

Sony

TV & Home Audio Visual

2012



Real picture. Sony TV

Real detail **Picture Engine X-Reality PRO**

X-Reality Pro brings a picture to life by naturally enhancing the details in anything you are watching. Whether it's internet video, your favourite TV shows or the latest 3D movie, X-Reality Pro will sharpen and add texture to create the most real picture you have ever seen on a TV screen. Quite simply, X Reality Pro makes you feel like you are there.



Real movement

Motionflow XR reproduces movement in a smooth, life-like way. The edge of objects are sharp, clear and shadow free, even when moving at high speed. The naturalness and realism of Motionflow XR makes you feel as if you are there in person, watching events unfold in front of you.

Real contrast **Intelligent Peak LED LED** **Dynamic Edge**

LED local dimming accurately recreates the natural light and darkness in any scene. At the same time, blacks are truly black and whites are the purest whites imaginable. Environments are created as your eyes would actually see them if you were there.



Real colour

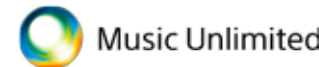
X-Reality Pro reproduces the full colours of life in a natural and authentic way. Even the smallest and most subtle colour changes in things like skin tones are visible and accurate. X-Reality Pro paints environments so closely to real life, you will feel as though you could touch them.

The Sony Entertainment Network is a portal for all your digital entertainment needs. From music to movies and more on demand. This platform offers you multiple types of entertainment across multiple devices including Sony Internet TVs, Blu-ray Players, Blu-ray Home Theatre Systems and more.



Channel partners

Use your BRAVIA TV remote to access The Sony Entertainment Network and enjoy seamless streaming of all your favourites from a selection of over 20 internet video, music and movie channels.



Imagine the ability to stream a selection of over 10 million songs. Search online by artist, era, genre or mood and create custom playlists too. Make sure you trial this service FREE for 30 days.

Visit: sonyentertainmentnetwork.com

Browse the net without a computer using the Internet Browser. Search Google or check your trademe listings directly on your BRAVIA TV.*

Compliant with HTML5.

*Not all video formats supported.



For further information visit: sony.co.nz



Feel amongst the entertainment with the HX925-Series BRAVIA. Delivering the best in real picture technology, experience the ultimate in visual entertainment as X-Reality Pro and LED local dimming bring enhanced yet natural and life like images to life.



Home entertainment redefined

HX925 Series: 55" & 65"

- Monolithic design
- Intelligent Peak LED
- Motionflow XR800
- X-Reality PRO Picture Engine
- Corning Gorilla Glass & OptiContrast Panel
- Full HD 2D & 3D
- Sony Entertainment Network
- Sony Internet TV
- Skype®
- Wi-Fi Integrated
- Freeview
- 4x HDMI Connections



Sleek Monolithic design

Frameless beauty begins with the images it displays. Engineered to perfection, Sony's monolithic TVs combine a thin, elegant, durable, frameless design courtesy of the Corning Gorilla® Glass panel.



Active speaker stand

Enhance the aesthetics and audio quality of your stunning HX850 BRAVIA with the optional active speaker stand.

(SUB463S/SUB553S – Sold separately)



Corning Gorilla Glass/ OptiContrast panel

Featuring a single, uninterrupted sheet of Corning's Gorilla Glass, the HX925 & HX850 BRAVIA boast a frameless design, resistant to the bumps of everyday use. Combined with the OptiContrast Panel, these TV's deliver outstanding optical clarity by boosting the contrast, increasing brightness and minimising unwanted light reflections.

Prepare yourself for picture quality so life like, it's like looking through a window. Sony exclusive advanced technologies work together to electrify the picture – all in an elegant, durable, frameless design courtesy of the Corning Gorilla® Glass panel.



Breathtaking: A must have Full HD TV HX850 Series: 46", 55"

- Stunningly slender
- Monolithic design
- Dynamic Edge LED (Local Dimming)
- Motionflow XR800
- X-Reality PRO Picture Engine
- OptiContrast Panel & Corning Gorilla Glass
- Full HD 2D & 3D
- Sony Internet TV
- Sony Entertainment Network
- Wi-Fi Integrated
- Skype®
- Freeview
- 4x HDMI Connections



Take your 3D experience to the next level. Experience realistic 3D viewing with improved clarity and depth. Harnessing the power of X-Reality PRO, Sony optimises in-home 3D to stimulate all your senses. Furthermore, enjoy stunning Full High Definition 3D, only available through Active shutter 3D technology.

Not only does the HX750 Series HDTV sport a stunningly slim and sexy design, it delivers on the promise of its good looks with incredibly crisp, vivid picture quality and access to countless options in online entertainment. From Full HD Blu-ray to low resolution web video.

Sony offers the ultimate in 3D entertainment. As the 3D expert, Sony delivers everything from content creation and editing to delivering and displaying the best in 3D. What's more, enjoy stunning Full High Definition 3D, thanks to Sony's Active Shutter 3D display technology.



Real 3D

1920 x 1080
Full HD 3D

Now, the viewing experience is smoother, clearer and more believable in true Full High Definition. Slip on the light, comfortable and stylish Active Shutter 3D Glasses to enjoy uncompromised, natural and immersive 3D images. Sony's ultimate 3D viewing experience will make you feel like you are there.



Conventional



3D Super-resolution

Beauty in everything you watch

HX750 Series: 32", 40", 46", 55"

- Full HD 2D & 3D
- Sony Internet TV
- Sony Entertainment Network
- Wi-Fi Integrated
- Motionflow XR400
- X-Reality Picture Engine
- Dynamic Edge LED (Frame Dimming)
- 4x HDMI Connections
- Skype®
- Freeview



Coupled with a stylish design including optional 6 degree tilt, the EX720-Series BRAVIA delivers the best of both worlds from incredible design, to unbelievably crisp and clear pictures. Expect a truly immersive viewing experience, no matter what you are watching.



Unrivalled entertainment, at a great price

EX720 Series: 40", 46", 55", 60"

- Edge LED
- Motionflow XR200
- X-Reality Picture Engine
- Full HD 2D & 3D
- Sony Internet TV
- Sony Entertainment Network
- Skype®
- Wireless LAN Ready
- Freeview
- 4x HDMI Connections



An exceptional experience is just the beginning. The EX520-Series BRAVIA produces remarkable picture quality with true to life colours and contrast. All wrapped up in a stunning slim design.



Vibrant images & simple internet connection

EX520 Series: 32", 40", 46"

- Edge LED
- Full HD
- X-Reality Picture Engine
- Sony Internet TV
- Sony Entertainment Network
- Skype®
- Wi-Fi Ready
- Freeview
- 4x HDMI Connections



Featuring Sony's unique easel stand design, HD picture quality and Edge LED backlighting for boosted contrast. The EX550 does not compromise on entertainment possibilities and comes out of the box with the full spectrum of Sony Internet TV entertainment.



Life-like pictures & unique easel stand design

EX550 Series: 26"

- Sony Entertainment Network
- Edge LED
- X-Reality Picture Engine
- WXGA
- Wireless LAN Ready
- Skype®
- 2x HDMI Connections
- Freeview



Watch your favourite movies and TV shows in brilliant Sony HD picture quality. These HDTVs are great value; the perfect addition to any bedroom or home office. It even features four HD inputs for connecting your peripheral devices.

Powerful High Definition

BX350 - 32"

- High Definition
- BRAVIA Sync
- USB Play & 2x HDMI
- USB Play
- Picture Frame mode
- Freeview

BX450 - 40"

- Full High Definition
- BRAVIA Sync
- USB Play & 2x HDMI
- USB Play
- Picture Frame mode
- Freeview



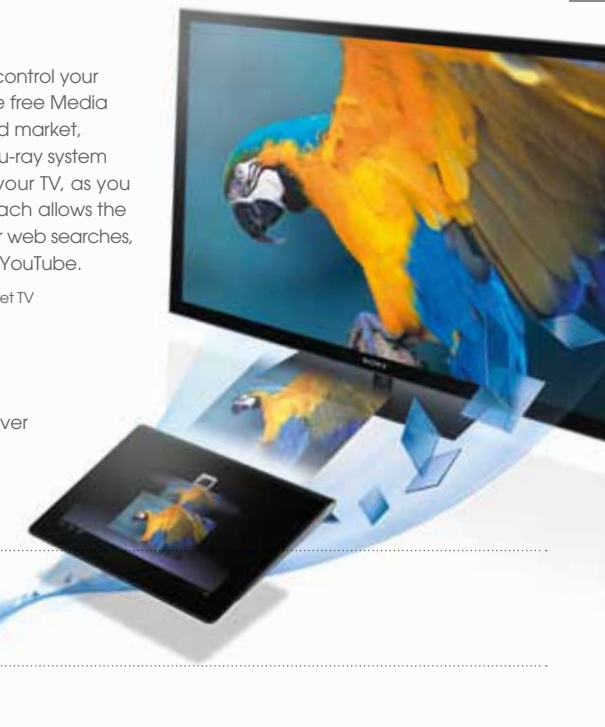
Media remote

Smart-phones or Tablets can now be used to control your BRAVIA or Blu-ray system. Simply download the free Media Remote App from either iTunes®, or the Android market, connect your mobile device and BRAVIA or Blu-ray system to your home network, and start controlling your TV, as you would using the supplied remote. This approach allows the keyboard on your mobile device to be used for web searches, looking up music within Music Unlimited and YouTube.

Media remote and Content throw available on Sony Internet TV capable models only.

Content throw

Getting a video or picture from your TV has never been easier or faster. With no need for wires, complex communications systems or fuss, you can simply throw content from Tablet to TV.





Why Blu-ray? Experience the ultimate in home entertainment. Sony Blu-ray Players offer a number of consumer benefits, from high definition Blu-ray movies and up-scaled DVDs, delivering incredible visuals and cinematic sound, to an endless world of on demand online entertainment from The Sony Entertainment Network.



Endless entertainment possibilities

BDPS790

- 3D content playback
- 2D-3D up conversion
- Sony Entertainment Network
- Built-in Wi-Fi
- Skype
- IP content noise reduction
- 4K Upscale
- Dual HDMI
- Content throw
- Blu-ray & DVD Playback



Free voice and video calls

Make free voice and video calls over the internet using your BDPS790 Blu-ray Player. Simply connect the optional Skype camera to stay in touch with friends and family.

- High definition video & high quality sound
- Use an existing Skype account, or create a new one directly through your Blu-ray Player
- Continue to watch TV while in a Skype call (TV sound is muted)

*Optional Skype camera – CMUBR100 sold separately



The Sony Entertainment Network is a portal for all your digital entertainment needs. Enjoy seamless streaming from a selection of over 20 Internet TV Channels, from Movies to Music and more on demand.



What's more – Sony's 2012 Blu-ray range all offer Integrated Wi-Fi, so there's no need for any additional Wi-Fi accessories.



Simple, smart and wireless

BDPS590

- 3D content playback
- 2D-3D up conversion
- Sony Entertainment Network
- Built-in Wi-Fi
- Blu-ray & DVD Playback



A world of online entertainment

BDPS390

- Sony Entertainment Network
- Built-in Wi-Fi
- Stylish & compact design
- Blu-ray & DVD Playback





The sleek and stylish new design of the N-Series features a tilted placement which allows easy access to control the home theatre system.

5.1 Ch Tall Boy Home Theatre System

BDVN990W

- 1000W
- Built in Wi-Fi
- 3D Blu-ray player
- Access to the Sony Entertainment Network
- Touch sensitive buttons
- Media Remote
- Web Browser
- Dock for iPod/iPhone
- Audio Return Channel
- HDMI 2 In/1 Out
- USB 2 Inputs
- 18cm Subwoofer



5.1 Ch Satellite Home Theatre System

BDVN590

- 1000W
- Built in Wi-Fi
- 3D
- Sony Entertainment Network
- Qriocity
- Media Remote
- Web Browser
- iPod/iPhone
- Audio Return Channel
- HDMI 2 In/1 Out
- USB 2 Inputs
- Touch sensitive buttons
- 16cm Subwoofer

Sony brings to life a new world of connectivity and convenience.

Web browser

Browse through your favourite websites without the need of a PC. Accessing internet TV channels, music, movies, your social network. Surfing the web is a breeze with Sony Internet TV.

Built-in Wi-Fi

The hassle-free way of streaming videos, music and photos directly to your Blu-ray home theatre system so you can enjoy them on a big screen in surround sound.

(Available on the BDVN990W and BDVN590.)

Media remote

Download the free Media Remote app and turn your smartphone (iPhone®, iPod Touch® or Android phone) into a remote control. What's more you can even receive additional information about the movie you are watching.

DLNA

Remotely stream photos, videos, and music to your television from your home theatre system. Share content with compatible Sony devices, such as PCs and PS3 consoles from anywhere in the house.



Connectivity. Ease of use. Great value.

5.1 Ch Tall Boy Home Theatre System

BDVE690

- 1000W
- CD / DVD / Blu-ray
- 3D Content Playback/
Simulated 3D
- Access to the Sony
Entertainment
Network
- Wi-Fi Connection ready
- 1 x HDMI out
- Tall Boy speakers



5.1 Ch Satellite Home Theatre System

BDVE190

- Access to the Sony
Entertainment
Network
- 3D Content Playback/
Simulated 3D
- Satellite speakers
- 300W
- CD / DVD / Blu-ray
- Wi-Fi Connection ready
- 1 x HDMI out



Why a Home Theatre System?

Play CDs, DVDs and Blu-ray Discs on the same system

Enjoy the latest high definition movies on your home theatre system with Blu-ray, but don't forget about your DVD collection. You can enjoy all your DVDs through a Blu-ray Disc Player and because our Blu-ray Disc Players upscale the picture and audio from DVDs, you'll see everything, clearer and sharper than ever before. And don't forget - Sony's home theatre systems also playback CDs so your home theatre system doubles as a great sounding HI-FI (and radio - thanks to a built in FM tuner).

Take sound to the next level

Watching movies on an HDTV will give you a great picture, but what about the sound? A home theatre system takes audio to the next level, revealing every detail to make you feel like you are part of the scene. Every rain drop, every footstep - you will hear it all.



Stream online videos

Our home theatre systems are built to go online, where you can enjoy a variety of online content, like streaming music and movies from services like Music Unlimited, MUBI and Quickflix. Plus our systems include technology to enhance the picture and sound quality of online content, giving you the clearest, sharpest experience available.

Quickly find the perfect set-up

As well as being simple to connect to your TV, it's easy to set-up the perfect audio environment at the touch of a button. Auto speaker calibration uses a built-in microphone to automatically configure speakers, regardless of the shape or size of the room or where the speakers are placed. Then choose from a range of preset audio environments. For example, in Sports Mode the noise of the crowd surrounds you while the announcer's voice is clear and sharp, putting you right in the heart of the action.

Reliable build-quality

Our systems are built to last and have been carefully designed and tested to deliver the same impressive performance, day after day. Everything from touch sensitive controls and LED displays to magnetically shielded speakers (to reduce distortion from your TV) is assembled to the high level of craftsmanship you expect from Sony.

Clutter-free wireless rear speakers

If you fancy adding extra speakers for a richer, more vibrant sound, but don't want to trail wires across your living room, wireless speakers are a simple and stylish approach. Simply select a system with wireless rear speakers and place them anywhere you like for audio the way you want it.



Immerse yourself in 3D

The Personal 3D Viewer is a video display with a real difference. It is designed to be worn on the head and provides an immersive, personal 3D experience that only the wearer can see.



This Personal 3D Viewer offers the best looking 3D ever seen.

The dual screen approach eliminates cross talk completely as there is no chance of the left image reaching the right eye or vice versa. It employs a 45° viewing angle for enhanced immersion. The standard field of view for televisions is 30°.



Personal 3D Viewer HMZT1

- Dual OLED screens
- 3D Playback
- High Definition (720 resolution)
- Virtual 5.1 Surround Sound
- HDMI for universal connectivity
- 45° Viewing Angle



Simple connection

The Head Mount Display Personal 3D Viewer can be connected via HDMI cable, making it universal to all HDMI devices such as Blu-Ray / DVD Players and gaming consoles such as the PlayStation 3. An HDMI box (supplied) is used to process the HDMI signal.

HD
720p
Brilliant HD

3D
Visuals
True 3D

OLED
Dual panel
OLED

5.1
VR Sound
Rich Audio

Access and share your music on your home network using DLNA or party streaming. Plus access music with internet radio and Music Unlimited direct from your A/V receiver.



7.2 Ch ES receiver

STRDA5700ES

- Network Video capability
- Variety of Sounds Field by FH speakers
- USB DAC for PC music
- Advanced Digital Cinema Auto Calibration (D.C.A.C)
- DTS Neo X
- Pre Out : Subwoofer x2
- 120W + 120W (8 ohms, 20Hz-20kHz, THD 0.09%)
- HDMI In/Out : 6/2
- Component Video In/Out : 2/2
- A/V In/Out: 5/1 (Included AV Front In)
- USB: 1 (Front: iPhone / Walkman)
- Zone 2: Video-Composite, Audio-Line



7.2 Ch ES receiver

STRDA3700ES

- Network Video capability
- Variety of Sounds Field by FH speakers
- Advanced Digital Cinema Auto Calibration (D.C.A.C)
- Berlin Philharmonic Hall Mode
- Pre Out : Subwoofer x2
- 100W + 100W (8 ohms, 20Hz-20kHz, THD 0.09%)
- HDMI In/Out : 5/1
- Component Video In/Out : 2/1
- A/V In/Out: 5/1 (included AV Front In)
- USB: 1 (Front: iPhone / Walkman)



7.2 Ch network A/V receiver

STRDN1020

- Internet Radio
- DLNA Streaming
- Faroudja Video Up Scaling
- iPod®/iPhone® via USB
- 3D HDMI pass through
- HDMI In/Out : 4/1
- DTS HD™, Dolby® TrueHD & Dolby®
- DigitalPlus HD Audio Formats
- HD Digital Cinema Sound
- Audio Return Channel
- Pre Out : Subwoofer x2



7.1 Ch network A/V receiver

STRDH730

- 7.1ch Amplifier
- Transform your home theatre into a Hollywood movie theatre with HD-D.C.S.
- iPhone/iPod playback via dock
- HDMI In/Out : 5/1
- Component Video In/Out : 2/1
- USB: 1 (Front: iPhone / Walkman)
- Pre Out : Subwoofer x1
- 85W + 85W RMS (8 ohms, 20Hz-20kHz, THD 0.09%)



Enjoy 360 degree sound from any room with the wireless network speaker. sony.co.nz/partystreaming

Connect all your music devices and never miss a beat

Party Streaming allows you to play music at the same time on multiple Sony network devices throughout the house - the perfect background music solution when entertaining guests.

Stream internet music - then listen throughout your house



Stream music from your PC or Sony Tablet directly to the speaker. Alternatively use party streaming to play the same music simultaneously on multiple Sony network enabled devices throughout the house.

Portable HomeShare speaker – SANS510

- Control your music with Tablet / Android / iPhone / iPod / iPad
- 360 degree Omni directional sound
- DLNA
- Party Streaming
- Wi-Fi
- Airplay
- Rechargeable Battery
- Approximately 5 hours use

Portable HomeShare speaker with subwoofer – SANS410

- Control your music with Tablet / Android / iPhone / iPod / iPad
- 360 degree Omni directional sound
- DLNA
- Party Streaming
- Wi-Fi
- Airplay

HomeShare speaker – SANS310

- Control your music with Tablet / Android / iPhone / iPod / iPad
- 360 degree Omni directional sound
- DLNA
- Party Streaming
- Wi-Fi
- Airplay



Built for action movies and party music, the HTM7 makes a BIG statement. All you have to do is select the source, how you want to hear it and turn it up loud. The 2 subwoofers will ensure you feel every rumble and explosion from a movie and totally immerse you in the movie or game you're playing.



7.2 Ch Component Home Theatre System – HTM7

- 2012W RMS
- Dual Subwoofer System
- HDMI 3 In/1 Out
- USB Music Playback
- 3D Capable
- M-TURBO Bass Enhancer

2012
WATTS

DUAL
SUBWOOFER

M-TURBO

Optional accessories

HDMI cables

Compatible with 3DTV and 3D Blu-ray disc players.

- 1, 2 and 5 meter high speed HDMI cable
- High-Definition digital video and multi-channel digital audio data transfer
- Connects easily to A/V components with swivel plug structure (excluding DLCHE50P)
- Simple, user-friendly, single cable/connector to HDMI equipped A/V components
- Compatible with 3DTV and 3D Blu-ray disc players



DLCHE10V / DLCHE20V / DLCHE20C / DLCHE30C / DLCHE50P Non-swivel / DLCHEM15 / DLCHEM30

Active speaker stand

Stunningly slender and light, the optional active speaker stand features stunning aesthetics with a beautiful floating appearance and integrated speakers for optimised audio.

Compatible with the HX850 Series BRAVIA

SUB463S / SUB553S



USB Wi-Fi dongle

Wi-Fi Ready – Simply connect an optional USB Wi-Fi dongle from Sony and you're ready for a seamless, cable free connection and online entertainment.

Compatible with EX650 & EX720 Series BRAVIAs

UWABR100



Skype camera

Enjoy crisp, clear picture and sound quality while catching up with friends and family from around the world. Simply connect the Skype camera to your Sony Internet TV and you're ready to start chatting.

Compatible with all Sony Internet TVs and the BDPS790 Blu-ray Player

CMUBR100



3D Active Shutter Glasses

Comfort and style were carefully put into the Sony Active Shutter 3D Glasses, to ensure lightness, comfort and durability.

Compatible with all Sony 3D TVs

(TDGBR250/200 B/W)



Sony Internet TV – it's simple

Browse the internet, watch exclusive channels, stream music or movies and make free Skype to Skype video calls* – on the big screen

All available through your Sony Internet TV, Blu-ray Player or Blu-ray Home Theatre system

For more information and to learn how to get connected visit sony.co.nz/internettv



*With optional Skype camera



Sony
Entertainment
Network

