



Jun 12, 2014 10:00 CEST

Get in on the action!

What better way to immerse yourself in the atmosphere, colour and action of this summer's 2014 FIFA World Cup™? Upgrade to a new [BRAVIA™ 4K TV](#) and enjoy all the excitement from Brazil with thrilling pictures and sound.

This season's [4K TV line-up](#) from Sony is headed by the BRAVIA X9, the Official 4K TV of the 2014 FIFA World Cup™. Elevating your entertainment experience like never before, BRAVIA X9 brings a true stadium atmosphere into your home.


Even if you're watching regular HD broadcasts, Sony's unique 4K X-Reality PRO technology upscales images for astonishing detail with 4x the original resolution of HD. You'll see every blade of grass, and the absolute concentration on every player's face.

Touch a button and Live Football Mode authentically recreates the sound of being right there in the packed stadium. BRAVIA's sleek new interface integrates football news and highlights from FIFA™ and other sources. Social Viewing connects you with the passion of other fans, displaying tweets on screen in real time as the action unfolds. Skype video chat even lets you share the excitement with friends and family around the world while watching the game.


4K football's coming to a store near you

We're screening 2014 FIFA World Cup™ highlights in selected stores, giving you the chance to experience the thrill of football with match-winning 4K detail and sound on the BRAVIA X95 and X9.

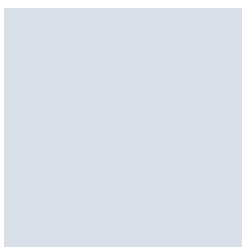
Contact your local PR Manager for information on your nearest Sony outlet.

Offering an integrated entertainment experience through its electronics, mobile, music, pictures, game and the Sony Entertainment Network, Sony is uniquely positioned to be one of the world's leading consumer brands. Sony is renowned for its audio-visual products in both the consumer and professional markets, such as the 4K Ultra HD and Full HD LED BRAVIA™ [television](#), [Cyber-shot™ digital camera](#), [Handycam® camcorder](#), “” (pronounced Alpha) [digital SLR camera](#), [Xperia™ Tablet](#) and [Walkman® MP3 player](#) as well as its [VAIO™ personal computers](#) and [3D HD professional broadcast equipment](#).

For more information on Sony Europe, please visit www.sony-europe.com. For more information on Sony Corporation please visit www.sony.net

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