

SONY

For Immediate Release

For further information:

Jayne Ellis, 02 9281 3933

Jayne.Ellis@adhesivepr.com.au

Adhesive PR

Laura Hunter, 0417 925 064

Laura.Hunter@sony.com

Sony Australia Ltd

Sony announces new 8K LED, 4K OLED and 4K LED models, with advanced picture quality and sound capabilities



The new 85" Z8H 8K LED added to TV line-up

SYDNEY, 7 January 2020 – Sony today announced the new Z8H 8K LED, X95H, X90H and X80H 4K LED televisions as well as the A8H OLED BRAVIA TV. Offering a premium viewing experience consumers have come to expect from Sony, this new line-up features proprietary technologies previously only found in Sony's MASTER Series models. These new televisions aim to deliver Sony's most immersive viewing experience. Utilising evolving technologies and premium large screens, the latest range of BRAVIA TVs have been created to optimise the consumer experience by delivering content the way creators intended in both 4K and 8K resolution.

Sony's best-in-class Picture Processor X1™ Ultimate achieves clear and precise picture quality, offering customers a highly realistic viewing experience. Additionally, with TRILUMINOS™ Display, Sony reproduces the subtle nuances of colour, light and gradation from video lens to living room, offering more shades of red, green and blue than ever before. Premium quality sound is a key part of the viewing experience as well, and the new models feature Sound-from-Picture Reality™, which aligns the position of the sound with the images on the screen to offer a uniquely lifelike experience.

The new models will continue to deliver the creator's intent with Netflix Calibrated Mode, offering studio-quality Netflix content which brings the immersive entertainment experience into the home.

This line-up also introduces Ambient Optimisation, a new technology that optimises picture and sound quality in any customer environment. To bring this new concept to life, Acoustic Auto Calibration detects where the customer views their TV from during initial setup and calibrates sound quality based on the environment. This new feature brings the television's full sound potential to any environment.

In addition to Ambient Optimisation, this line-up will feature a new Immersive Edge design concept. In order to maximise the immersive experience, a noiseless stand is now located at the edge of the screen. The minimalist stand is less noticeable, offering customers an improved and unobstructed viewing experience.

For the upcoming next generation gaming consoles, selected new models will support 8K resolution, 4K 120fps high frame rate and fast response time via HDMI inputs to deliver their maximum performance for a cutting-edge gaming experience.

Aki Hosoda, Head of TV, Sony ANZ said, "We are thrilled to be launching our latest range of premium TVs featuring new, Sony proprietary technologies including Ambient Optimisation. This technology intelligently calibrates both picture and sound to precisely suit the environment in which the consumer watches TV, taking their viewing to new heights. Our next generation of TVs are defined by delivering a personalised, immersive and incredibly true-to-life experience, the fundamentals that Sony has kept at the core of its BRAVIA range."

New line-up highlights

- Z8H's new Frame Tweeter: The most immersive experience is realised through enhanced picture quality, slim design and Sound-from-Picture Reality™ with Sony's new Frame Tweeter technology. The Frame Tweeter vibrates the frame of the TV to emit sound, giving customers the feeling that sound is coming directly from the screen.
- X-Motion Clarity™ for OLED: This revolutionary technology from Sony will now be available for OLED, refining action on the screen in real time with an incredible refresh rate that is brighter and clearer than ever before.
- X-Wide Angle X95H expansion: X-Wide Angle technology provides vivid real-world colours from any angle while retaining more brightness than other conventional LED TVs. Enjoy great picture with incredible contrast from anywhere in the room for an impactful viewing experience.

- Z8H's backlit remote: Customers can now enjoy their viewing experience in darker environments with the Z8H's backlit remote.
- Hands-free capabilities for X95H and Z8H: Sony's voice-activated TVs work alongside Google Assistant to provide a smarter viewing experience. Easily search and watch your favourite movies, get answers on screen like sports scores or weather updates, control your TV and even your home – all with your voice.
- Android™ 9 Pie: The new line-up will feature Android™ 9 Pie, which offers users easy access to content, services and devices via its extensive platform. Sony's original UI menus and voice controls are also enhanced for better daily use. Expanded voice control functions enable users to enjoy live TV, apps and connected devices hands-free.
- Easy connectivity to most devices: With Google Home¹ compatibility, simply voice-command your TV and ask it to do things like cast and control videos from YouTube with Google Home or change the channel or volume. Apple HomeKit and AirPlay² as well as Google Home support seamlessly integrates your Apple devices like iPads, iPhones and Android devices with your Sony TV for effortless smart home management and content streaming³.

New Sony TV models and key features

Z8H (85" model) 8K LED TV features

- Delivers super high 8K detail and lifelike picture quality
- Utilises Picture Processor X1™ Ultimate to provide crisp, high contrast images
- Full Array LED brings more realistic peaks of brightness, more accurate shadow detail and deeper blacks than standard LED TVs
- New Frame Tweeter technology offers immersive experience with Sound-from-Picture Reality™ and slim design
- Offers a new backlit remote so customers can enjoy their viewing experience in dark environments

¹ Google Home device (sold separately) compatible with Sony TV's powered by Android TV. Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iOS App Store or Google Play. Subject to third party app terms and conditions. User must link compatible devices in order to control operation. Once download is complete, the Google Home feature may be connected to the Sony device to access the voice control function.

² Software update required, dependent on the release of the firmware update.

³ Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models Z9F, A9F, Z9G, A9G, X950G and X850G (85", 75", 65" and 55") and FY20 models Z8H, A9S, A8H, X95H, X90H. AirPlay 2 and HomeKit features require an iOS device running iOS 12.3 or later or a Mac running macOS 10.14.5. Apple, AirPlay, HomeKit, iPhone, iPad, Mac, and macOS are trademarks of Apple Inc., registered in the U.S. and other countries. Firmware update is required via network.

- Two-position stand allows customers the flexibility to create a narrower stand for smaller TV cabinets
- New Ambient Optimisation enhances picture and sound quality in any environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Dolby Vision/Atmos support
- Features hands-free capabilities
- Easy connectivity to most devices, including Apple AirPlay and HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie
- 4K 120fps compatible⁵

A8H (65"/55" models) OLED TV features

- Utilises Picture Processor X1™ Ultimate to provide crisp, high contrast and true-to-life images
- Offers Pixel Contrast Booster, which enriches colours at high brightness
- X-Motion Clarity™ technology will now be available for OLED, refining action on the screen in real time and a brighter and clearer picture than ever before
- Two subwoofers improve and enhance Acoustic Surface Audio™
- Now supports Dolby Atmos, in addition to Dolby Vision
- New Ambient Optimisation enhances picture and sound quality in any customer environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Easy connectivity to most devices, including Apple AirPlay and HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie

X95H (75"/65"/55" models) 4K LED TV features

- Offers Sony's best-ever picture and sound quality for 4K LED TVs
- Utilises Picture Processor X1™ Ultimate to provide crisp, high contrast images
- Full Array LED brings more realistic peaks of brightness, more accurate shadow detail and deeper blacks than standard LED TVs
- X-Wide Angle technology provides vivid real-world colours from any angle while retaining more colour and brightness
- Features improved Acoustic Multi-Audio, Sound-from-Picture Reality™ concept with a bi-amp system which controls the main speaker and invisible tweeter separately. Additionally, a new shaped speaker unit, the X-Balanced speaker, pairs slim design with sound clarity
- Flush surface design offers sleek, bezel-less look

⁴ Software update required, dependent on the release of the firmware update.

⁵ Software update required.

- New Ambient Optimisation enhances picture and sound quality in any environment
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Dolby Vision/Atmos support
- Features hands-free capabilities
- Easy connectivity to most devices, including Apple AirPlay and HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie

X90H (85"/75"/65"/55" models) 4K LED TV features

- New mid-range Full Array LED model
- Offers Acoustic Multi-Audio⁶ with X-Balanced speaker
- Dolby Vision/Atmos support
- Diamond cut bezel for slim design
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Easy connectivity to most devices, including Apple AirPlay and HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie
- 4K 120fps compatible⁵

X80H (85", 75", 65", 55", 49" and 43" models) 4K TV

- 4K HDR Processor X1™ reproduces more depth, textures and natural colours with Object-based HDR remaster technology
- X-Balanced speaker, a new speaker unit that packs clear sound in a slim design (55" and above)
- Dolby Vision and Dolby Atmos compatible
- Blade stand and hairline finish bezel
- Easy connectivity to most devices, including Apple AirPlay and HomeKit⁴
- Quick access to an array of content and services with Android™ 9 Pie

Pricing and Availability

Pricing and availability will be announced later.

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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, 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.

⁶ Acoustic Multi-Audio for 65" and above.

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 webenquiries.au@ap.sony.com

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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