

SONY

For Immediate Release

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Sony Australia Ltd

Sony launches the MASTER Series of 4K HDR TVs with the A9F OLED and Z9F LCD as the pinnacle of picture quality at home

The new cutting-edge MASTER Series A9F and Z9F televisions from Sony mark a significant milestone in bringing the very best picture quality home by faithfully conveying the creators' intent.



A9F

Sydney, 1 August 2018 – Sony today announced two new television series, both offering unprecedented picture quality by virtue of employing multiple proprietary technologies and solutions with the next generation Picture Processor X1™ Ultimate at the fore. The new A9F and Z9F series arrive as the MASTER Series – a name Sony reserves exclusively for its highest picture quality TV models. Sony's goal is to create a television capable of displaying images that faithfully convey the creators' full intent and as such the MASTER Series provides picture quality approaching that of a professional-grade monitor in a motion picture production studio. Having developed and followed a very strict set of product evaluation criteria by its most experienced picture quality engineers, Sony is confident the flagship MASTER Series delivers the highest quality picture possible in a home setting.

From 4K film, video and still cameras, to game consoles, mobile phones and televisions like the MASTER Series, Sony is the only consumer electronics manufacturer capable of providing 4K solutions to consumers “from the lens to the living room”.

Both the A9F and Z9F MASTER Series models come equipped with a newly developed, next-generation Picture Processor X1™ Ultimate. This processor plays a vital role in delivering the faithful picture in the MASTER Series. With a long history and expertise in developing professional cameras and monitors, Sony recognises that precision in the crafting of fine components of signal processing results in an immediately visible difference to the whole image. The X1™ Ultimate Picture Processor can intelligently detect and analyse each object in the picture through Sony’s new Object-based Super Resolution for exceptional accuracy and detail. Also, the Object-based HDR remaster has been notably updated and now allows each object to be remastered individually for better depth, accurate texture and all-in-all more realistic picture.

Sony has historically been working with professionals, together with Sony Pictures Entertainment - from making a picture mode which meets the film creators’ criteria in 2000, to the recent standardisation of HDR and bringing them into movie creation. For the MASTER series, in conjunction with Netflix, Sony is now introducing “Netflix Calibrated Mode.” This unique feature was specially developed to mirror the same picture quality as a studio master monitor for television in order to preserve the artists’ creative vision and intent. By accessing one simple menu setting, Netflix Calibrated Mode faithfully reproduces the visuals that help bring a story to life, and entertainment enthusiasts can now enjoy this experience when watching their favourite TV series, films, documentaries and more on Netflix. Also, the MASTER Series is ready for CalMAN®, the industry-leading display calibration software from Portrait Displays. CalMAN is widely used by professionals as a tool to ensure quality control of the strict requirements demanded by content creators in broadcast, production, and post-production. CalMAN calibration ensures perfect picture quality throughout the life of the TV.

Innovation in TV picture, sound and design

The flagship A9F TV comes equipped with the Pixel Contrast Booster, which is Sony’s original panel controller for OLED. It maximises the dynamic range by widening the area of colour reproduction at high brightness. Pictures are enhanced with extra detail and texture. The A9F TV has top-of-the-line sound quality thanks to its new Acoustic Surface Audio+™ technology.

Acoustic Surface™ was first introduced last year with the critically-acclaimed A1 series, followed by the A8F this year. The improved Acoustic Surface Audio+™ gets an additional actuator in the centre of the screen and an extra subwoofer channel, totalling to a 3.2 channel sound system. The additional centre actuator acts just like centre speakers hidden behind an AT (acoustically transparent) screen which are found in movie theatres. With the three actuators and two subwoofers facing sideways, the A9F creates a rich sound field that greatly enhances the viewing experience. Also, the A9F has a TV

Centre Speaker Mode that allows the Acoustic Surface Audio+™ to be used as the centre speaker of a home theatre system.



Z9F

The Z9F's new X-Wide Angle ensures the picture retains its quality regardless of the angle from which it is being watched. It enables a wider viewing angle that reduces colour shifts when viewing the screen off-axis, so that the colours stay true no matter the viewer's position. Together with X-Motion Clarity™, which minimises motion blur without sacrificing screen brightness or clarity, the Z9F is the ultimate in LCD technology.

Using Android TV Hands-free Voice Search function on both the Android 8.0 Oreo-equipped A9F and Z9F will be even easier. Both models have built-in microphones that allow you to simply speak to the TV to find what you want quickly, or ask it to play TV shows, movies, and more. With Android TV Hands-free Voice Search, finding content is easier than ever.

MASTER Series A9F (65" and 55" models) 4K HDR OLED TV

- OLED as display device with Pixel Contrast Booster. 8 million self-illuminating pixels and Sony-original panel controller for OLED bring a significantly enriched visual experience with unprecedented black, authentic colour, and a wide viewing angle.
- Picture Processor X1™ Ultimate providing the ultimate 4K HDR viewing experience with the following technologies: Object-based Super Resolution, Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- Acoustic Surface Audio+™ creates a rich sound field delivered from three actuators and two subwoofers facing sideways, that greatly enhances the viewing experience.
- Netflix Calibrated Mode that brings the creators' vision directly to the TV.

- Supports CalMAN's professional-grade calibration.
- Vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Android TV 8.0 Oreo Operating System including Android TV with Hands-free Voice Search to find what you want quickly, simply by talking to the TV via built-in microphones. Ask it to help you play TV shows, movies, and more.
- Dolby Vision HDR brings extraordinary colour, contrast, and brightness to the screen, transforming your viewing experience.
- Minimalism styled with softness: the screen being a single slate with only a stand in the back to hold it up.

MASTER Series Z9F (75" model) 4K HDR LCD TV

- Picture Processor X1™ Ultimate providing the ultimate 4K HDR viewing experience with the following technologies: Object-based Super Resolution, Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- X-Wide Angle which minimises the colour change when seen from the side. View faithful shades and hue from wherever you watch the TV.
- Full-array LED Backlight for ultra-high contrast.
- X-Motion Clarity keeps fast action clear and smooth. Moving images are precisely controlled to minimise blur. Even during fast-moving scenes, pictures stay true with no loss in brightness.
- Netflix Calibrated Mode that brings the creators' vision directly to the TV.
- Supports CalMAN's professional-grade calibration.
- Includes X-tended Dynamic Range™ PRO to produce better contrast by precisely balancing the light output across the screen, dimming some areas and boosting others. It reveals a brightness range three times that of a conventional LED-backlight TV, and it enhances any source to near HDR quality with a wider range of brightness.
- Vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.

- Android TV 8.0 Oreo Operating System including Android TV with Hands-free Voice Search to find what you want quickly, simply by talking to the TV via built-in microphones. Ask it to help you play TV shows, movies, and more.
- Dolby Vision HDR brings extraordinary colour, contrast, and brightness to the screen, transforming your viewing experience.
- Clean cable management for table top mount.

The A9F and Z9F Master Series televisions will be available in Australia from October, with pricing TBC.

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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 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, 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 Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

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