



Press Release

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**STYLE AND SOPHISTICATION:
the 2.1-channel BRAVIA DAV-F200 home theatre system
with HDMI , USB and 1080p upscaling**



- **Beautiful, clean design and the latest technology, for superb virtual surround sound without filling your room with speakers**
- **HDMI output offers 1080p upscaling for breathtaking picture quality on BRAVIA LCD screens**
- **BRAVIA Sync for simple, integrated control with your BRAVIA TV from just one remote control**
- **USB play and record for portable memory devices**
- **405W for powerful, immersive cinema sound**

Cinema with style – that’s the new DAV-F200 BRAVIA Home Theatre system from Sony. Combining the latest technology with beautiful, clean design, it brings superb virtual surround sound into the home - without filling the room with speakers.

The stylish control centre can stand on a desk or shelf, or be mounted on the wall, and this – along with compact speakers and a hideaway subwoofer – enables the DAV-F200 to deliver all the thrills of a powerful exciting, immersive home cinema experience without the clutter of conventional set-ups.

What’s more, the system is the result tuning by the same team responsible for Sony’s high-end AV receivers, with components such as the speaker driver units and amplification being selected after extensive listening tests to achieve the highest possible quality from a system of this kind.

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The DAV-F200 is designed to be as simple to set-up as it is to use, with Sony's S-Force Front Surround technology combining with a total of 405W S-Master digital amplification to create amazing virtual surround effects from just two speakers and a compact subwoofer.

And it's packed with the latest technology, including an HDMI output for simple connection to a BRAVIA LCD television. The HDMI not only delivers superb picture quality, with upscaling to 1080p to make your DVDs look stunning on even the largest screens, but also allows simple control from one remote handset of both the DAV-F200 and a BRAVIA TV, thanks to the BRAVIA Sync set up.

You can even make the most of content stored on portable devices, from WALKMAN® MP3 players and Sony Ericsson mobile phones to USB memory keys. There's a USB socket on the control unit, allowing you to both play from connected devices and record to them, and the system is also compatible with Sony's DMPORT modular digital media adapters, which include docks for a range of portable MP3 players such as WALKMAN® or iPod, Sony Ericsson mobile phones as well as Bluetooth and wi-fi enabled laptops or PCs.

Stunning, clean style

The DAV-F200 epitomises Sony's new 'clean living' concept – stylish products with superb audio and video quality made possible by the skilled application of the latest technology.

Its sleek black main unit, which can be used on its standard table stand or wall-mounted*, contains the disc player, able to handle DVDs, CDs, and file formats including MP3, Windows Media Audio, DivX and JPEG. There's also a radio tuner built-in, along with all the control and processing systems to deliver great surround sound.

It's partnered with a powerful speaker system combining a pair of slimline main speakers and subwoofer designed to deliver all the weight and excitement of those big movie soundtracks.



Technology built to thrill

The audio power for the system is delivered by S-Master digital amplification, with 135W for each speaker as well as the subwoofer – first used in Sony's flagship AV receivers, it combines compactness, efficiency and superb quality.

Here it works with Sony's S-Force Front Surround technology to create enveloping, rich and detailed virtual surround effects without the need for speakers all around the room. This system may be compact, but it delivers a truly room-filling sound.

There's even Sony's Dialogue Enhancer system, designed to make movies clear and easy to enjoy, even when you have to listen to at low volume settings.

1080p upscaling for breathtaking pictures

The picture quality is every bit as remarkable as the sound: using its HDMI output to connect to a BRAVIA TV, the system can upscale standard DVDs to 1080p resolution, giving them superb colour, sharpness and visual impact even on the largest of screens.

BRAVIA Sync - Simple to set up, simple to use

All that technology also makes the DAV-F200 incredibly easy to use. Sony's BRAVIA Sync gives one-button control of both the system and a BRAVIA TV connected via HDMI with one remote. Press 'play' and the TV will select the correct input automatically; select standby when you've finished viewing and both system and TV will shut down. It really couldn't be any simpler.

The flexibility to make the most of your portable music

A USB socket on the control centre lets you plug in portable MP3 players, memory keys such as Sony's Micro Vault devices and other portable storage devices. Not only can the system play contents stored on connected devices, it can also record to them, allowing you to take your entertainment with you.

The DAV-F200 also features Sony's DMPORT, able to accept a range of modular adapters to interface with portable devices such WALKMAN® MP3 players, Sony Ericsson mobile phones and iPods. There are even adapters for Bluetooth and wi-fi connectivity with laptop or desktop PCs, and the system's Portable Audio Enhancer setting is designed to enhance the sound quality of compressed music files such as MP3.

The BRAVIA DAV-F200 will be available in June from Sony Centre stores, retailers and online at the Sony Style shop - www.sonystyle-europe.com

BRAVIA DAV-F200 2.1 Home Theatre System key features

- 2.1 system with compact, stylish control unit and speakers
- HDMI connection with 1080p upscaling and BRAVIA Sync system control
- USB play and record
- DMPORT connection for portable devices
- Portable Audio Enhancer
- 405W 32bit S-Master Digital Amplifier
- S-Force Front Surround
- Plays DVD, DVD+/-R/RW, CD, CD-R/RW, MP3, WMA, JPEG, DivX (plus WMA and AAC on USB)
- Optical/coaxial digital and analogue inputs for external sources
- Supplied with remote handset

* Wall-mount bracket is an optional extra

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Visit <http://support.sony-europe.com/> for compatible devices.

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



The DAV-F200 2.1 channel home theatre system consumes only 0.3W in Standby mode. The full digital amplifier S-Master from Sony can achieve over 85% power efficiency.



Halogenated materials may pose a risk to the environment if disposed of improperly. To minimize this risk for the DAV-F200, the flame retardants of certain printed wiring boards are halogen-free.



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

ENDS

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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>.

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