



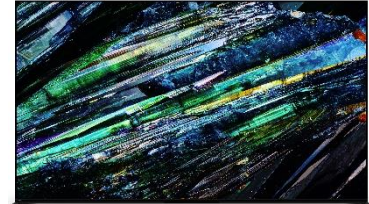
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Sony Introduces 2023 BRAVIA XR TV Lineup

Three new models have been announced to round out Sony's highly anticipated lineup, with new features including XR Clear Image and Acoustic Centre Sync, for a fully immersive at-home theater experience



SYDNEY, AUSTRALIA, 2 MARCH 2023 – Sony Electronics Inc. today announced its **2023 BRAVIA XR** TV lineup, with **Cognitive Processor XR**, for the ultimate home entertainment experience. There are three new models in the BRAVIA XR line: [X90L Full Array LED](#), [A95L QD-OLED](#) and [A80L OLED](#). All models are equipped with features to provide consumers with an immersive experience for watching movies, streaming apps, gaming and more.

2023 BRAVIA XR TVs have the updated **Cognitive Processor XR**, featuring the all new **XR Clear Image technology**, which improves noise reduction and clarity with motion, reducing blur and creating scenes bursting with action. The **Cognitive Processor XR** enables better backlight control of local dimming zones, increased brightness, and decreased blooming.

Additionally, each model offers **Acoustic Centre Sync**, which allows the use of both TV and Sony soundbar sound for richer bass and a wider sound field for the ultimate, immersive at-home audio experience.¹ For consumers looking for an even more immersive sound experience, each model also works with Sony soundbars to offer **360 Spatial Sound Mapping** which generates phantom speakers and sound field optimisation. The **A95L** and **A80L** models feature **Acoustic Surface Audio+** with actuators that vibrate to produce sound from the entire screen, perfectly matching the action.

The **2023 BRAVIA XR** lineup also allows gamers to take their **PlayStation® 5** gaming to the next level with exclusive features, including **Auto HDR Tone Mapping** and **Auto Genre Picture Mode**. These features provide optimised picture quality while gaming and streaming. Other features include an easy-to-use **Game Menu** where gamers can tailor their settings to their preferences, such as turning on or off **VRR** or **Motion Blur Reduction** with quick access. The **Game Menu** also allows users to increase the brightness in dark areas to easily spot objects and opponents with the **Black Equaliser** and can easily take aim on their opponents with six types of crosshairs. Coming this year is the ability to customise the size of the screen with the **Screen Size** feature to concentrate gaming with a smaller, focused screen. The **A95L** model also features **Multi-View**, where users can watch walk-throughs and gameplay guides side-by-side while simultaneously playing their favourite titles.

We are proud to be sharing our new line up of exceptional home entertainment options with our consumers. The L series line up continues to bring Sony's best spatial entertainment and gaming experiences with superior picture and sound quality. - Keiskue Tsuru, Head of TV Australia & New Zealand.

Additionally, Sony is keeping its commitment to decreasing plastic usage through its [Road to Zero](#) initiative. To reduce environmental impact, Sony is working on multiple aspects of the product life cycle and is using twice as much Sony Recycle Plastic (SORPLAS) in BRIVIA XR TV's this year. Sony is also committed to an improvement of transportation efficiency, and the reviewing of energy consumption during product use. The new **Eco Dashboard** included on all 2023 models allows users to easily customise energy saving preferences and settings, saving energy bills over the lifecycle of the product.

Key BRAVIA XR lineup features:

- **Cognitive Processor XR with XR Clear Image:** The Cognitive Processor XR replicates content the way people see and hear for an incredibly lifelike experience. The latest iteration of the Cognitive Processor XR for 2023 enters a new chapter in its development with advanced XR Clear Image. This technology further reduces noise and reduces blur in motion, creating scenes that burst with life.
- **Elevate the experience with Sony's sound products:** Sony's new BRAVIA XR TVs are an excellent match for an array of Sony sound products, such as the HT-A9 Home Theatre System or the HT-A7000, HT-A5000 and HT-A3000 soundbars. 360 Spatial Sound Mapping, a new frontier of spatial sound technology, is the latest addition to models HT-A7000, HT-A5000 and HT-A3000. By calibrating sound to the chosen viewing room, the technology creates multiple optimally arranged phantom speakers for a wider and more immersive cinematic sound field.
- **Acoustic Centre Sync:** Pairs perfectly with Sony soundbars – Acoustic Centre Sync synchronises the TV speakers with select Sony soundbars and AV receivers to reinforce the centre speaker channel for clearer, fuller dialogue and more immersive sound. When paired with Sony Home Audio products, consumers can expect a truly exceptional at-home movie viewing experience.^{1,2}
- **Perfect for PlayStation® 5 and Gaming functions:** Gamers can take their PlayStation® 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode that optimise picture quality while gaming and streaming.³ With the newly added Game Menu, it has never been easier to fine-tune gaming settings and assist functions. All the essentials are at the gamer's fingertips for on the fly adjustments. Additionally, the **BRAVIA XR A95L** features multi-view settings, making it easier than ever to watch walk-throughs and gameplay guides side-by-side while the gamer plays their favourite titles.

- **BRAVIA CORE:** The BRAVIA CORE⁴ app is a pre-loaded movie service that allows for redemption of up to 10 current release or catalogue feature films, and up to 24 months unlimited streaming of dozens of more movies, with the purchase of a BRAVIA XR TV. With BRAVIA XR technology, Pure Stream™⁵ and IMAX® Enhanced⁶, content is delivered with stunning visuals and expressive sound quality. With BRAVIA CORE Calibrated Mode, movies will automatically adjust to the optimal picture settings including IMAX Enhanced mode to create a truly exceptional at-home movie viewing experience. Over time, the app experience will be enriched with new features.
- **Crunchyroll remote button:** The Crunchyroll remote button⁷ gives BRAVIA users one-touch access to one of the world's largest anime library, a collection of more than 18,000 hours of anime, comprising more than 44,000 episodes and feature films, translated in multiple languages. Simulcasting is also accessible, so Japanese titles can be watched from abroad following broadcast in Japan⁸.
- **BRAVIA CAM:** BRAVIA CAM can detect the viewer's position to optimise the picture and sound according to room environment and viewing distance.
- **Google TV:** See 700,000+ movies and TV episodes, all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organises them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps⁹.
- **Built with sustainability in mind:** During manufacturing, Sony is reducing overall plastic usage by approximately 60%¹⁰, and is cutting emissions by approximately 15% by using smaller and lighter packaging during transportation.¹¹
- **All Eco settings in one place:** The Eco Dashboard keeps all user settings in one place, making it easier to change them individually or in one go. With the Easy Setup option, users can optimise settings for their viewing environment.

New Sony TV Models and Key Features

BRAVIA XR X90L 4K HDR Full Array LED Google TV:

85" class (84.6" diag.), 75" class (74.5" diag.), 65" class (64.5" diag.), 55" class (54.6" diag.)

- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **Full Array LED contrast and colour:** With brightness up to 130% compared to the previous year's model - the X90K, precisely controlled backlighting, see enhanced contrast and billions of accurate colours, controlled by XR Contrast Booster and XR Triluminos Pro technologies.
- **Google TV:** See 700,000+ movies and TV episodes, all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organises them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps¹².
- **Movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD movies included with the BRAVIA CORE app, exclusively on select Sony TVs.¹⁴
- **Perfect for PlayStation® 5:** Take PlayStation® 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimised picture quality while gaming and streaming.³
All game settings in one place: With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.
- **Picture and sound precisely aligned:** With Acoustic Multi-Audio and Dolby Atmos support, sound positioning tweeters, in addition to traditional TV speakers, elevates the sound so what the user hears matches the picture they see.²
- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX Enhanced, and Netflix Adaptive Calibrated Mode.^{2,6,15}
- **More clarity, less noise:** Bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image technologies.¹⁴

- **Pairs perfectly with Sony soundbars:** Acoustic Centre Sync synchronises the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.¹
- **Enhanced TV experience with BRAVIA CAM:** Video chat with friends and family and allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.**Error! Bookmark not defined.**
- **All Eco settings in one place:** The Eco Dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimise settings for the environment.

BRAVIA XR A95L 4K HDR QD-OLED Google TV

77" class (76.7" diag.), 65" class (64.5" diag.), 55" class (54.6" diag.)

- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **QD-OLED Screen:** With a QD-OLED screen, enhanced by XR Triluminos Max technology, experience colour performance with up to 200% as much colour brightness of a conventional OLED TV.
- **Definitive contrast:** Individually lit pixels produce pure black so movies, shows, and games burst to life on screen with extraordinary detail and depth.
- **Google TV:** See 700,000+ movies and TV episodes, all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organises them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps.¹³
- **Movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD movies included with the BRAVIA CORE app, exclusively on select Sony TVs.^{4,14}
- **Perfect for PlayStation® 5:** Take PlayStation® 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimised picture quality while gaming and streaming. ³
- **All game settings in one place:** With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.
- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX Enhanced, and Netflix Adaptive Calibrated Mode.^{2,6,15}

- **The screen is the speaker:** With Acoustic Surface Audio+ and Dolby Atmos support, hear true immersive audio with actuators that vibrate to produce sound from the entire screen perfectly matching the action.²
- **More clarity, less noise:** Bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image technologies¹⁴.
- **Pairs perfectly with Sony soundbars:** Acoustic Centre Sync synchronises the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.¹
- **Enhanced TV experience with BRAVIA CAM:** Video chat with friends and family and allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.
- **All Eco settings in one place:** The Eco dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimise settings for the environment.

BRAVIA XR A80L 4K HDR OLED Google TV features:

83" class (82.5" diag), 77" class (76.7" diag), 65" class (64.5" diag.), 55" class (54.6" diag.)

- **Intelligent and powerful TV processing:** The Cognitive Processor XR replicates how we see the real world to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.
- **Acoustic Surface Audio+™:** With Acoustic Surface Audio+ and Dolby Atmos support, hear true immersive audio with actuators that vibrate to produce sound from the entire screen perfectly matching the action.²
- **OLED contrast and colour:** XR OLED Contrast Pro and XR Triluminos Pro technologies allow the consumer to feel the beauty of OLED with brightness up to 110% compared to the previous year's model - the A80K, immersive depth and realism, pure black, detailed shadows, and billions of accurate colours.
- **Google TV:** See 700,000+ movies and TV episodes, all in one place. Google TV brings everyone's favourite content from across apps and subscriptions and organises them. Searching is easy- just ask Google. Try saying, "Hey Google, find action movies" to search across apps¹⁶.
- **Movies included with BRAVIA CORE:** Enjoy streaming high-quality 4K UHD movies included with the BRAVIA CORE app, exclusively on select Sony TVs.^{4,14}

- **Perfect for PlayStation® 5:** Take PlayStation® 5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimised picture quality while gaming and streaming.³
- **All game settings in one place:** With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface.
- **HDMI 2.1 gaming:** Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, and ALLM.
- **Enhanced entertainment:** Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX Enhanced, and Netflix Adaptive Calibrated Mode.^{2,6,15}
- **More clarity, less noise:** Following a soon to be announced firmware update, users can bring back lost texture and detail, with reduced noise and blur, and see all HD and digital content upscaled to near-4K resolution with XR 4K Upscaling and XR Clear Image technologies.¹⁴
- **Pairs perfectly with Sony soundbars:** Acoustic Centre Sync synchronises the TV speakers with select Sony soundbars to reinforce the center speaker channel for clearer, fuller dialogue and more immersive sound.¹
- **Enhanced TV experience with BRAVIA CAM:** Video chat with friends and family and allow BRAVIA CAM to automatically adjust picture and sound according to the room environment and seating location.
- **All Eco settings in one place:** The Eco Dashboard keeps all settings in one place, making it easier to change them individually or in one go. With an Easy Setup Wizard, optimise settings for the environment.

Pricing and Availability

The **new BRAVIA XR TV lineup** will be available in Australia from May 2023. Exact pricing on models will be made available upon their release.

For more information on new Sony television models, please watch Sony's BRAVIA XR announcement video [here](#) or visit the BRAVIA XR [website](#)

For more information on all Sony soundbars, please visit [here](#)

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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 Adhesive PR at sony@adhesivepr.com.au

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 <https://www.tiktok.com/@sonyaustralia?lang=en>

¹ Compatible soundbars: HT-A9, HT-A7000, HT-A5000, HT-A3000

² Dolby Vision and Atmos content compatible with streaming services or compatible content device connected via HDMI input (sold separately).

³ To activate Auto HDR Tone Mapping, user must enable feature when pairing TV and PS5 for the first time; or will need to disconnect TV and PS5, perform factory reset on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X80K and X77K.

⁴ Purchase an eligible TV and register for BRAVIA CORE™ by February 23, 2026 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see <https://www.sony.net/bravia-core>. Network services, content, and operating system and software of product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information.

⁵ User must setup broadband network environment. By default, Pure Stream setting is turned OFF and must be turned ON in BRAVIA CORE settings. BRAVIA CORE offers streaming between 30Mbps-80Mbps once user turns ON Pure Stream. To access Pure Stream at 30Mbps, user must have a minimum internet speed of 43Mbps over Wi-Fi. To access highest quality Pure Stream available at 80Mbps user must have minimum internet speed of 115Mbps over Wi-Fi. Subject to user's network operator's video streaming restrictions, BRAVIA CORE automatically selects the best bitrate as following with adaptive streaming functionality based on the internet speed available.

⁶ IMAX Enhanced content enables a full IMAX Enhanced experience on IMAX Enhanced Certified BRAVIA TV with compatible streaming services such as BRAVIA CORE, or compatible content devices such as Blu-ray players, connected via HDMI input (sold separately).

⁷ Button coverage regions: Americas, Europe, South East Asia, Australia and New Zealand

⁸ Broadcast timelines subject to licensing restrictions

⁹ User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.

¹⁰ The products with 60% reduction are only available with certain models and in certain regions.

¹¹ The 15% is compared to FY18 models. The ratio may vary by model.

¹² User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.

¹³ User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.

¹⁴ 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.

¹⁵ Netflix streaming membership is required. 4K Ultra HD availability is subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsofuse.

¹⁶ User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.