



49" Sony BRAVIA XG83 4K HDR TV

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Sony expands TV line-up with four new 4K HDR sets

The new 4K HDR televisions from Sony bring great picture quality and a multitude of smart features.

Sony has announced four new TV series for 2019 – XG83, XG81, XG80 and XG70. They all come in a variety of screen sizes to fit different living room setups, making an ideal choice regardless of the room's dimensions. With some of Sony's latest picture and audio technologies on board, they can be an exciting starting point for anyone looking for a stunning 4K HDR experience.

The XG83 boasts Sony's proprietary 4K HDR Processor X1™ with Object-based HDR remaster and Super Bit Mapping™ HDR technology to reproduce

enhanced depth, textures and natural colours. Image is more defined with higher brightness levels for exceptionally realistic pictures.



The XG83, XG81, XG80 and XG70 series employ Sony's acclaimed picture processing power for immersive viewing. 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, while TRILUMINOS™ Display ensures that all displayed colours are truer to life with every shade and hue faithfully reproduced. The TVs will also look sleek and stylish in any interior with their premium aluminium (XG83) or brushed aluminium-look bezel (XG81, XG80, XG70) and stylish stands that can conceal cables and keep them neatly in place.

In the smart features department, the XG83, XG81 and XG80 feature Sony Android TV which supports a wide range of apps from Google Play™, including YouTube™, Netflix, Prime Video and more¹. To make the TV and home even smarter, the XG83, XG81 and XG80 TVs have Google Assistant built-in. Viewers can simply talk to the remote using Google Assistant to quickly plan the day, discover content, or to play TV shows, films, and more². The XG70 has a built-in Internet browser and is a perfect set to enjoy shows and films through popular streaming apps with instant one-click access to Netflix and YouTube apps³.

Available sizes:

XG83: 43", 49".

XG81: 43", 49", 55", 65".

XG80: 43", 49", 55", 65", 75".

XG70: 43", 49", 55", 65".

For more information, retail availability and prices please visit your local Sony website:

[XG83](#)

[XG81](#)

[XG80](#)

[XG70](#)

¹ Availability varies by region.

² Google Assistant availability depends on region.

³ Remote specification varies by territory and TV model.

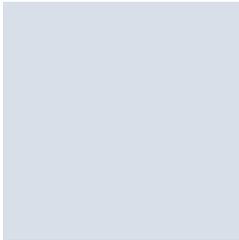
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consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site: <http://www.sony.net/>

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