

SONY

Press Release

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Great HD pictures that everyone can enjoy The eye-catching new BRAVIA™ S4000 series



- **Four screen sizes up to 40-inch**
- **Innovative 'soft-line' styling inspired by new 'draw the LINE' design concept**
- **1080p Full HD***
- **BRAVIA™ ENGINE 2* for superb image detail and colour**
- **24p True Cinema™ mode***

*40-inch

Now everyone can experience better-looking movies, games and TV in superb HD with the BRAVIA™ S4000 series LCD TV from Sony.

Available in four screen sizes (26-inch, 32-inch, 37-inch and 40-inch), the S4000 series is a family-focused all-rounder that teams fabulous picture quality with great looks.

The S4000 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. The cabinet features a deep piano black finish, with clean, understated lines complemented by gently-rounded curves. There's also a swivel base that allows instant screen angle adjustment to suit viewers anywhere in the room.

The S4000 series delivers pristine, detail-packed images with any HD source, including Blu-ray Disc™ players, PLAYSTATION®3 or Handycam® HD camcorders by Sony. There's also an integrated DVB-C/DVB-T tuner¹ for enjoying standard definition TV broadcasts.

The largest (40-inch) screen size model features a 1080p Full HD panel. It's complemented by latest-generation BRAVIA™ ENGINE 2 signal processing technology for pictures with breathtaking detail, contrast and true-to-life colour. Other HD Ready models (26/32/37-inch) offer superb image quality thanks to BRAVIA™ ENGINE technology. The LCD panel offers a very high dynamic contrast ratio of up to 33000:1 ensuring deep, cinema-like blacks plus sparkling highlights.

24p True Cinema™ mode (40-inch) displays movies from Blu-ray Discs™ at the correct frame rate as intended for theatrical presentation. This ensures a more authentic home cinema experience, with the action playing at exactly the right speed as the director intended.

BRAVIA™ Theatre Sync activates your complete home theatre system with a single touch of your DVD or Blu-ray Disc™ player's 'Play' button. BRAVIA™ Sync (40-inch) also allows simple on-screen control of other devices like connected Handycam® camcorders using your television's remote.

All models offer three HDMI sockets, allowing one-cable connection with a wide range of HD sources including PLAYSTATION®3, Blu-ray Disc™ players and Handycam® HD camcorders.

"The gently curved lines of the BRAVIA™ S4000 offer a fresh new take on styling that enhances any living room", says George Damigos, General Manager, Marketing, TV Operations Europe, Sony Europe. "Looks aside, the S4000 series is a great value way for everyone to enjoy fabulous HD pictures and sound without compromising on serious features and performance."

BRAVIA™ S4000 Series: Key Features

| Screen size | 26-inch | 32-inch | 37-inch | 40-inch |
|--|-----------------|-----------------|-----------------|----------------------|
| 1080p Full HD/HD ready | HD ready | HD ready | HD ready | 1080p Full HD |
| BRAVIA™ ENGINE 2/Bravia Engine | BE | BE | BE | BE2 |
| BRAVIA™ Theatre Sync/(BRAVIA™ Sync) | Yes | Yes | Yes | BRAVIA™ Sync |
| 24p True Cinema™ | No | No | No | Yes |
| Theatre Mode | Yes | Yes | Yes | Yes |
| Integrated DVB-C/DVB-T TV tuner¹ | Yes | Yes | Yes | Yes |
| HDMI™ input x3 | Yes | Yes | Yes | Yes |
| SCART x2 | Yes | Yes | Yes | Yes |
| Swivel | Yes | Yes | Yes | Yes |
| Dynamic Contrast Ratio | 30,000:1 | 30,000:1 | 22,000:1 | 33,000:1 |

¹ with supported operators

ENDS

NOTES TO EDITORS

Environmental Information: 3Ps



As with all BRAVIA™ TVs the S4000 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 (40-inch size). All cover/ housing parts >25g are halogen-free, as well as the printed circuit boards. The S4000 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).

Using an integrated light sensor, the BRAVIA™ S4000 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™ S4000 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 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 55.44 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>