

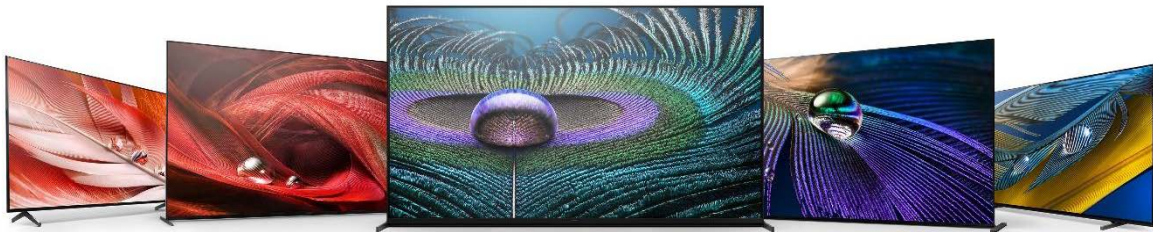
SONY

For Immediate Release

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Sony announces new BRAVIA XR 8K LED, 4K OLED and 4K LED models with new “Cognitive Processor XR”



Innovative new processor mimics human brain to deliver a never-before-seen immersive viewing experience

SYDNEY, 8 January 2021 - Sony today announced the new **BRAVIA XR** televisions, including the **MASTER Series Z9J 8K LED** and **A90J OLED** as well as the **A80J OLED**, **X95J** and **X90J 4K LED** televisions.

Powered by the **Cognitive Processor XR**, the brain of the new BRAVIA XR, the BRAVIA TVs use a completely new processing method that goes beyond conventional Artificial Intelligence (AI), designed to replicate the ways humans see and hear. When we see objects, we unconsciously focus on certain points. Cognitive Processor XR, powered by cognitive intelligence, knows where that focal point is by dividing the screen into numerous zones and detecting the “focal point” in the picture. While conventional AI can only detect and analyse picture elements like colour, contrast and detail individually, the new processor can cross-analyse an array of elements at once, just as our brains do. By doing so, each element is adjusted to its best final outcome, in conjunction with each other, so everything is synchronised and lifelike – something that conventional AI cannot achieve.

Cognitive Processor XR also analyses sound position in the signal and output to achieve a precise match with the action on screen. In addition, it upconverts any sound to 3D surround sound, to deliver supreme realism with an immersive soundscape. It learns, analyses, and understands unprecedented

amounts of data, and intelligently optimises every pixel, frame and scene for the most lifelike picture and sound Sony has ever delivered.

“Sony’s key objective is to offer customers an incredibly immersive viewing experience by utilising evolving technologies and premium large screens to perfectly deliver the creator’s true intent,” said Aki Hosoda, Head of TV, Sony ANZ. *“The new BRAVIA XR TVs take big screen home entertainment to new heights with the introduction of the most advanced processing technology we have ever created.”*

Key BRAVIA XR lineup highlights:

- **Google TV:** This lineup also introduces Google TV, a brand-new entertainment experience that brings together movies, shows, live TV and more from apps and subscriptions¹, and organizes them just for you. 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.
- **HDMI 2.1 compatibility:** All BRAVIA XR TVs will feature HDMI 2.1 compatibility, including 4K 120fps, Variable Refresh Rate (VRR)², Auto Low Latency Mode (ALLM) and e-ARC, supporting higher resolutions and frame rates ideal for next-generation gaming.
- **Sound-from-Picture Reality™:** In addition to best-in-class picture quality, the new Cognitive Processor XR also offers incredible sound with Sound-from-Picture Reality™, which aligns the position of the sound with the images on the screen to offer a uniquely lifelike experience.
- **Hands-Free Voice Function:** Sony’s voice-activated TVs work alongside Google Assistant to provide a smarter viewing experience³. Ask the Assistant to search for the latest blockbuster or stream shows. Have it dim the lights by connecting smart home devices. Manage tasks and see your calendar, or ask it questions and see the answers on your TV.
- **Smart Speaker compatibility:** With Google Assistant and Amazon Alexa⁴ enabled devices, you may cast and control videos from YouTube with Google Nest speakers⁵ or change the channel or volume with Google Assistant and Amazon Alexa enabled devices.
- **Delivering the creator’s intent:** The new models will continue to deliver the creator’s intent with Netflix Calibrated Mode, offering studio-quality Netflix content.

¹ Google TV integrated services are subject to terms and conditions and may change or terminate without notice.

² VRR feature requires firmware update.

³ Only for built-in Mic models – Z9J, A90J, A80J, X95J & X90J

⁴ Amazon Alexa enabled devices (sold separately) compatible with Sony’s TV devices. Amazon account required. Subscriptions may be required to access certain content. Sony’s TV and Alexa devices both require internet connection. Not all smart home features are supported via Alexa, please refer to the enabled Alexa skill for a list of supported features. Amazon, Echo, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

⁵ Google Nest speakers (sold sep). Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iPhone 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.

Sony's new TV models and key features:

MASTER Series Z9J [85" class model] 8K 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, XR Contrast Booster** and **XR 8K Upscaling** delivers supreme 8K realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **X-Wide Angle** technology provides vivid real-world colours from any angle while retaining more colour and brightness
- **Acoustic Multi-Audio** technology delivers cinematic surround sound and accurate sound positioning, providing pictures and sound in perfect harmony
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{6 7}
- Works with **Alexa** and **Google Assistant**
- **Hands-free voice search** works alongside Google Assistant to provide a smarter viewing experience⁶
- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience
- **HDMI 2.1** and **e-ARC compatibility**, including 4K 120fps, Variable Refresh Rate (VRR) and Auto Low Latency Mode (ALLM)
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound⁸
- **Ambient Optimisation** enhances picture and sound quality in any environment
- **Minimalist one slate design** 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 sound bar position to elevate the TV and integrate a soundbar system
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

⁶ Apple® AirPlay® 2 and HomeKit™ features will be available on FY18 models: Z9F, A9F; FY19 models: Z9G, A9G, X9500G, X8500G; FY20 models: Z8H, A8H, X9500H, X9000H, X8000H; FY21 models: Z9J, A9J, A8J, X9500J, X9000J, X8500J, X8000J.

⁷ 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.

⁸ Consumers can enjoy movies and TV shows in Dolby Vision from Netflix, Disney+, Amazon Prime or via a compatible streaming media player connected to the TV via HDMI. Dolby Atmos is available through Netflix and compatible streaming media players connected to the TV via HDMI. Requires HDMI® cables sold separately.

MASTER Series A90J [83" class and 65" class models] 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
- **XR Motion Clarity** technology controls moving images precisely to minimise blur so that pictures remain true with less loss in brightness during high speed scenes
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{6 7}
- Works with **Alexa** and **Google Assistant**
- **Netflix Calibrated Mode** offers studio-quality Netflix content.
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1 compatibility**, including 4K 120fps, Variable Refresh Rate (VRR)⁵, Auto Low Latency Mode (ALLM) and e-ARC
- Improved **Acoustic Surface Audio+** technology delivers more accurate sound positioning and cinematic surround sound, providing pictures and sound in perfect harmony
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound¹¹
- **Ambient Optimisation** enhances picture and sound quality in any environment
- **Three-way stand**⁹ provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and sound bar position to elevate the TV and integrate a soundbar system
- **Minimalist one slate design** with Seamless Edge bezel embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **Hands-free voice search** works alongside Google Assistant to provide a smarter viewing experience⁶

A80J [77" class, 65" class and 55" class models] 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** 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

⁹ 65" model offers two-position stand.

- **XR Motion Clarity** technology controls moving images precisely to minimise blur so that pictures remain true with less loss in brightness during high speed scenes
- Improved **Acoustic Surface Audio+** technology delivers more accurate sound positioning and cinematic surround sound, providing pictures and sound in perfect harmony
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and sound bar position to elevate the TV and integrate a soundbar system
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{6 7}
- Works with **Alexa** and **Google Assistant**
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1 compatibility**, including 4K 120fps, Variable Refresh Rate (VRR)⁵, Auto Low Latency Mode (ALLM) and e-ARC
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound¹¹
- **Ambient Optimisation** enhances picture and sound quality in any environment
- **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
- **Hands-free voice search** works alongside Google Assistant to provide a smarter viewing experience⁶
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

X95J [85" class, 75" class and 65" class models] 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
- **Minimalist one slate design** with Seamless Edge bezel embraces the screen in a single pane of glass that's naturally elegant and keeps viewers focused on the picture without distraction
- **X-Wide Angle** technology provides vivid real-world colours from any angle while retaining more colour and brightness
- Combined with the precision of a **Full Array LED** panel, **XR Triluminos Pro** and **XR Contrast Booster** deliver supreme realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **Acoustic Multi-Audio** technology delivers cinematic surround sound and accurate sound positioning, providing pictures and sound in perfect harmony
- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound¹¹

- **X-Anti Reflection** minimises reflection for a distraction-free viewing experience ¹⁰
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1 compatibility**, including 4K 120fps, Variable Refresh Rate (VRR)⁵, Auto Low Latency Mode (ALLM) and e-ARC
- **Ambient Optimisation** enhances picture and sound quality in any environment
- **Three-way stand** provides three stand position options, including a narrow position for a smaller footprint, hero position to eliminate distractions and sound bar position to elevate the TV and integrate a soundbar system⁹
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{6 7}
- Works with **Alexa** and **Google Assistant**
- **Hands-free voice search** works alongside Google Assistant to provide a smarter viewing experience⁶
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

X90J [75" class, 65" class, 55" class and 50" class models] 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 Booster** deliver supreme realism with deep blacks and intense brightness
- Latest **XR Motion Clarity** technology cross-analyses data to ensure action stays smooth, bright and clear with no blur
- **XR 4K Upscaling** technology upscales 2K signals close to true 4K quality for incredibly real and detailed pictures
- **HDMI 2.1 compatibility**, including 4K 120fps, Variable Refresh Rate (VRR)⁵, Auto Low Latency Mode (ALLM) and e-ARC
- **Acoustic Multi-Audio** and sound signal processing technology deliver sound that matches perfectly with what's on screen, while deliver a powerful and immersive soundscape
- **Ambient Optimisation** technology with a light sensor automatically adjusts picture and sound to viewers' environment
- **Minimalist design** maximises the screen and minimises the bezel so users stay focused on what's important - the picture
- Quick access to an array of content and services with **Google TV**
- Easy **connectivity** to most devices, including Apple® AirPlay® 2 and HomeKit™^{6 7}

¹⁰ Not available for 65" model.

- Support for **Dolby Vision® HDR** and **Dolby Atmos®** immersive audio will transform entertainment with ultra-vivid picture quality and incredible moving sound¹¹
- Works with **Alexa** and **Google Assistant**
- **Hands-free voice search** works alongside Google Assistant to provide a smarter viewing experience⁶
- **Netflix Calibrated Mode** offers studio-quality Netflix content
- **Calman® Ready** offers advanced calibration capabilities and the ability to fine-tune adjustments simply not possible through conventional picture settings

Pricing and Availability

Pricing and availability TBC.

For more information on new Sony television models, please watch Sony's BRAVIA XR announcement video [here](#) or visit the BRAVIA XR website: www.sony.com.au/electronics/bravia-xr. The announcement video will also be available on January 11 at 5pm EST / January 12 at 9am AEDT during CES 2021 at the following website: <https://square.sony.com/>

For more information on all Sony televisions, please visit:

<https://www.sony.com.au/electronics/tv/t/televisions>

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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, α digital interchangeable lens cameras and Cyber-shot digital cameras, Walkman MP3 players, headphones and other audio products, and 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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