

SONY

For Immediate Release

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Cinema is coming home: Sony introduces its brightest and best sounding new BRAVIA™ TVs to further enrich ultimate cinematic experience at home

Variety of new TV models boast greatly improved picture quality with high brightness, colour volume, clear shadow details in dark scenes, and sound coming directly from screen to faithfully display cinema creators' intent.



SYDNEY, AUSTRALIA – APRIL 18, 2024 – Sony is renewing [BRAVIA](#) as a brand for watching movies to enrich the ultimate home cinema experience. With the expansion of streaming services, watching movies in the comfort of the home has gained in popularity. Sony's wide variety of products such as digital cinema cameras, professional monitors, and professional headphones have been widely utilised by film production professionals, allowing the company to deeply understand the cinema industry and the intention of filmmakers and content creators. New BRAVIA further enhances the sense of reality of cinematic content and delivers outstanding picture and sound quality at home to enjoy films with much of the same magic of the big screen.

By unifying TVs, soundbars and other home audio technologies under a single brand, Sony aims for customers to have a **one-stop destination to enjoy that ultimate cinematic experience of dazzling picture quality and evocative sound as the filmmaker intended.** The matching features and design of **BRAVIA TVs** and **BRAVIA Theatre home audio products** make it easier for consumers to choose and combine a complete home entertainment package for an outstanding cinematic experience.

As part of the new BRAVIA line-up, Sony will release several TV models across 4 series with **BRAVIA 9** being the flagship set capable of high peak luminance, deep blacks, supreme contrast and beautifully natural colours. In addition, with the newly announced **BRAVIA Theatre** home audio product line-up you can seamlessly experience the full audiovisual richness of any film content at home.

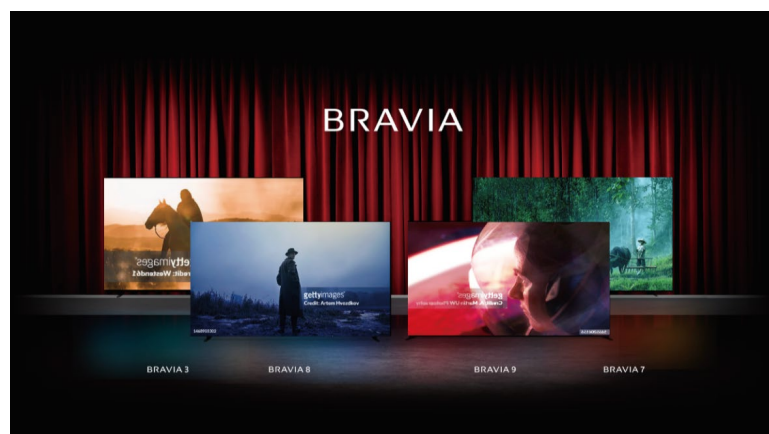
“Building on the decades of operating at the heart of the professional film production equipment development as well as film production and distribution, Sony is in a unique position that allows it to utilise its unparalleled film industry, professional equipment, and consumer electronics experience with its pioneering BRAVIA TVs and BRAVIA Theatre home audio devices”, said Kei Tsuru, Head of Home Entertainment, Sony Australia. “We’re excited to launch the new BRAVIA TV and BRAVIA Theatre home audio products that usher in new exciting features, elevating the way you can watch films at home to new heights”, added Kei.



Cinema is coming home with BRAVIA

Watch films at home the way the creator intended

BRAVIA TVs intelligently optimise colour, contrast, and brightness for a home viewing environment that is brighter than a cinema. This is to ensure that the at-home watching experience is faithful to how the creator envisioned their picture to look. One of the elements that allows to achieve it is the high peak brightness of the **BRAVIA 9 Mini LED model** paired with precise backlight control. The picture becomes authentic with the right parts of the screen appropriately lit, letting the viewer discover even the smallest details the filmmaker put in the scene, especially in the Studio Calibrated modes developed in collaboration with the leading streaming services.



Provides optimal picture quality to enjoy movies at home

- XR Processor¹

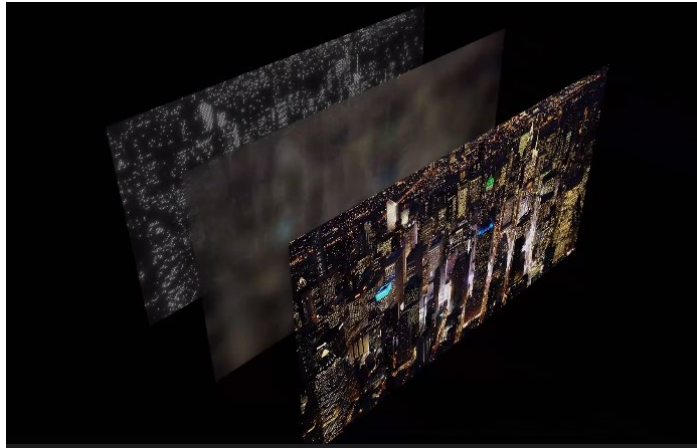
Sony's XR Processor features a scene recognition system that detects and analyses data with high accuracy, and then optimises the picture for ultimate realism to reproduce a cinema creator's intention.

- XR Backlight Master Drive²

Like the backlight control technology in Sony's [professional monitors](#) used by filmmakers, XR Backlight Master Drive with a unique local dimming algorithm precisely controls thousands of LEDs for truly authentic contrast to preserve shadow detail in the most demanding scenes.

¹ Available in BRAVIA 9, 8 and 7.

² Available in BRAVIA 9 and 7.



Up to approximately 325% more dimming zones than in the 2023 X95L model

- High Peak Luminance³

Imagine a brilliantly sunlit, snow-covered mountain landscape. With higher luminance than ever, the supremely bright TVs can faithfully reproduce natural scenes in absolute detail, even in the brightest daylight.



Up to approximately 50% brighter than the 2023 X95L model

- X-Anti Reflection™ and X-Wide Angle™⁴

With X-Anti Reflection, pictures are clearer with less reflection and glare caused by sun or lamp light so you can see pure blacks in brightness and enjoy clear pictures without distraction. X-Wide Angle keeps pictures looking as beautiful from the sides as they do from the centre.

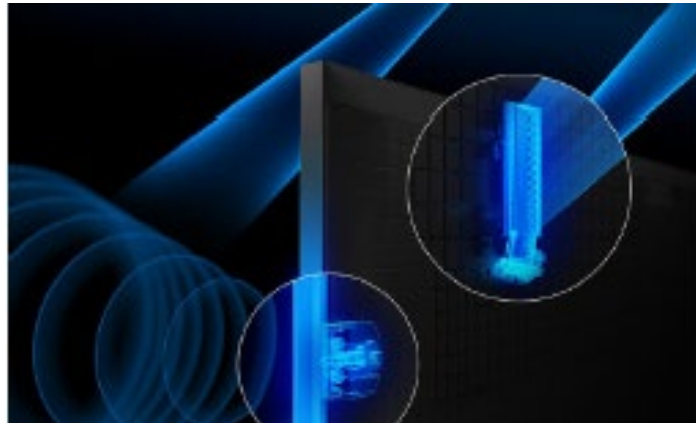
³ Available in BRAVIA 9.

⁴ Available in BRAVIA 9.

Provides optimal sound quality to enjoy movies at home

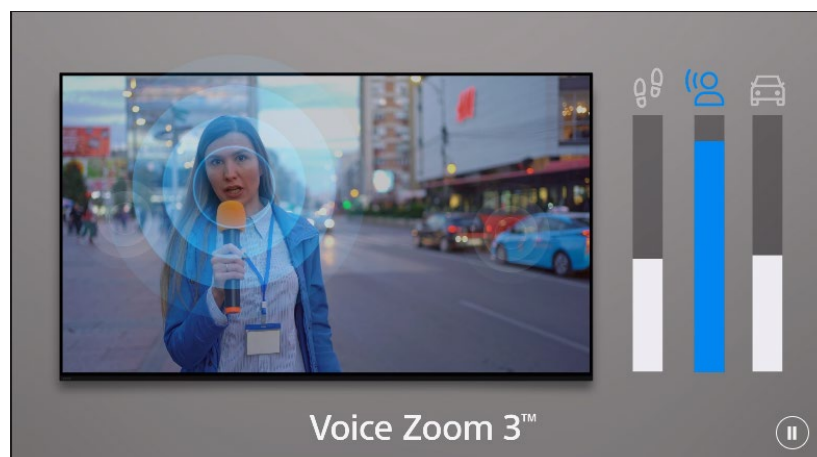
- Acoustic Multi-Audio+™⁵

New BRAVIA 9 TVs feature Acoustic Multi-Audio+ and are the world's first⁶ with Beam Tweeter at the top and Frame Tweeter at the sides to deliver cinematic surround sound. Every sound comes from exactly the right place.



- Voice Zoom 3™⁷

Sony's new Voice Zoom 3 recognises human dialogue through AI algorithms and amplifies or reduces its volume so even small dialogue sounds loud and clear. It works great with the BRAVIA Theatre home audio products.⁸



⁵ Available in BRAVIA 9.

⁶ As of April 2024. According to Sony research.

⁷ Available in BRAVIA 9, 8 and 7.

⁸ Available via a future firmware update.

- Acoustic Center Sync

Acoustic Center Sync integrates your sound system such as a soundbar with the TV so that the sound precisely matches the action on the screen, bringing a cinema-like setup home. In cinemas, a speaker is placed directly behind the screen, which has numerous small holes, and the sound emitted from it is passed forward so that the dialogue and sounds overlap with the image projected onto the screen and are heard from the correct position. When you combine BRAVIA TVs⁹ and BRAVIA Theatre products¹⁰, the Acoustic Center Sync function fuses the sound of the TV's speakers and the soundbar seamlessly, creating a cinema-like experience where the sound appears to come directly from the TV screen.

Settings for Voice Zoom 3, Acoustic Center Sync, BRAVIA Theatre audio products connected to BRAVIA, and other TV features can now be operated using the BRAVIA Connect App (formerly Home Entertainment Connect App) without displaying the menu bar on the TV screen while watching a movie.

A wealth of modes to precisely reproduce the image quality intended by the creator at home

BRAVIA is equipped with Studio Calibrated modes that reproduce the image quality intended by film content creators in a home setting. In addition to the existing established Netflix Adaptive Calibrated Mode and SONY PICTURES CORE (formerly BRAVIA CORE) Calibrated Mode, Prime Video Calibrated Mode is a new mode designed to provide customers with even more ways to experience premium entertainment through the lens of the creator. With Prime Video Calibrated Mode, customers can enjoy optimum picture quality that is automatically calibrated across movies, series, and for the first time, live sports.

- Studio Calibrated modes
 - Netflix Adaptive Calibrated Mode¹¹
 - SONY PICTURES CORE Calibrated Mode¹² (formerly BRAVIA CORE Calibrated Mode)
 - Brand new Prime Video Calibrated Mode¹³

⁹ This feature works with the new BRAVIA 9, 8, 7 series models, as well as other older Sony TV models. More information: https://www.sony.net/hav_faq.

¹⁰ Except BRAVIA Theatre U.

¹¹ Available in BRAVIA 9, 8 and 7.

¹² Available in BRAVIA 9, 8 and 7, Services availability depends on countries/regions.

¹³ Available in BRAVIA 9, 8 and 7 via a future firmware update.

Both BRAVIA TVs and BRAVIA Theatre home audio products are compatible with IMAX Enhanced as they have been certified by IMAX and DTS® to meet rigorous standards needed to get the best possible IMAX movie experience from SONY PICTURES CORE (formerly BRAVIA CORE) and select films on Disney+¹⁴. Movie fans can enjoy optimised IMAX picture and sound on BRAVIA TVs and BRAVIA Theatre home audio products with IMAX Enhanced mode, including IMAX Enhanced sound with DTS:X. In addition, SONY PICTURES CORE will introduce selected series from Crunchyroll¹⁵ – a streaming service focused on anime. This will add a host of Crunchyroll anime series to customers with an included streaming package¹⁶.

BRAVIA supports both Dolby Vision® and Dolby Atmos®, for incredible brightness, sharper contrast, richer colours, and immersive sound across your favourite entertainment on Disney+, Prime Video, Netflix, and other popular streaming services.

IMAX:

“We’re excited to bring audiences an unrivalled cinematic experience in the home and beyond with Sony’s new BRAVIA IMAX Enhanced certified TVs and BRAVIA Theatre home audio products,” said Vikram Arumilli, SVP and GM, Streaming and Consumer Technology at IMAX. “IMAX Enhanced is designed to preserve and enhance filmmaker’s vision and intent, and Sony’s expanded device offering adds more ways for fans to experience the power of IMAX through some of the most iconic films hosted on the platform.”

Dolby:

“Storytelling is at the heart of everything we do at Dolby,” said Mahesh Balakrishnan, Vice President of Consumer Entertainment, Dolby Laboratories. “With Dolby Vision and Dolby Atmos, creatives have a wider set of tools to work with so audiences can experience their stories exactly as they envisioned. Through the combination of Sony best-in-class engineering and Dolby’s industry leading innovations, consumers can enjoy truly cinematic Dolby experiences on their favourite Sony BRAVIA and BRAVIA Theatre devices.”

¹⁴ IMAX Enhanced content will be coming to Disney+ via a future firmware update in summer 2024.

¹⁵ Available via a future firmware update.

¹⁶ For SONY PICTURES CORE terms and conditions, please access <https://www.sony.co.uk/electronics/bravia-core>.

Environmental initiatives

Sony has set forth an environmental plan called [Road to Zero](#), which aims to achieve zero environmental impact through its business activities and product life cycles by 2050. To contribute to this vision, BRAVIA will pursue innovations that provide the best viewing experience with high picture and sound quality and a premium design all the while contributing to reducing environmental impact inter alia as described below.

Reduced power consumption:

BRAVIA 9 and BRAVIA 7 use Sony's proprietary signal processing to maximise the characteristics of the panel device (Mini LED), automatically optimising brightness for each scene while achieving both high brightness and low power consumption. In addition, the Eco Dashboard, which allows you to easily set and manage various energy saving settings of BRAVIA all at once, has been further evolved. You can also check the amount of power used and tips for saving energy¹⁷.

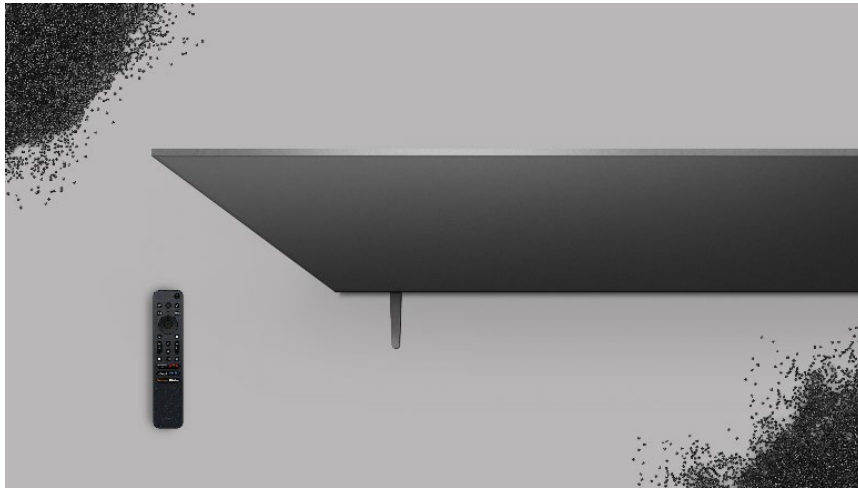


Reducing virgin plastic usage in products:

To reduce environmental impact, Sony is working on multiple aspects of the product life cycle, such as reduction of virgin plastic use, improvement of transportation efficiency, and reviewing energy consumption during use.

¹⁷ The look and features available through the Eco Dashboard vary by model. Power consumption is an approximate value and may differ from the actual value.

From material development to exterior design, BRAVIA has succeeded in significantly increasing the use of recycled materials while maintaining a high-quality finish. SORPLAS™¹⁸, a recycled plastic developed by Sony, is used for the back cover¹⁹, which has the largest surface area on a TV, with approximately 65%²⁰ of the total plastic used being recycled material. The compact, rechargeable Eco Remote is also made from approximately 79.7% recycled plastic²¹.



Commitment to accessibility

Sony aims to contribute to an inclusive society through its business, increasing accessibility to enable those with diverse needs to utilise its products. BRAVIA develops products with accessibility in mind so that all customers can enjoy the movie experience, regardless of disability or age.

¹⁸ SORPLAS : Sustainable Oriented Recycled Plastic.

¹⁹ In BRAVIA 9 and 8. SORPLAS™ may not be used for parts depending on the time of production.

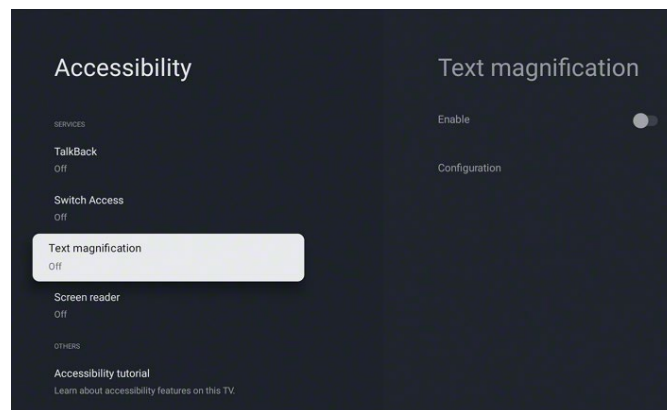
²⁰ Depending on model and size.

²¹ May not be used for parts depending on the time of production.

Vision and action assist:

The Talkback screen reader function allows you to check program listings and set up your TV without looking at the screen. It also can enlarge text and display it on the screen. Additionally, the tactile dots on the HDMI and S-Center terminals of BRAVIA TV match those found on the BRAVIA Theatre products to simplify the process of locating and connecting ports for a smooth setup experience.

Colour inversion makes it possible to invert the brightness of colours so that bright areas become dark, and dark areas become bright. This feature can be turned on or off as needed. If the text is easier to read with a dark or bright background colour, you can use colour inversion to change the background colour.



Voice commands can be used to operate the BRAVIA TV, such as turning the power on/off and adjusting the volume. BRAVIA TVs are also equipped with shortcut commands that allow you to quickly and easily turn on/off accessibility features, allowing both those who require them and those who do not to use the same TV set without stress.

The new **BRAVIA 7 and 3** will be available in Australia from May 2024, while the new **BRAVIA 9 and 8** will be available in Australia from July 2024.

Recommended retail price will be released at a later date.

BRAVIA 9 Mini LED – Available in 85” & 75”

BRAVIA 8 OLED – Available in 77”, 65” & 55”

BRAVIA 7 Mini LED – Available in 85”, 75”, 65” & 55”

BRAVIA 3 LED – Available in 85”, 75”, 65”, 55”, 50” & 43”

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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 www.tiktok.com/sonyaustralia