



Sony AF8 Series 4K HDR OLED TV, available in 65 and 55 inches

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Sony Announces New OLED and LCD 4K HDR TV Series with Refined Picture Quality and Enhanced User

Experience

Sony Europe announced new and expanded 4K HDR television series designed to deliver enhanced contrast, colour and clarity. The AF8 and XF90 series are the newest options to enjoy refined 4K HDR picture quality thanks to Sony's proprietary innovations.

In 2017 Sony introduced a new 4K HDR OLED TV under the BRAVIA name to offer customers even more premium options when purchasing a TV. The BRAVIA OLED A1 series has been extremely well received by customers and reviewers thanks to its innovative One Slate design blending together exceptional picture quality realised with an OLED screen and immersive sound coming directly from the screen itself via the Acoustic Surface™ technology. Now, building on these innovations Sony expands the BRAVIA OLED line-up to deliver cutting-edge premium OLED TVs to a wider audience. The new [AF8 series](#) has inherited Sony's unique 4K HDR picture processor-X1™ Extreme, and the Acoustic Surface technology to give not only high visual quality but awe-inspiring sound.



As an OLED TV, the AF8 series produces an incredibly detailed picture with deep blacks, rich and realistic colours and an exceptionally wide viewing angle. Sony's more than half a century worth of picture processing expertise lends to precise control of the 8 million OLED pixels for a stunning realisation of an unparalleled 4K HDR picture, while the Acoustic Surface technology allows the sound to come from the screen, creating an entertainment experience with just a beautiful picture in sight thanks to the ground-breaking One Slate concept which eschews all visible speakers. The new design with a minimised stand allows the AF8 to be positioned in a wider range of locations.



[Watch video on YouTube here](#)

In parallel, Sony has expanded the LCD screen TV line-up to meet the increasing customer demands for a wider variety of large screen premium 4K HDR televisions. The new [XF90 series](#), equipped with the X1 Extreme processor, will be available in 75", 65", 55" and 49" screen sizes.



As the screen size gets larger, it becomes easier to notice motion blur especially in fast-moving scenes. The XF90 series solves this issue by using a new technology, X-Motion Clarity™, to keep fast action images smooth and clear. The X-Motion Clarity technology utilises Sony's proprietary direct LED local dimming and backlight boosting algorithm to control the luminance and optimise its duration. Therefore, pictures are clear and smooth with virtually no loss in brightness.

To bring the sound to the next level, the XF90 series' design perfectly

matches Sony's new Dolby Atmos™ compatible soundbar, the HT-XF9000. The combination of the XF90 series and the HT-XF9000 soundbar delivers a real cinema-at-home experience.



[Watch video on YouTube here](#)

Both the AF8 and the XF90 series will support Dolby Vision™*1, the HDR format from Dolby Laboratories. It creates an even more immersive, engaging cinematic experience with striking highlights, deeper darks and vibrant colours.

To provide better user experience, Sony's 2018 Android TV also works with smart speakers like Amazon Echo, Google Home and the latest Sony's smart speaker, which enables users to hands-free control TV.*2*3*4

In addition, Sony Europe announced the XF85 and XF80 4K HDR series, also to become available in 2018.

New Sony TV models and key features:

[AF8 Series \(65", and 55" models\) 4K HDR OLED TV](#)

- Features OLED as display device. 8 million self-illuminating pixels brings a significantly enriched visual experience with unprecedented black, authentic colour, and a wide viewing angle.
- Features 4K HDR Processor X1™ Extreme providing the ultimate 4K HDR viewing experience by incorporating three technologies: Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- Features Acoustic Surface™ technology: the entire screen resonates with great sound emanating directly from the screen itself. This allows a perfect unification of picture and sound that conventional TVs cannot deliver.

- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- The minimalist design: AF8 series has a clean, minimalist design that keeps you focused on what's important – the picture. The new design with a minimised stand allows the AF8 to be positioned in a wider range of locations.
- Android TV™ lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast™ built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy your favourite movies, TV shows, and games on your TV.*2
- Hands-free control from smart speakers: Sony's Android TV works with smart speakers such as Amazon Echo, Google Home and Sony's latest LF-S50G. With Amazon Echo, you can control power, channels, volume and more. The Assistant on Google Home and LF-S50G allows you to find the entertainment you want without lifting a finger.*2*3*4
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services and HDMI. Supports HDR10, Hybrid Log-Gamma and Dolby Vision™.*1

[XF90 Series \(75", 65", 55", and 49" models\) 4K HDR TV](#)

- Features 4K HDR Processor X1 Extreme providing the ultimate 4K HDR viewing experience by incorporating three technologies: Object-based HDR remaster, Super Bit Mapping™ 4K HDR and Dual database processing.
- X-tended Dynamic Range PRO. It enhances HDR and non-HDR content by boosting and dimming the backlight levels precisely for each zone of the screen with a unique backlighting technology. (6 times XDR contrast*5.)
- X-Motion Clarity™. This new technology keeps fast action smooth and clear. Moving images are precisely controlled to minimise blur. Even during fast-moving scenes, pictures stay true with no loss in brightness.

- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- Android TV™ lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast™ built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy your favourite movies, TV shows, and games on your TV.*2
- Hands-free control from smart speakers: Sony's Android TV works with smart speakers such as Amazon Echo, Google Home and Sony's latest LF-S50G. With Amazon Echo, you can control power, channels, volume and more. The Assistant on Google Home and LF-S50G allows you to find the entertainment you want without lifting a finger.*2*3*4
- Designed to perfectly match the HT-XF9000 sound bar, complement outstanding pictures with immersive, powerful sound.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services and HDMI. Supports HDR10, Hybrid Log-Gamma and Dolby Vision™.*1

[XF85 Series \(85", 75", 65", 55", 49" and 43" models\) 4K HDR TV](#)

- Features 4K HDR Processor X1™ which reproduces more depth, textures and natural colours with Object-based HDR remaster and Super Bit Mapping™ 4K HDR technology.
- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- Android TV™ lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast™ built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy your favourite movies, TV

shows, and games on your TV.*2

- Hands-free control from smart speakers: Sony's Android TV works with smart speakers such as Amazon Echo, Google Home and Sony's latest LF-S50G. With Amazon Echo, you can control power, channels, volume and more. The Assistant on Google Home and LF-S50G allows you to find the entertainment you want without lifting a finger.*2*3*4
- The ultra slim design comes with a narrow aluminium frame and clean cable management for table top mount.
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services and HDMI.

[XF80 Series \(55", 49", and 43" models\) 4K HDR TV](#)

- Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.
- Features vibrant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy.
- The ultra slim design comes with a narrow aluminium frame and clean cable management for table top mount.
- Android TV™ lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Chromecast™ built-in, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy your favourite movies, TV shows, and games on your TV.*2
- Hands-free control from smart speakers: Sony's Android TV works with smart speakers such as Amazon Echo, Google Home and Sony's latest LF-S50G. With Amazon Echo, you can control power, channels, volume and more. The Assistant on Google Home and LF-S50G allows you to find the entertainment you want without lifting a finger.*2*3*4
- HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services and HDMI.

*1 Dolby Vision will be made available via a future firmware update.

*2 Google, Android TV, Google Play, Chromecast built-in, Google Home and other related marks and logos are trademarks of Google LLC.

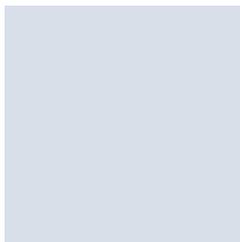
*3 Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

*4 Smart speakers' availability varies by country. Amazon Echo is only available in the UK while Google Home and Sony's latest smart speaker LF-S50G is available in the UK, France and Germany only.

*5 XDR is the abbreviation of X-tended Dynamic Range. This is the perceptible contrast level expanded by X-tended Dynamic Range PRO technology, which is the unique figure calculated for the contrast which users actually feel and experience (XDR Contrast). This figure is based on our conventional TV without local dimming.

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>

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