

Apr 23, 2014 18:00 CEST

Sony 4K Media Player adds 4K live streaming support to existing BRAVIA™ 4K Ultra HD TVs

From August this year, every BRAVIA™ 4K Ultra HD TV owner will be able to enjoy video content streamed with the increasingly popular HEVC (H.265) standard.

Available for purchase direct from Sony online at €399, a compact new 4K Media Player, the FMP-X5, plugs into an HDMI port on these existing 4K BRAVIA models (introduced in 2012/2013):

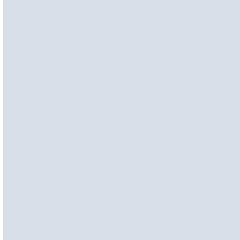
- KDL-84X9005
- KD-65X9005A / 55X9005A

Equipped with the new decoder, all 4K BRAVIA televisions can now play content encoded with the High Efficiency Video Coding (HEVC) video codec. HEVC is becoming increasingly popular among the video streaming industry and being used in services such as Netflix. HEVC/H.265 has a better coding efficiency than that of H.264/MPEG-4 AVC, it makes HEVC ideal for online streaming of 4K video, requiring less bandwidth to deliver stunning-quality 4K images.

HEVC support is already featured as standard with all 2014 BRAVIA 4K TV models, including KD-X9500B/X9000B/X8500B, that do not require this decoder to play HEVC content.

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/>

Contacts



Sony Europe PR Team

Press Contact

PR Team

press@eu.sony.com