive surround when paired with the TV’s impressive speaker system⁸.

⁴ When using the microphone, a smartphone with a USB Type-C port is required to achieve more precise room calibration

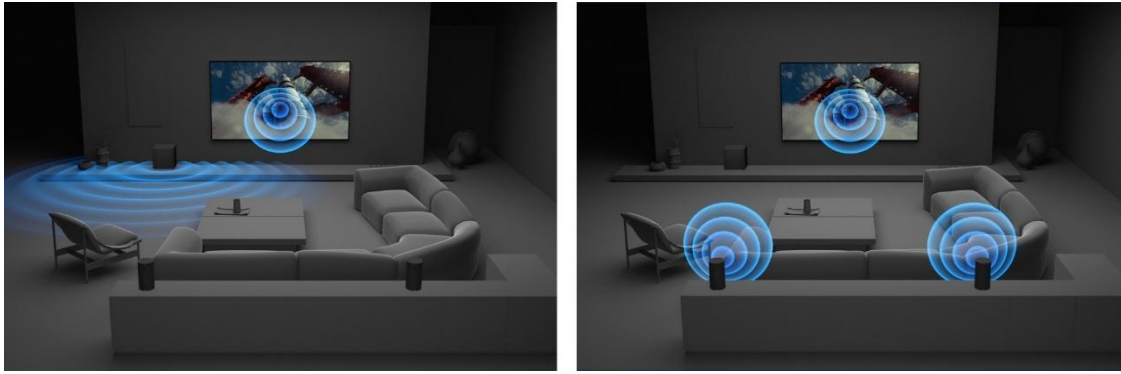
⁵ IMAX® Enhanced certification is achieved when used with compatible products. Product availability varies by countries/regions. <https://www.sony.net/comp-home/>

⁶ For optional speaker compatibility information, please visit: <https://www.sony.net/comp-home/>

⁷ For dual subwoofer play compatibility information, please visit:

https://www.sony.co.jp/en/braviatheatre_2sub-models

⁸ For optional speaker compatibility information, please visit: https://www.sony.net/hav_faq



Direct Connect: Easily enhance the bass and surround sound

Sustainability & Accessibility

Our TVs use recycled materials across the body, internal parts, and remote, including Sony original SORPLAS™. The BRAVIA 9 II is the first TV product to use renewable plastic⁹ created from used cooking oil and other renewable feedstocks. Components produced with the renewable plastic include the rear cover, one of the largest components, and some internal components such as optical components which are inherently difficult to produce with recycled materials¹⁰. Additionally, the entire True RGB lineup benefits from power efficient RGB LED control by RGB Backlight Master Drive Pro.

A new **inclusive remote control**¹¹ improves accessibility through narration friendly design and tactile clarity.

⁹ Renewable plastics are used for some internal components except for the 115-inch model, and for the 65-inch model, also for the rear cover. The 65-inch model uses at least 51% circular material and allocates 23% biomass-based renewable material (mass balance approach). More information on the renewable plastic used in this products is available [here](#).

¹⁰ The ratio and part of recycled material usage may vary by size, region and country.

¹¹ Varies by region and model

Availability and Pricing

	BRAVIA 9 II	BRAVIA 7 II	BRAVIA Theatre Trio
SRP and Available timing in Australia	65": \$5,999 AUD from July 75": \$7,499 AUD from July 85": \$9,999 AUD from July 115": \$44,999 AUD from September	50": \$2,699 AUD from July 55": \$2,999 AUD from June 65": \$3,999 AUD from May 75": \$5,499 AUD from June 85": \$7,499 AUD from June 98": \$12,999 AUD from August	\$2,999 AUD from July

For more information, please visit:

BRAVIA 9 II: <https://www.sony.com.au/bravia/products/bravia-9m2>

BRAVIA 7 II: <https://www.sony.com.au/bravia/products/bravia-7m2>

BRAVIA Theatre Trio: <https://www.sony.com.au/home-theatre-sound-bars/products/ht-a8>

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About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

About Sony Australia: Sony Australia 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, Alpha digital interchangeable lens cameras and Cyber-shot digital cameras, headphones, Walkman MP3 players and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Images: Product images can be downloaded from the Sony Australia & NZ Flickr site: <https://www.flickr.com/photos/sony-anz/>. For assistance, please contact the Sony team at Neon Black PR at sony@neon.black

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia, YouTube www.youtube.com/sonyaustralia and Tik Tok www.tiktok.com/sonyaustralia