



For Immediate Release

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Sony Electronics Introduces 2022 BRAVIA XR TV Lineup, Featuring Innovative XR Backlight Master Drive Technology for New Mini LED Models

*Maximise new panel offerings with Sony's proprietary technologies for the most
immersive viewing experience available*

BRAVIA XR



SYDNEY, AUSTRALIA – 5 JANUARY 2022 – Sony Electronics today announced the new BRAVIA XR television series, including **X95K 4K Mini LED** models, **MASTER Series A95K**, **MASTER Series A90K** and **A80K 4K OLED** models, and **X90K 4K LED** model.

Powered by Cognitive Processor XR™, the unique **XR Backlight Master Drive** precisely controls our latest generation Mini LED backlight in the 0 and X95K series for incredible brightness. Enjoy an unprecedented dynamic range with incredibly dazzling lights and deep blacks, as well as beautifully natural mid tones with almost no flare or halos around highlights. The Cognitive Processor XR™ also powers our **A95K's new OLED (QD-OLED) panel** with

XR Triluminos Max, which delivers our widest colour palette and reproduces naturally beautiful shades and hues. With millions of individuals, self-illuminating pixels, the A95K delivers more colours than ever before for an entirely new viewing experience.

These new innovations help us deliver the best and most immersive viewing experiences, authentically delivering the creator's true intent. When watching movies, viewers can experience our enhanced **Acoustic Surface Audio+**[™] for OLED models and **Acoustic Multi-Audio**[™] for LED models, precisely matching the position of the sound with the images on the screen for a truly immersive audio and visual experience. The lineup also includes new features that customise and enhance at-home entertainment. Together with Netflix, we've released **Netflix Adaptive Calibrated Mode**ⁱ, which automatically adjusts image processing based on ambient light, so users' favourite shows and films look like the creator intended, under any conditions. Additionally, Sony's new **BRAVIA CORE Calibrated Mode** will automatically adjust the image quality on screen to better align with the video creator's original visionⁱⁱ. All 2022 BRAVIA XR televisions will be designated **'Perfect for PlayStation®5'**ⁱⁱⁱ, which includes two **PS5®** exclusive features – Auto HDR Tone Mapping^{iv} and Auto Genre Picture Mode^v.

“With the best-in-class picture and sound quality, our new line up of BRAVIA XR TV's have been crafted to provide a powerfully immersive big-screen experience. Sony is committed to providing the best viewing experience possible, no matter the space or content selection.” – Aki Hosoda, Head of TV

This year, Sony also introduces a newly developed original camera device, **BRAVIA CAM**^{vi}, which recognises where users are sitting and optimises the picture and sound accordingly. It includes gesture controls, video chat and many other fun, new experiences waiting to be explored.

With growing demand for even larger TV screens, there is also the risk of greater resource and energy use. However, Sony is committed to sustainability from the development process all the way through to the viewing experience. Sony's **"Road to Zero"** global environmental plan aims to achieve a sustainable society by reaching a zero environmental footprint throughout the life cycle of its products and business activities by the year 2050.

With these goals in mind, our 2022 TVs use high recycled plastic content with Sony-developed **SORPLAS™**. By using SORPLAS™^{vii}, we've increased our use of recycled material without sacrificing design and durability and reduced overall virgin plastic use by up to 60%^{viii}, which equates to approximately 140,000,000 compact discs. Additionally, Sony's **BRAVIA CAM** can recognise when viewers are no longer in front of the TV and dim the display to conserve energy.

BRAVIA CAM



2022 BRAVIA XR Lineup Highlights

- **Cognitive Processor XR™:** Take vision and sound to the next level with Cognitive Processor XR™. Our revolutionary processor on Sony BRAVIA XR™ TVs reproduces content the way humans see and hear for an incredibly lifelike experience. Images are cross analysed and enhanced, especially around the focal point, to give real life depth, extraordinary contrast, and beautifully vivid colours.
- **XR Backlight Master Drive:** Powered by Cognitive Processor XR™, the XR Backlight Master Drive uses a Sony-developed local dimming algorithm to control thousands of tiny, ultra-dense Mini LEDs with absolute precision and independence, delivering extraordinary brightness, impressive dynamic range, deep blacks, and beautifully natural colours.
- **Acoustic Surface Audio+™/Acoustic Multi-Audio™:** For a truly immersive audio/visual experience, these powerful features ensure that sound matches precisely with what's on the screen.

- **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 Theater System or the HT-A7000 soundbar. **360 Spatial Sound Mapping**, a new frontier of spatial sound technology, is the latest addition to model HT-A7000^{ix}. 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. Using the **Acoustic Centre Sync^x** feature, a BRAVIA XR TV plays the centre channel role with the home theater system or soundbar as part of the 360 Spatial Sound Mapping setup^{xi}, enabling sound to perfectly match what's on the screen.
- **BRAVIA CAM^{vi}:** This innovative technology ensures users always have the best seat in the house by optimising picture and sound quality. BRAVIA CAM also offers gesture controls, video chat and many other fun, new experiences.
- **Ambient Optimisation Pro:** Users can connect their BRAVIA XR TV with BRAVIA CAM and enjoy TV like never before. BRAVIA CAM recognises where users are in the room and how far they are from the TV, then adjusts sound and picture settings so they're just right.
- **Google TV:** Brings together more than 400,000 movies, shows, live TV and more from apps and subscriptions and organises seamlessly. Easily find something to watch with personalised recommendations and bookmark shows and movies to a single Watchlist to keep track of what to watch. Users can even add to their Watchlist from their phone or laptop with Google Search^{xii}.
- **Premium Remote:** Our new premium aluminium remote is easy to use and clean, with simplified buttons and a backlight so users can see everything clearly, even in the dark. Never lose the remote behind sofa cushions again; with the Finder function, users can tell the TV to find the remote and the remote will ring.

- **BRAVIA CORE:** BRAVIA COREⁱⁱ app is a pre-loaded movie service that includes up to 10 movies to redeem and up to 24 months unlimited streaming with the purchase of a BRAVIA XR TV. With BRAVIA XR technology, Pure Stream™^{xiii} and IMAX® Enhanced, content is delivered with stunning visuals and expressive sound quality. With **BRAVIA CORE Calibrated mode**, movies will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience. Over time, the app experience will be enriched with new features. BRAVIA CORE will be available in over 75 countries in 2022.
- **Netflix Adaptive Calibrated Mode:** A new display mode that leverages Sony's BRAVIA XR ambient light sensor to ensure that the artistic intent is preserved in all lighting conditions. Sony's close collaboration with Netflix on this feature means viewers can enjoy Netflix content with precise colours, accurate contrast, and true motion, whether the content is enjoyed in a dark or well-lit environmentⁱ.
- **Perfect for PlayStation®5:** Pair a BRAVIA XR TV with a PlayStation®5 console to get a fantastic gaming experience. Only BRAVIA XR TVs automatically adjust and optimise the picture to the best settings for the PlayStation®5 console, whether it's used for gaming or watching a movie. With immersive picture and sound, users will feel like they're right in the middle of the action. And with 4K/120fps, as specified in HDMI 2.1, our TVs give smooth and clear movement for responsive gameplay.ⁱⁱⁱ
- **Commitment to Sustainability:** Sony is committed to sustainability from the development process all the way through to the viewing experience. This year, select models use Sony-developed SORPLAS™, a 99% recycled plastic material that has reduced the amount of virgin plastic used by up to 60%^{vii}. TV packaging size has also been reduced by approximately 15% and features a significant reduction in ink (approx. 90%) and plastic (approx. 35%).^{viii} Additionally, BRAVIA CAM can recognise when viewers are no longer in front of the TV and dim the display to conserve energy. To learn more, please visit [here](#).

New Sony TV Models and Key Features



MASTER Series A95K OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while new **XR Triluminos Max** can access the widest palette of colour to reproduce natural shades with every detail.
- **New OLED (QD-OLED) panel** boosts colour brightness by up to 200% compared to conventional TVs.
- **Acoustic Surface Audio+™** uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes two large actuators and two subwoofers.
- **Acoustic Center Sync** optimises sound output from the TV and soundbar for a better audio experience.^x
- **BRAVIA CORE Calibrated mode**ⁱⁱ
- **BRAVIA CAM^{vi}** and **Ambient Optimisation**
- Quick access to an array of content and services with **Google TV**.^{xii}
- **Hands-free voice** capabilities.
- **Premium Remote**
- **Dual Style** offers two different viewing formats – 'front position' brings the screen forward for the most immersive experience while 'back position' allows users to set the TV close to the wall, so it blends seamlessly with the room.

Available in 65"



X95K 4K Mini LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR Backlight Master Drive** precisely controls our latest generation Mini LED backlight for extraordinary contrast of high brightness and deep blacks.
- **XR Triluminos Pro** and **XR Contrast Booster¹⁵** combine to express billions of accurate colours with exceptional black contrast.
- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience.
- **X-Wide Angle™** technology provides vivid real-world colours from any angle while retaining more colour and brightness.
- **BRAVIA CORE Calibrated modeⁱⁱ**
- **Acoustic Multi-Audio™** uses sound positioning tweeters to ensure high frequency sounds come from the right place in the scene, precisely matching what's on screen. In addition to front-firing speakers, these sound positioning tweeters manage sound positioning in high tone areas for enhanced realism, while left and right subwoofers deliver powerful bass no matter where the TV is placed.
- **Acoustic Centre Sync** optimises sound output from the TV and soundbar for a better audio experience.^x
- **BRAVIA CAM^{vi}** accessory compatible and **Ambient Optimisation**
- Quick access to an array of content and services with **Google TV.^{xii}**
- **Hands-free voice** capabilities.
- **Minimalist One Slate design** with **Seamless Edge** and a single pane of tempered glass keeps viewers focused on the picture for a truly immersive big screen viewing experience without distraction.
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, standard position to eliminate distractions and soundbar position to elevate the TV and integrate a soundbar system.

Available in 85", 75" & 65"



MASTER Series A90K OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each colour with the subtle differences seen in the real world.
- **BRAVIA CORE Calibrated mode**ⁱⁱ
- **Acoustic Surface Audio+**TM uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes two large actuators and two subwoofers.
- **Acoustic Centre Sync** optimises sound output from the TV and soundbar for a better audio experience.^x
- **BRAVIA CAM**^{vi} accessory compatible and **Ambient Optimisation**
- Quick access to an array of content and services with **Google TV**.^{xii}
- **Hands-free voice** capabilities.
- **Premium Remote**
- **Minimalist one slate design** with Metal Flush Surface embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction.
- **Flexible two-way stand** provides different stand position options, including a standard position to eliminate distractions and a sound bar position to elevate the TV and integrate a soundbar system. Thanks to the adjustable stand with aluminium centre plate, users can place the TV and soundbar on a desktop so it can be used as a gaming monitor.

Available in 48" & 42"



A80K OLED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- **XR OLED Contrast Pro** adjusts brightness for higher peaks in glare and deeper blacks in shadow while **XR Triluminos Pro** enables a wider palette to reproduce each colour with the subtle differences seen in the real world.
- **BRAVIA CORE Calibrated mode**ⁱⁱ
- **Acoustic Surface Audio+**TM uses special actuators to turn the screen into a multi-channel speaker so the sound matches precisely with what's on screen. The TV includes three actuators and two subwoofers. Two of the actuators are dedicated to treble, strengthening sound localisation and surround sound.
- **Acoustic Centre Sync** optimises sound output from the TV and soundbar for a better audio experience.^x
- **BRAVIA CAM**^{vi} accessory compatible and **Ambient Optimisation**
- Quick access to an array of content and services with **Google TV**.^{xii}
- **Hands-free voice** capabilities.
- **Minimalist one slate design** with Metal Flush Surface embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction.
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and soundbar position to elevate the TV and integrate a soundbar system.

Available in 77", 65" & 55"



X90K 4K LED TV features:

- **Cognitive Processor XR** understands how humans see and hear, providing a revolutionary experience that completely immerses viewers in their favourite content.
- Combined with the precision of a **Full Array LED** panel, **XR Triluminos Pro** and **XR Contrast Booster¹⁰** deliver supreme realism with deep blacks and intense brightness with **wider colour gamut**.
- **BRAVIA CORE Calibrated modeⁱⁱ**
- **Acoustic Multi-Audio™** includes two sound positioning tweeters, in addition to traditionally placed TV speakers, that enable sound to follow the action for a truly immersive experience. Independent amps are controlled separately to precisely manage sound positioning of these speakers in high tone areas, enhancing sound pressure and stability for more realism.
- **Acoustic Centre Sync** optimises sound output from the TV and soundbar for a better audio experience.^x
- **BRAVIA CAM^{vi}** accessory compatible and **Ambient Optimisation**
- Quick access to an array of content and services with **Google TV^{xii}**.
- **Hands-free voice** capabilities.
- **Minimalist One Slate design** with flush surface maximises the screen and minimises the bezel, so users stay focused on what's important – the picture.
- **Two-way stand** provides different stand position options, including a standard position to eliminate distractions and a soundbar position to elevate the TV and integrate a soundbar system.

Available in 85", 75", 65" & 55"

Pricing and Availability

The recommended retail pricing and availability of the **BRAVIA XR X95K, A95K, A90K, A80K, and X90K** in Australia will be announced at a later date.

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

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

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 and YouTube www.youtube.com/sonyaustralia.

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

ⁱⁱ Purchase an eligible TV and register for BRAVIA CORE™ by 02/23/24. Number of titles, credits & redemption/viewing period & selection differ per TV model & subject to change. For eligible TVs and terms and conditions: <https://www.sony.net/bravia-core>. BRAVIA CORE streaming membership reqd. 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.

ⁱⁱⁱ Input lag time measured via 4K/120fps game HDMI input, may differ by real-time usage environment or specific conditions. Game title supporting 4K/120fps required.

^{iv} Auto HDR Tone Mapping - Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. To activate Auto Tone Mapping, must enable feature when pairing TV and PS5

for the first time; or will need to disconnect TV and PS5, perform factory reset and enable the feature during initial setup. Feature is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.

^v Auto Genre Picture Mode - Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. This function works when Auto Picture Mode on the TV is set to ON and is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.

^{vi} Other than video chat, other BRAVIA CAM features available via firmware update.

^{vii} The recycle rate refers to flame-retardant materials. The recyclable material used on the TV may differ depending on size.

^{viii} Percentage compared to FY18. The products with 60% reduction are only available with certain models and in certain regions.

^{ix} The software update of 360 Spatial Sound Mapping on HT-A7000 will be available in mid 2022.

^x BRAVIA Acoustic Centre Sync mode works with the following models: A95K series, A90K series, A80K series, A75K series, X95K series, X90K series (85" only), X80K series, Z9J series, A90J series, A80J series and X95J series. Product availability varies by country.

^{xi} Optional wireless rear speakers (sold separately) are required for HT-A7000 and HT-A5000. Optional rear speakers may not be available in all countries and regions.

^{xii} 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. Google TV is the name of this device's software experience and a trademark of Google LLC. Google is a trademark of Google LLC.

^{xiii} 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.