



Press Release

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HUGE EXPANSION OF BRAVIA RANGE FOR AUTUMN 2006

Launches include both LCD and Micro Display Projection televisions featuring 1080 Full HD, plus multiple technologies that push the boundaries of image quality and colour reproduction

Following its highly successful launch last year, Sony has increased the size and diversity of its BRAVIA range of television products by adding five new lines. The **U2000-Series** and **W2000-Series HD Ready TVs** mean extra choice at the entry level and top end respectively. The HD Ready **E2000-Series Micro Display Projection TV** has a 50-inch screen and a Sony 3LCD projection system, while the **A2000-Series** and **R2000-Series take Micro Display Projection further still**. Stand-out features include triple-panel projection systems featuring Sony SXRTM display technology, 1080 Full HD resolution and screen sizes up to a massive 70 inches.

A refusal to settle for the ordinary makes the **W2000-Series** what it is. There's a choice of 40-inch or 46-inch screen, plus uncompromising 1080 Full HD (1080p capable) resolution and high performance LCD panel technology for exceptionally wide viewing angles. A specially designed Wide Colour Gamut backlight, precision matched filters in the screen and real time signal processing by the BRAVIA ENGINE combine to boost the actual range of colour the W2000-Series can display. This Live Colour Creation system gives the W2000-Series its very distinctive and special advantage over conventional LCD TVs. To round things off, both models are equipped with an integrated digital TV tuner (DVB-T) and twin HDMI inputs for single-cable 1080 Full HD connection to HD set-top boxes, HD recorders and PlayStationTM 3.

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Launched alongside the W2000-Series, the **U2000-Series** contains 26- 32- and 40-inch models, all HD Ready with support for 1080i and 720p HD modes. Essential signal processing by the Sony BRAVIA ENGINE, a built-in digital TV (DVB-T) tuner, Virtual Dolby Surround sound and BBE Digital ViVA HD3D Sound enhancement ensure the U2000-Series sounds as good as it looks and offers the key features people need.

The **E2000-Series** Micro Display Projection TV uses a Sony 3LCD triple panel projection system to deliver 720p HD onto its 50-inch screen with no trace of colour 'breaking'. The Cinema Black Pro Iris shutter mechanism allows precise adjustment of brightness and black levels, helping to elevate the picture to a new level of quality. Virtual Dolby Surround, BBE® Viva 3D audio processing, a built-in digital DVB-T tuner and twin HDMI interfaces are all standard.

The 55-inch **A2000-Series** and massive 70-inch **R2000-Series** take back projection TV still further. Both use 1080 Full HD (1080p capable) triple panel projection systems based on Sony SXRD™ technology (Silicon X-tal Reflective Display) for next-generation picture quality. Sony SXRD™ virtually eliminates the 'screen door' grid effect visible on many back projection TVs, producing instead an image of almost cinematic clarity and focus. Before the signal even reaches the SXRD array it has passed through the multiple processing steps carried out by the most advanced version of the highly regarded Sony image processing suite yet – the BRAVIA ENGINE PRO. In addition to vital functions including noise reduction, colour correction, motion smoothing and sharpening, the BRAVIA ENGINE PRO can improve the resolution of 480i, 480p, 576i, 576p, 720p and 1080i inputs. This process, known as Digital Reality Creation HD-HD, ensures that whatever you watch takes full advantage of the 1920 x 1080 resolution on offer. Additional features present on both Series include Cinema Black Pro for pinpoint contrast and brightness control, Dolby Pro Logic® II Virtual Surround, BBE Digital® audio processing, an integrated digital DVB-T tuner and twin HDMI interfaces.

The existing **S2000, X2000 and V2000-Series** of HD Ready LCD TVs will also be enhanced. The **S2500-Series** will launch in December with features including twin HDMI connectors and Wide Colour Gamut backlights (excluding 32-inch

model). Screen sizes will be 32-inch, 40-inch and 46-inch. The **V2500-Series** will also launch in December, and will now have dual HDMI inputs as well. The **X2000-Series** is to appear in a wider range of screen sizes. A 40-inch model will be released in September, with a 52-inch model to follow in November. All X2000-Series televisions are capable of 1080 Full HD and feature twin HDMI inputs as standard.

BRAVIA LCD panels deserve a special mention for their exceptionally high range of contrast. Greater contrast yields greater depth, richness and detail in the picture, and ensures that blacks are truly black. Using industry-standard measures, the on-screen contrast of certain models is as high as 1800:1, while the Dynamic Contrast Ratio can be as high as 8000:1.

Sony engineers and designers constantly assess and refine every aspect of BRAVIA TVs to ensure that they are as good as they can possibly be. One result of this scrutiny can be seen in the care taken to avoid distracting reflections. All BRAVIA LCD TVs now have a non-reflective bezel, and all BRAVIA Micro Display Projection TVs featuring Sony SXR[™] or 3LCD have a specially non-reflective screen surface.

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 Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 158,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. 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 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

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

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