



MASTER Series AG9 BRAVIA OLED 4K HDR TV

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IMAX® Enhanced content arrives first in Europe on Sony BRAVIA TVs via Rakuten TV

Owners of select BRAVIA TVs in Europe will soon be able to enjoy IMAX Enhanced film content at home through the Rakuten TV app.

Sony Europe has announced a partnership with Rakuten TV to launch IMAX Enhanced film content in Europe first on its BRAVIA televisions. The IMAX® Enhanced programme, developed by IMAX and DTS®, is a certification and licensing programme that combines the highest-end consumer electronics products with IMAX digitally remastered 4K HDR content and DTS audio technologies to offer consumers a new level of immersive sight and sound

experiences for the home. To qualify and carry the IMAX Enhanced logo, Sony's TVs have met a carefully prescribed set of performance requirements, set by IMAX, DTS engineers and Hollywood's leading technical specialists, to bring the highest-quality, sharpest 4K HDR images and powerful, immersive sound to the home.

Some of the Sony televisions that have been IMAX Enhanced certified are the MASTER Series [ZG9 8K HDR Full Array LED](#) and [AG9 4K HDR OLED](#) sets, as well as the [XG95 Series 4K HDR Full Array LED](#) TV. All of the IMAX Enhanced Sony TVs have been designed to provide premium picture quality, colour, contrast, and clarity approaching that of a professional-grade monitor.

The IMAX Enhanced programme uses the newest, proprietary post-production process developed by IMAX to digitally re-master content to produce more vibrant colours, greater contrast and sharper clarity. The truly singular home entertainment experience is further enriched with the IMAX signature sound mix delivered to the home exclusively by DTS with immersive, powerful sound featuring deep bass and dynamic range.

“We are excited to bring IMAX Enhanced content to Europe for the first time through our collaboration with Sony and Rakuten TV”, said Francisco Navarro-Sertich, Senior Vice President of Strategy at IMAX Corporation. “Today’s announcement continues our efforts to usher in a new level of quality in home entertainment by pairing IMAX digitally re-mastered 4K HDR content with IMAX Enhanced Sony BRAVIA TVs so that consumers can experience their favourite content with breathtaking images and immersive sound.”

IMAX Enhanced content will be available on select BRAVIA TVs¹ with a great selection of Sony Pictures Entertainment worldwide box office hits such as *Venom*, *Spider-Man™: Homecoming*, *Jumanji: Welcome to the Jungle* and *Spider-Man: Far From Home* (which includes 45 minutes of IMAX’s exclusive expanded aspect ratio). Sony Pictures Home Entertainment is a studio collaborator of the IMAX Enhanced program.

“We are thrilled to support our collaborators to bring The IMAX Experience® into the home with this new and exciting format,” said Pete Wood, Senior

Vice President, Digital Sales, Sony Pictures Home Entertainment. “IMAX Enhanced content continues to deliver on our promise to provide consumers with the best at home viewing experience.”

IMAX Enhanced content on Sony BRAVIA TVs will be available to own in Europe via Rakuten TV streaming service from early September, in UK, Spain, Germany, France and Italy at launch, and more countries in the future.

Sidharth Jayant, Global Product Director of Rakuten TV commented “We are excited to collaborate with IMAX and Sony on this project to level up the home entertainment experience. Rakuten TV is your cinema at home. For this, our commitment is to pioneer the audio-visual technological revolution by adopting latest standards and offering great movies in the highest quality possible by device to millions of customers across Europe.”

More on the IMAX Enhanced programme: www.imaxenhanced.com

More on Sony TVs: www.sony.co.uk/electronics/tv/t/televisions

More on Rakuten TV: www.rakuten.tv

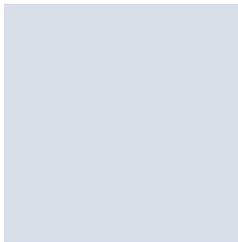
¹2019 models: AG9, ZG9, XG95.

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

Rakuten TV – “Your cinema at home” – Rakuten TV is one of the leading video on demand platforms in Europe providing the latest movie releases with the latest technology in a true cinematic experience available on Smart TVs. Rakuten TV is now available in 42 countries and forms part of the Internet and e-commerce Japanese company Rakuten, Inc., one of the world’s leading internet services companies, offering a wide variety of services for consumers and businesses, with a focus on e-commerce, fintech and digital content. Rakuten sponsors FC Barcelona, NBA Champion’s Golden State Warriors, Davis Cup and Spartan Race, amongst others.

Contacts



Sony Europe PR Team

Press Contact

PR Team

press@eu.sony.com