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## **Sony delivers a true connected consumer entertainment experience with dazzling array of new technologies at CES 2013**

**LAS VEGAS (Sony CES Booth #14200), Jan. 8, 2013** – At CES 2013, Sony is unveiling an expansive line-up of new products and technologies that span the entire consumer entertainment experience – in or out of the home. Sony's newest devices offer something for everyone: from Wi-Fi capability, Internet connectivity and easy One-touch function using Near Field Communication (NFC) to HD, 3D, 4K and more.

From groundbreaking innovations in smartphones, tablets and PCs to the latest developments in digital imaging and 4K and connected TVs, Sony's 2013 CES exhibit is built around consumers' desire for networking and interacting with friends and family across platforms and applications. The emphasis is clearly on connectivity, superb picture and sound quality, and a unique mix of electronics, content and network services.

“We have many exciting new products at CES, combining that magical mix of science and wonder, design and function, usefulness and elegance, technology and entertainment content to create an emotional experience that only Sony can deliver,” said Kazuo Hirai, President and Chief Executive Officer of Sony Corporation.

The new Sony technologies on display at CES are the culmination of years of design and engineering innovation, and they build upon the landmark products that Sony brought to market in the past 12 months, including ground-breaking touchscreen VAIO PCs; a bold entry into 4K televisions with Sony's largest TV model to date – the BRAVIA 84-inch 4K LED TV -- and an award-winning line of new digital imaging products. These technologies and more form the cornerstone of the new Sony products at CES, and for 2013.

## **Sony Xperia™ Smartphones at CES 2013**

Sony is highlighting its new flagship smartphone, Xperia Z that combines premium specifications with the best of Sony to deliver a unique “superphone” experience. Xperia Z includes a 5” Full HD 1080p Reality Display, powered by Sony’s Mobile BRAVIA® Engine 2 for razor sharp viewing, a Snapdragon™ S4 Pro quad-core processor for multi-tasking, a 13 megapixel fast-capture camera and 4G LTE for superfast entertainment.

The flagship Xperia Z model shares capabilities with Sony digital cameras and features Exmor RS for mobile, the world’s first image sensor with HDR (High Dynamic Range) video for smartphones so consumers can take beautiful videos as well as stills, even in strongly backlit conditions. Sony’s new Battery STAMINA mode provides at least four times standby time. Additionally, a combination of Sony media applications – “WALKMAN”, Album and Movies apps – lets users find, share and play content with intuitive, common controls and a beautiful interface that can be shared across the PC, tablet and smartphone.

Through the Sony Entertainment Network, the Xperia Z model, as well as other compatible devices, gives consumers access to more than 18 million songs and more than 100,000 movies and TV series from all the major studios. In addition, the new phone is dust-resistant and water-resistant to a depth of one meter for up to 30 minutes.

Sony has also announced Xperia ZL, sporting a smaller form factor but delivering the same immersive entertainment experience as the Xperia Z, that will be available only in select markets.

### **One-touch function at CES 2013**

New products like the Sony Xperia Z and Xperia ZL smartphones also deliver the benefits of a technology found in many of the new Sony products at CES 2013: One-touch function based on NFC, the easiest and fastest way to wirelessly connect and enjoy music, photos and videos from a smartphone.

Sony has the largest range of NFC-enabled devices with built-in One-touch functions, including a Blu-ray disc home theater system, sound bar, wireless speakers and other home audio products; headphones, portable speakers and

mobile devices. Sony's new Personal Content Station is a 1TB device that consumers can use to manage precious memories with One-touch function. It can connect wirelessly to a home network to store, view, and share photos and videos from smartphones and tablets such as Sony's Xperia models.

One-touch function is also connecting smartphones with select Sony BRAVIA TVs. For added home theater mobility, Sony is including NFC capability in its new wireless Bluetooth speakers (models SRS-BTX300, SRS-BTX500 and the lightweight SRS-BTV5). Even Sony headphones deliver the benefits of One-touch function, starting with the new headband-type MDR-1RBT model with a unique smartphone mirroring capability.

### **Sony 4K at CES 2013**

With more than four times the resolution of today's HD TVs, 4K technology delivers a more immersive and dynamic viewing experience. And when it comes to 4K, Sony has a reputation for being first, a pattern that will continue at CES.

Sony began the 4K revolution, unveiling the first commercial 4K projector for movie theaters – now more than 13,000 4K projectors are installed at theaters worldwide – and the first professional camera to produce 4K content, the F65. With a 4K home projector, a full line of 4K-capable home entertainment products with the recently introduced 84-inch 4K LED TV – another 4K first -- Sony offers an end-to-end 4K ecosystem that no other company can promise.

Sony is unveiling two new [4K LED TV](#) models with 55- and 65-inch screen sizes (the X9000A series) to be introduced this spring. Both deliver the same stunning 4K resolution but at a more accessible price range to bring the 4K viewing experience to an even wider audience.

Sony is also combining 4K technology with another display technology it pioneered: OLED. Sony launched the world's first 11-inch consumer OLED TV in 2007, and has had great success in commercial markets with larger-screen professional OLED monitors. A 56-inch prototype 4K OLED TV will be on display, demonstrating a major step forward in the consumer viewing experience.

At CES 2013, Sony is also exhibiting a prototype of its first 4K consumer camcorder, as well as other 4K digital imaging solutions such as “PlayMemories Studio,” and the industry’s first line-up of 4K-mastered Blu-ray Discs of existing films.

### **Sony Televisions with enhanced usability and connectivity at CES 2013**

Traditionally a hallmark of Sony’s CES exhibit, the [new TV models](#) on display reflect the changes in how consumers watch TV, meeting the desire to simultaneously access information through built-in guides and from secondary devices such as a smartphone, tablet, or PC.

Sony’s new TV SideView application uses second screen connectivity to provide an entirely new, dynamic graphical interface through which consumers can interact with their TV, view listings and manage/operate embedded applications on the big screen. It can also extend the social nature of TV, allowing consumers to share their experiences in real time with others. TV SideView can be used as a universal remote control for a TV or to control other devices via IR. TV SideView also allows easy cross search of content from various sources using voice recognition.

### **Sony “Triluminos Display” at CES 2013**

Sony is continuing its commitment to developing newer imaging technologies, the latest being “TriluminoS Display.” Designed to deliver truer blues, greens and reds, this technology will be available on select new Sony 2K and 4K television models. In addition to TVs, Sony is expanding the colour pallet of its 2013 Cyber-shot and Handycam lines with the addition of “TRILUMINOS Display,” with plans to expand it to the VAIO PC family.

### **Sony Digital Imaging Products at CES 2013**

Adding to the acclaimed introductions in its Cyber-shot camera line, Sony is furthering the convergence of digital cameras and smartphones and tablets with new models like the [Cyber-shot DSC-WX80](#) camera. This model lets consumers easily share memories directly from the camera to a smartphone. Another new Sony product at CES, the compact Cyber-shot DSC-TF1 camera with a new rugged design, is the perfect accessory for weekend adventures, family vacations and everything in between at a competitive price-point. It is

waterproof (up to 10m/33ft), dust-proof, shock-proof and freeze-proof.  
camera

Sony is also enhancing its Handycam camcorder lineup with the “Balanced Optical SteadyShot” feature. The new camcorder ([HDR-PJ780VE](#), [HDR-PJ650VE](#), and [HDR-PJ420VE](#)) are equipped with a built-in projector and can be Wi-Fi enabled with the addition of an optional accessory so users can upload images to social networking sites via a smart phone or tablet.

Finally, Sony will build on its first-ever digital recording binocular technology with a new prototype. Smaller and lighter, this prototype will add an OLED viewfinder and “hyper-gain” capability, enabling images to be captured in the dark, further enhancing picture quality. It will even be dust-proof and splash-proof to meet the rigorous demands of outdoor usage.

From easy One-touch sharing of content and intelligent TV watching to exquisite picture and sound clarity, Sony’s new products and technologies are designed to elevate the consumer entertainment experience.

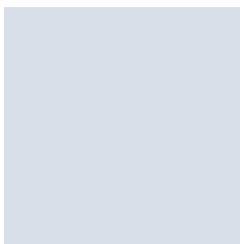
To learn more about Sony’s new products at CES 2013, visit [www.sony.com/CES](http://www.sony.com/CES).

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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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