



## For Immediate Release

For further information:  
Paris Brimo, (02) 8353 5737  
paris.brimo@hausmann.com.au  
Hausmann Communications

### **Sony affirms BRAVIA as world's number one LCD TV brand**

*New models reveal a host of groundbreaking technologies*

**Sydney – 23-25 September, 2008** – Sony has announced an array of new technologies and world firsts for its BRAVIA LCD TV range.

- World's fastest LCD TV frame rate – super-smooth action with the 200Hz BRAVIA Z4500 series
- World's thinnest LCD TV – the wireless BRAVIA ZX1 at 9.9mm<sup>i</sup>
- World's first LCD picture frame TV – the BRAVIA E4500
- New XBR45 series with RGB LED backlight technology

“Sony is committed to establishing BRAVIA as the number one LCD TV brand by setting benchmarks in picture quality, technical innovation and product design,” said Jan Ergen, Product Manager for BRAVIA at Sony Australia. “From the world's thinnest TV to the world's fastest frame rate, BRAVIA is opening up the world of television like never before. Sony is continuously leading the way with advanced innovations in TV technology and cutting edge design.”

#### **Best ever Full HD motion clarity with the world's first Motionflow 200Hz BRAVIA – the Z4500 series (40”, 46”, 52”)**

Using sophisticated algorithms, the Motionflow 200Hz system employed by the Z4500 calculates three additional frames for every original, upping the frame rate from 50 to 200 per second. The result is the smoothest and clearest motion reproduction to be achieved by an LCD TV.



A complementary image enhancement technology called IB (Image Blur) Reduction boosts the sharpness of the final picture by improving the original, frame by frame, before it is processed by Motionflow 200Hz. Whether allowing you to see the detail of a panning shot exactly as the movie director intended, or viewing the ultimate in smooth motion clarity for sport, the Motionflow 200Hz BRAVIA sets new standards in image quality and enjoyment.

The underlying superiority of the Z4500's picture is attributable to the centrepiece of BRAVIA quality: the BRAVIA Engine 2. This new version of the acclaimed Sony signal processor uses proprietary technology to improve every aspect of the image, frame by frame, in real time. BRAVIA Engine 2 is even better at reproducing realistic black, depicting objects with impressively lifelike depth and detail, removing blemishes or 'noise' from the picture and delivering that trademark vibrant BRAVIA colour.

**World's thinnest production LCD TV, uniquely stylish, with 'BRAVIA 1080 Wireless' High Definition wireless technology for cable-free elegance – the BRAVIA ZX1**

A design masterpiece created to enhance the stylish living space, the BRAVIA ZX1 is guaranteed to catch and hold attention. The extraordinarily slim 9.9mm<sup>i</sup> HD display – as thin as a CD case – is a world first for an LCD TV, making it an instant technology must-have for the design conscious consumer. This remarkable advance in engineering was achieved by using side-mounted LEDs to illuminate the screen, instead of the usual backlight array. Edge LED technology is the secret behind the world's thinnest LCD TV.



Whether mounted on the wall or on its table-top stand, the ZX1 series is not be marred by wires from set top boxes or other devices, thanks to 'BRAVIA 1080 Wireless' technology. The two-part system uses a super-fast wireless connection to deliver a top-quality HD signal from the media receiver, which contains the MPEG4 AVC HD tuner<sup>ii</sup>, to the ZX1 in real time.

The picture quality is everything you would expect from BRAVIA. Even the most frenetic action has a lifelike smoothness and the impression of reality is further sharpened by the sheer crispness of the image. This is the visible effect of the interplay between two key BRAVIA technologies: Motionflow 100Hz and IB Reduction.

The meticulously designed RF (Radio Frequency) remote commander can be pointing anywhere in the room and still work perfectly. The ZX1 series itself is equally versatile thanks to four HDMI inputs (1 x display; 3 x media receiver), allowing it to connect to a sophisticated home theatre system like Sony's BRAVIA Theatre DAV-IS50. It can even be used to control it, thanks to BRAVIA Sync technology, which uses HDMI to transmit control information to other BRAVIA Sync-compatible devices. It can enable features like one-touch play and shut-down, which turns the whole home entertainment system on or off at once.

**World's first LCD picture frame TV – the BRAVIA E4500 (40")**

The BRAVIA E4500 has exceptional visual appeal. The design is intentionally in a picture frame style and a choice of elegant midnight blue and silver bezel finishes means that the E4500 should harmonise with every decor.

To emphasise the BRAVIA E4500's potential as an object of beauty, it can be set to Picture Frame mode, either displaying its own selection of superb quality images in Full HD, or using your own.



**Ultimate picture quality, ultimate looks – introducing the state of the art W4500 series (40", 46", 52")**

Whether you're into sports, gaming or general TV viewing, the BRAVIA W4500 series delivers incredible picture and sound quality to get the very best out of your favourite HD sources.



Available in three screen sizes, the set features effortlessly contemporary looks inspired by Sony's 'Draw the Line' design concept. The BRAVIA W4500 series is packed with the latest Sony technology for amazing Full HD pictures.

BRAVIA Engine 2 processing guarantees superb clarity, colour, contrast and definition, while Motionflow 100Hz technology keeps fast-moving action crisp and clear. In addition, new IB Reduction 'cleans' original frames before new frame insertion, for a sharper image with reduced blur.

The W4500 series also lets you enjoy multimedia content from other devices on your home network that support the DLNA standard.

**XBR45 – the pinnacle of premium picture quality (40" [no RGB LED backlight], 46", 55")**

Sony has introduced two new XBR series BRAVIA LCD TVs with Triluminous LED backlight, 10-bit panel and local dimming for outstanding black-level reproduction and unmatched contrast.

Sony's Triluminous LED backlight technology dramatically expands the TV's colour range by aligning individual clusters of red, green and blue LEDs, significantly elevating colour purity compared to traditional single white LED backlights.



Additionally, the sets offer the new Advanced Contrast Enhancer PRO (ACE PRO) technology, which features Sony's own algorithm for local dimming and improves contrast and dynamic range by controlling the LED backlight level by area, so that detail is maintained in the dark areas while other areas are driven near peak brightness.

The models also feature BRAVIA Engine 2 PRO, which is Sony's latest high quality picture processing technology and Motionflow 100Hz high frame rate technology. Rounding out the picture enhancement suite in the XBR series is x.v.Colour compatibility.

Also included in the feature set is Digital Media Port compatibility, which provides access to video and music from portable media devices like compatible Walkman and iPod® players and other Digital Media Port accessories, which are sold separately. The models can also display digital photos using creative multi-plane 3D graphics slideshow from USB devices.

BRAVIA is a brand with its eyes firmly on the future, with products that are ready to take advantage of emerging trends. This is why all new BRAVIA LCD TVs are DLNA certified (Digital Living Network Alliance), allowing them to be seamlessly networked with other DLNA certified devices within the home, such as VAIO PCs and the GIGA JUKE audio device. Once connected in this way, the TVs can be used to enjoy digital pictures and music stored on devices elsewhere in the house.

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### Environmental information: 3Ps



PRODUCT



PROCESS



PLANET



BRAVIA LCD TVs are designed to be energy efficient. An Auto Shut-Off function places the set in standby mode when there is no input signal or after a period of inactivity. Power consumption in standby mode is below 0.2W for the Z4500 Series.

An integrated light sensor standard on all models described above measures ambient light levels and dynamically adjusts the brightness of the screen. This helps reduce operational power consumption to the minimum necessary.



To meet the requirements for recycling, all parts used in the production of the TV models described above are easily separable. Also, all plastic parts >100g are made of one material or of easily separable materials. The material codes of all the plastic parts >25g are according to the international ISO Standard 11469.

For the halogen-free packaging 35% of recycled paper and VOC-free ink is used.

The instruction manual is printed on non-chlorine bleached paper with VOC-free ink.



Sony is determined to lead the way as a responsible manufacturer. As a company we are focussing on three key areas of investment:

1. Reducing CO<sub>2</sub> gas emissions
2. Increasing the percentage of renewable energy used in our manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

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**Price and availability**

<b>Model</b>	<b>Description</b>	<b>Price (inc GST)*</b>	<b>Availability</b>
Z4500	BRAVIA 40"/46"/52", Motionflow 200Hz with IB Reduction, BRAVIA Engine 2, 1080p Full HD, BRAVIA Sync, XMB™, 24p True Cinema™, WCG-CCFL backlight technology, Live Colour Creation™, x.v.Colour, Picture Frame Mode, PhotoTV HD, USB Photo Viewer	TBC	December
E4500	BRAVIA 40", Motionflow 100Hz with IB Reduction, high definition, BRAVIA Engine 2, 1080p Full HD, BRAVIA Sync, XMB™, 24p True Cinema™ monitor input, WCG-CCFL backlight technology, Live Colour Creation™, x.v.Colour monitor input, Picture Frame Mode, PhotoTV HD monitor input	TBC	December
W4500	BRAVIA 40"/46"/52", Motionflow 100Hz with IB Reduction, BRAVIA Engine 2, 1080p Full HD, BRAVIA Sync, XMB™, 24p True Cinema™, WCG-CCFL backlight technology, Live Colour Creation™, x.v.Colour, Picture Frame Mode, PhotoTV HD, USB Photo Viewer	TBC	November
XBR45	BRAVIA 40"(no RGB LED backlight)/46"/55", Motionflow 100Hz, BRAVIA Engine™ 2 PRO, Advanced Contrast Enhancer PRO, 1080p Full HD, BRAVIA Sync, XMB™, 24p True Cinema™, Triluminous LED backlight, x.v.Colour, Digital Media Port, DLNA™ certified	TBC	October
ZX1	TBC	TBC	TBC

\* Prices are subject to change without notice. Please confirm price prior to publication.

**Availability:** The BRAVIA LCD TV range is available through consumer electronic retailers and camera specialty stores nationally, from Sony Centre stores in major capital cities and online at [www.sony.com.au](http://www.sony.com.au)

**Information:** For further information on Sony's BRAVIA LCD TV range, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au).

**Images:** High-resolution images are available from ProductBank, a free online digital imaging delivery service at [www.productbank.com.au](http://www.productbank.com.au). If you would like assistance with this service, please contact Hausmann Communications on 02 9361 3777.

**RSS Feed:** Subscribe to Sony Australia's RSS news feed <http://www.sony.com.au/objects/rss/news.xml>

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<sup>i</sup> At its slimmest part

<sup>ii</sup> Where compatible DVB-T/DVB-C services are available