



Sony BRAVIA XH81 4K HDR LCD TV

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# **New Sony XH81, XH80 and X70 4K HDR LCD televisions are now available in shops**

**The newly arrived Sony TVs offer a high-quality audio-visual experience in a wide selection of screen sizes from 43" to 85".**

Sony Europe has announced the pricing and availability of its first 2020

televisions to hit the shops this year. The XH81, XH80 and X70 4K HDR LCD TVs have started arriving at retailers across Europe now, ushering in some of Sony's signature picture quality, sound and user experience.

### **Sony XH81 and XH80 4K HDR TVs – a full audio-visual package**

Both XH81 and XH80 series boast the 4K HDR Processor X1™, which uses advanced algorithms to cut noise and boost detail. With an even clearer 4K signal, everything you watch is closer to 4K resolution, full of life-like colour and contrast. By widening the colour spectrum, TRILUMINOS Display, powered by the X1 processor, reproduces more colours than a conventional television. It analyses and processes data in every image to make colours even more natural and precise, so pictures are closer than ever to real life. The XH81 and XH80 models support the Dolby Vision™ HDR format to deliver striking highlights, deeper darks, and vibrant colours. In the sound department, a newly-developed X-Balanced Speaker (55" and above models) allows high quality sound in an ultra-thin TV design, while Dolby Atmos™ compatibility brings space and realism to the audio.

The XH81 and XH80 line-up features Android TV™ with the Google Assistant[1], Google Play Store and Chromecast built-in, which offers users easy access to content, services and devices via its extensive platform. Sony's original user interface menus and voice controls are also enhanced for better daily use. With the Google Assistant[2] and Amazon Alexa[3] enabled devices, you may cast and control videos from YouTube with Google Home or change the channel or volume with Amazon Alexa enabled devices. Apple® AirPlay® 2 users can stream movies, music, games and photos to their television right from their iPhone®, iPad® or Mac®. The Apple HomeKit™ technology provides an easy, secure way for users to control their television from their iPhone®, iPad® or Mac®[4].

### **Sony X70 4K HDR TV – smart and simple**

Combining vibrant real-world colours with extraordinary clarity, clear sound and a beautiful aluminium design, this 4K smart TV brings essential entertainment apps to life. With 4K X-Reality™ PRO, images are upscaled closer to true 4K quality for remarkable clarity, sharpness and extra detail. The X70 offers a no-frills smart TV experience with a built-in Internet browser and one-click access to YouTube and Netflix apps.

### **Pricing and availability**

The XH81, XH80 and X70 TVs are available now. For price information, please check your local Sony site at [www.sony.eu](http://www.sony.eu).

### **New Sony TV models and key features**



#### [XH81 \(65", 55", 49" and 43" models\) 4K HDR TV](#)

- 4K HDR Processor X1™ reproduces more depth, textures and natural colours with Object-based HDR remaster technology
- X-Balanced Speaker, a new speaker unit that packs clear sound in a slim design (55" and above)
- Dolby Vision™ and Dolby Atmos™ compatible
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Metal Blade stand and hairline finish bezel
- Premium aluminium remote control
- Works with Smart Speakers, including Google Home and Amazon Alexa enabled devices
- Easy connectivity to most devices, including Apple® AirPlay® 2, HomeKit™
- Quick access to an array of content and services with Android TV
- Custom Mode, along with Sony's other calibrated viewing modes, provides various viewing options to suit customers' tastes while faithfully preserving the creator's intent



#### [XH80 \(85", 75", 65", 55", 49" and 43" models\) 4K HDR TV](#)

- 4K HDR Processor X1™ reproduces more depth, textures and natural colours with Object-based HDR remaster technology
- X-Balanced Speaker, a new speaker unit that packs clear sound in a slim design (55" and above)
- Dolby Vision™ and Dolby Atmos™ compatible
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- Blade stand and hairline finish bezel
- Works with Smart Speakers, including Google Home and Amazon Alexa enabled devices
- Easy connectivity to most devices, including Apple® AirPlay® 2, HomeKit™
- Quick access to an array of content and services with Android TV
- Custom Mode, along with Sony's other calibrated viewing modes, provides various viewing options to suit customers' tastes while faithfully preserving the creator's intent



### [X70 \(65", 55", 49" and 43" models\) 4K HDR TV](#)

- The 4K X-Reality™ PRO technology upscales and sharpens every image closer to true 4K quality, constantly revealing more refined details and nuances in the scene
- TRILUMINOS™ Display reproduces the subtle nuances of colour, light and gradation from video lens to living room
- ClearAudio+ fine tunes TV sound for an immersive, enriching experience that seems to surround you. Hear music and dialogue with greater clarity and separation, whatever you're watching
- Built-in Internet browser to enjoy shows and films through popular streaming apps with instant one-click access to Netflix and YouTube apps
- Custom Mode, along with Sony's other calibrated viewing modes, provides various viewing options to suit customers' tastes while faithfully preserving the creator's intent

[1] Feature availability depends on country and availability of compatible products.

[2] Google Home device (sold separately) compatible with Sony Android TV devices. Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iPhone App Store or Google Play. Subject to third party app terms and conditions. User must link compatible devices in order to control operation. Once download is complete, the Google Home feature may be connected to the Sony device to access the voice control function.

[3] Amazon Alexa enabled devices (sold separately) compatible with Sony Android TV devices. Amazon account required. Subscriptions may be required to access certain content. Sony TV and Alexa devices both require

internet connection. Amazon, Echo, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

[4] Apple® AirPlay® 2 and HomeKit™ features will be available on FY19 models ZF9, AF9, ZG9, AG9, XG95 and XG85 (85", 75", 65" and 55") and FY20 models ZH8, A9, A8, XH95, XH90, XH85, XH81 and XH80. AirPlay 2 and HomeKit features require an iOS device running iOS 12.3 or later or a Mac running macOS 10.14.5. Apple, AirPlay, HomeKit, iPhone, iPad, Mac, and macOS are trademarks of Apple Inc., registered in the U.S. and other countries. Firmware update is required via network.

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### **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/>

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