

# SONY

Press Release

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## Great looks, great pictures: the stylish new BRAVIA™ V4500 series with HD tuner



- **Integrated MPEG-4 AVC HD tuner for enjoying compatible HD broadcasts<sup>1</sup>**
- **Picture Frame Mode displays your favourite images in HD**
- **Innovative styling inspired by the new draw the LINE design concept**
- **BRAVIA™ ENGINE 2 for superb image detail and colour**

Whether you're into movies on Blu-ray Disc™, enjoying the latest PLAYSTATION®3 games or watching HD broadcasts, the BRAVIA™ V4500 series matches superb picture quality with smart features for a home entertainment experience like no other.

The V4500 series showcases Sony's innovative new draw the LINE design concept. This beautifully inspired, pared-down styling philosophy



enhances the total TV viewing experience without distracting from what's

on the screen. Accented by a dark silver speaker, the set's deep piano black finish creates an effortlessly contemporary look to flatter any living space. 26-inch, 32-inch and 37-inch models all feature a swivelling stand for comfortable viewing from wherever you're sitting in the room.

All screen size models feature an integrated MPEG-4 AVC HD tuner, allowing you to enjoy terrestrial HDTV programmes where compatible DVB-T/DVB-C services are available.

HD picture quality is superb thanks to latest-generation BRAVIA™ ENGINE 2 technology that gives images an unmatched richness and depth. The WXGA (1360×768 Resolution) LCD panel offers a very high dynamic contrast ratio of 33000:1 (26-inch and 32-inch models), ensuring deep, cinema-like blacks plus sparkling highlights. For an even more authentic home theatre experience, 24p True Cinema technology guarantees that movies on Blu-ray Disc™ are presented at the correct frame rate.

When you're not watching television, Picture Frame Mode makes it easy to enjoy favourite images from your digital picture collection. Rich, detail-packed still images can be displayed by connecting any compatible USB flash memory device. Six pre-installed gallery pictures are also included, featuring a range of contemporary art images from van Gogh<sup>2</sup> to Pop Art. In Picture Frame Mode, image brightness is reduced to mimic the appearance of a photographic print or painting. Power consumption can be reduced by **approximately 10%** compared with watching regular TV.

Operation is satisfyingly intuitive, thanks to Sony's XMB™ (Xross Media Bar™) on-screen interface that simplifies browsing TV channels, selecting inputs, Picture Frame Mode and other functions.

BRAVIA™ Sync controls your complete home theatre system from the TV remote. At the touch of a button, everything's powered up and ready to play, with no need to juggle several different remotes to switch on other devices, select inputs and adjust levels. BRAVIA™ Sync also allows simple operation of a connected compatible Handycam® camcorder from the television's remote.

Three HDMI sockets are provided for one-cable connection of other devices including PlayStation®3, Blu-ray Disc™ players and Handycam® HD camcorders.

“The superbly styled, easy to use BRAVIA™ V4500 series gives everyone a more satisfying home entertainment experience, whether they’re into TV, movies or games”, comments Hiroshi Sakamoto, Marketing and Product Planning Vice President, TV Operations Europe, Sony Europe. “And now with the inclusion of an HD tuner, there are even more options for enjoying great-looking HD images with breathtaking quality.”

<sup>1</sup> Where DVB-T/DVB-C compatible services are available

<sup>2</sup> *Wheatfield with Cypresses*, 1889, Vincent van Gogh / National Gallery, London UK / The Bridgeman Art Library

### **BRAVIA™ V4500 Series: Key Features**

<b>Screen size</b>	<b>26-inch</b>	<b>32-inch</b>	<b>37-inch</b>
<b>Picture Frame Mode</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>BRAVIA™ ENGINE 2</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Panel resolution</b>	<b>1366×768</b>	<b>1366×768</b>	<b>1366×768</b>
<b>BRAVIA™ Sync</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>XMB™ (Xross Media Bar™)</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>24p True Cinema™</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>USB Photo Viewer</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Theatre Mode</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>178 degree viewing angle</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Integrated MPEG-4 AVC HD tuner<sup>1</sup></b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Integrated Digital TV tuner</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>HDMI™ input x3</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>SCART x2</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>HD15 PC graphics input</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Swivel</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

- Ends -

## 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



As with all BRAVIA™ TVs the V4500 series is 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. The Power Consumption on Standby mode is only 0.19 watt (for all inch sizes). The V4500 series also gives the user a choice of “home” or “shop” modes on first switch-on, with “home” mode having significantly less power consumption than “shop” mode, which is typically the only default setting (intended for very bright environments like shops).

All cover/ housing parts >25g are halogen-free, as well as the printed circuit boards.

Using an integrated light sensor, the BRAVIA V4500 series can automatically measure ambient lighting levels and dynamically adjust the brightness of the TV, which helps to reduce power consumption in operation.



To ease the requirements for recycling, all parts used in the production of the BRAVIA™ V4500 series 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 VOC-free ink and 35% of recycled paper 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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**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 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. 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 9.12 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>