



Press Release

12th August 2008

Ultimate picture quality. Ultimate looks.
Introducing the state of the art BRAVIA™ X4500 and W4500 series

BRAVIA™ X4500 series

- Full HD 1080p
- Graceful floating design with translucent frame
- Best-ever clarity, colour, contrast and definition with BRAVIA™ ENGINE 2 PRO
- Rich, deep colours, superb contrast and reduced power consumption from new RGB Dynamic LED backlight (46, 55-inch)
- Smoother, sharper fast-moving action with Motionflow PRO100Hz technology (46, 55-inch)
- Enjoy digital music and photos from networked DLNA devices



BRAVIA™ W4500 series

- Full HD 1080p
- Innovative styling inspired by new 'draw the LINE' design concept
- Superb clarity, colour and contrast with BRAVIA™ ENGINE 2
- Smoother, sharper fast-moving action thanks to Motionflow 100Hz with Image Blur Reduction technology
- Enjoy digital music and photos from networked DLNA devices



Whether you're into the latest movies on Blu-ray™ Disc, nail-biting PLAYSTATION®3 games or sparkling HD broadcasts, there's a mouthwatering choice of BRAVIA™ televisions for serious viewers who demand the ultimate entertainment experience.

"The unique blend of advanced technology and leading design of both the BRAVIA™ X4500 and slim speaker systems™, mean that consumers can now view crystal-clear images with atmospheric sound without compromising on the look

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and feel of their home”, explained George Damigos, General Manager, Marketing, TV Marketing Europe.

“Together with the feature-packed W4500 series, these two new BRAVIA™ ranges represent the absolute pinnacle of Sony innovation in bringing you the best-looking pictures and an unmatched home theatre experience.”

BRAVIA™ X4500 series: the very last word for serious home theatre fans

The stunning flagship of the BRAVIA™ range, the top-of-the-range X4500 series represents the very last word in unmatched picture quality and breathtaking design.

Available in three screen sizes (40-inch, 46-inch, 55-inch), it's packed with state-of-the-art Sony technologies to deliver Full HD 1080p pictures and dynamic sound that effortlessly surpass anything you've seen before. With no less than 4x HDMI ports for connection with a wide array of HD sources, the X4500 series is the ultimate choice for discerning home cinema enthusiasts who demand an uncompromised theatrical experience.

Thanks to a unique new 'floating' design, the exquisite looks of the X4500 series are guaranteed to grab your attention before the TV is even turned on. In addition to the supplied sterling silver speaker covers, there's a choice of optional speaker covers (Ruby Red or Obsidian Black), letting you customise the X4500 series to complement and enhance your personal living space.

To get the absolute best out of your favourite movies, TV broadcasts and games, Sony's new BRAVIA™ ENGINE 2 PRO filters, cleans and optimises image data before it's displayed on the Full HD 1080p LCD panel. As well as reducing picture noise, this powerful processor widens colour range and smooths motion while boosting contrast for deep, cinematic blacks.

For amazing results with any picture source like DVD, the latest-generation DRC (Digital Reality Creation) 3.0 boosts the resolution using advanced up-conversion-technology to stream a Full HD 1080p picture. This ensures detail-packed images that take full advantage of the highly detailed 1920x1080 panel.

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A true cinematic experience in your own home demands rich colours and true, deep blacks. For the first time ever, 46-inch and 55-inch X4500 series models feature an energy-efficient RGB Dynamic LED backlight that momentarily dims in dark areas of the picture, reducing light leakage for enhanced contrast and deeper blacks. Clusters of red, green and blue LEDs provide a wider palette of colours than conventional white LED backlights. The result is stunning reproduction of Blu-ray Disc™, DVD and TV broadcast sources, just as the director intended.

46- and 55-inch models excel with smooth, lifelike reproduction of sports and other fast-moving action. Motionflow PRO 100Hz technology intelligently creates extra frames, inserting them into the signal and doubling the displayed frame rate. In addition, 'backlight blinking' successively switches off horizontal backlight portions of the frame with each frame. This significantly reduces picture blur without the fatiguing 'flicker' effect of conventional black frame insertion systems. The 40-inch screen size model also features new IB Reduction. This 'cleans' original frames before new frame insertion for a sharper image still with reduced motion blur.

Along with the W4500 series, the X4500 series is the first BRAVIA™ television that connects seamlessly with other networked devices via DLNA in your home. It's easy to access, share and enjoy digital photos and music with other certified devices around the home – like VAIO Blu-ray Disc™ PCs and other compatible media devices.

You can also view your pictures by inserting a USB Memory stick into the USB input on the side of the TV or by directly connecting your Cyber-shot™ or other digital cameras to your BRAVIA™. Enjoying your detail-packed photos in Picture Frame Mode on a 40 inch or even larger screen will bring your memories back to life.

The ultimate BRAVIA™ entertainment experience is completed by an innovative audio system with 6 main speakers and 2 woofer speakers on the 55X4500 and 4 main and 2 woofer speakers on 40X4500 / 46X4500.

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Surround effects can be optimised for sports, live music concerts or movies, or customised for maximum enjoyment of any type of programme. The combination of the ultra-thin shape with the leading technology of the finger speaker and assist woofer produces a remarkably crisp sound quality without altering the style and design of the TV.¹

BRAVIA™ W4500 series: incredible images with any HD source

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 (40-inch, 46-inch, 52-inch), the set features effortlessly contemporary looks inspired by Sony's audacious 'Draw the Line' design concept. Sharing many of the same picture innovations as its X4500 sibling, the BRAVIA™ W4500 series is packed with latest Sony technology for the best-looking Full HD pictures you've ever seen.

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.

¹available in the 40-inch and 46-inch BRAVIA™ X4500

BRAVIA™ X4500 and W4500 Series: Key Features

	X4500	W4500
Screen size (inch)	40, 46, 55	40, 46, 52
1080p Full HD	Yes	Yes
10-bit panel	Yes	Yes
BRAVIA™ ENGINE	BE 2 PRO	BE 2
Live Colour Creation	Yes	Yes
RGB Dynamic LED Backlight	Yes (46-inch, 55-inch)	No
Dynamic Contrast Ratio	50,000:1 (40-inch) more than 1,000,000:1 (46-inch, 55-inch)	50,000:1
Deep Colour	Yes	No
Motionflow	PRO 100Hz (46, 55-inch), 100Hz (40-inch)	100Hz
24p True Cinema™	Yes	Yes
x.v.Colour	Yes	Yes
Integrated MPEG-4 AVC HD tuner ²	Yes	Yes
BRAVIA™ Sync	Yes	Yes
DLNA (music/photo)	Yes	Yes
Picture Frame Mode	Yes	Yes
PhotoTV HD	Yes	Yes
HDMI™ inputs	x4	x3
USB port	Yes	Yes
Optical digital output	Yes	Yes
S-Force audio	Yes	Yes
XMB™ (Xross Media Bar™)	Yes	Yes
Finger Speaker & Assist Woofer	Yes (40-inch, 46-inch)	No

²where compatible DVB-T/DVB-C services are available.

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NOTES TO EDITORS

Environmental Info

Sony is engaged in a constant review of its manufacturing, operational and business practices to ensure that its products are developed in an environmentally responsible way. This approach can broadly be divided into three areas:

Environmental Information: 3Ps



PRODUCT



PROCESS



PLANET



As with all BRAVIA™ TVs the X4500 series and W4500 series are very energy efficient. The Auto shut-off function automatically turns off the TV when there is no input signal and enters the standby state. This also happens when there is no operation during a certain period of time. Power Consumption in Standby mode is less than 0.2 watt (for all W4500 & 40" X4500), 0.5W for 46X4500 and 0.6W for 55X4500. Using an integrated Light Sensor the X4500/W4500 BRAVIA™ TV can automatically measure ambient lighting levels and dynamically adjust the brightness of the TV, resulting in lower power consumption for the typically darker home environment. All cover/ housing parts >25g are halogen-free, as well as the printed circuit boards.



To meet the requirements for recycling, all parts used in the production of the BRAVIA™ X4500 series and W4500 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, and as a result we are focussing on three key areas of investment:

1. Reducing CO₂ gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

For more information, please contact:

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.44 billion (yen 8,871 billion) for the fiscal year ended March 31, 2008, based on an average market exchange rate for the same period of yen 160.0 to the EUR. It employs approximately 180,500 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 12.73 billion (yen 2,328 billion) for the fiscal year ended March 31, 2008. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.55 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>

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