



Press Release

19 May 2008

Open your eyes to a brilliant home theatre experience with the new BRAVIA™ V4000 series



- **1080p Full HD in three screen sizes up to 52-inch**
- **Innovative draw the LINE styling concept**
- **BRAVIA™ ENGINE 2 for superb image detail and colour**
- **24p True Cinema™ mode**

The sleek, exquisitely designed BRAVIA™ V4000 series LCD TV makes a bigger, better home cinema experience even more accessible. This feature-packed television delivers exhilarating Full HD picture quality and seamless connectivity that's sure to excite home theatre fans.

The stylish BRAVIA™ V4000 series is available initially in three screen sizes: 40-inch, 46-inch and 52-inch. Other screen sizes will be available from later this year.

The BRAVIA™ 4000 series features elegant, understated looks inspired by Sony's innovative draw the LINE design concept. A sophisticated evolution from previous-generation TV designs, this minimalist philosophy accentuates the beautiful HD pictures being displayed without dominating your living space – even at larger screen sizes.

Featuring an integrated DVB-C/DVB-T tuner*, the V4000 complements a 1080p Full HD LCD panel with an array of advanced signal processing technologies by Sony. The result is supremely realistic images with any HD source, including Blu-ray Disc™ players, PlayStation®3 or Handycam® HD camcorders by Sony.

Full HD picture quality is superb thanks to latest-generation BRAVIA™ ENGINE 2 technology that gives images an unmatched richness and depth. The LCD panel offers a very high dynamic contrast ratio of 33000:1 (40-inch, 46-inch and 52-inch models), ensuring deep, cinema-like blacks plus sparkling highlights.

For an even more authentic home theatre experience, 24p True Cinema™ mode displays movies from Blu-ray Discs™ at the correct frame rate and thus the original speed. When the movie is not shown at the speed of the original studio master the picture quality and even the actors' voices are distorted. 24p True Cinema™ eliminates this traditional problem caused by the conversion from theatrical presentation format to the frame rate that conventional televisions use.

BRAVIA™ Sync simplifies control of your complete home theatre system using the TV's supplied remote at the touch of a button. BRAVIA™ Sync also allows simple operation of a connected compatible Handycam® camcorder from the television's remote.

Three HDMI sockets give extra flexibility, allowing one-cable connection to sources including PlayStation®3, Blu-ray Disc™ players and Handycam® HD camcorders.

"The BRAVIA™ V4000 series represents a stunning synthesis of Sony's unmatched expertise in HD technology, user-friendly features and cutting-edge styling", says George Damigos, General Manager, Marketing, TV Operations Europe, Sony Europe. "The new V4000 series is a perfect answer for anyone who's looking to fill their living room with bigger, better Full HD pictures and sound. Best of all, it offers extraordinary value

for anyone who's serious about creating a home cinema experience like no other."

* with supported operators

BRAVIA™ V4000 Series: Key Features

Screen size	40-inch	46-inch	52-inch
1080p Full HD	Yes	Yes	Yes
BRAVIA™ ENGINE 2	Yes	Yes	Yes
BRAVIA™ Sync	Yes	Yes	Yes
24p True Cinema™	Yes	Yes	Yes
Theatre Mode	Yes	Yes	Yes
178 degree viewing angle	Yes	Yes	Yes
Integrated DVB-C/DVB-T TV tuner*	Yes	Yes	Yes
HDMI™ input x3	Yes	Yes	Yes
SCART x2	Yes	Yes	Yes
Swivel	Yes	Yes	Yes
Dynamic Contrast Ratio	33,000:1	33,000:1	33,000:1

- 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 V4000 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). All cover/ housing parts >25g are halogen-free, as well as the printed circuit boards.

Using an integrated light sensor, the BRAVIA V4000 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™ V4000 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.

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 CO₂ 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>