



Sep 05, 2019 13:15 CEST

# Sony Unveils New Products at IFA 2019 creating new personalised user experiences by harnessing its array of

# products and technologies

At the IFA 2019 consumer electronics show in Berlin, Germany, scheduled to begin from Friday, September 6th, Sony Corporation is set to showcase an array of its latest products.

At the Sony press conference held on Thursday, September 5 (local time) in advance of IFA's official opening, Shigeki Ishizuka, Senior Executive Vice President and Officer in charge of Electronics Products & Solutions Business, Sony Corporation, took to the stage. He affirmed that Sony's purpose is to "Fill the world with emotion, through the power of creativity and technology," and that company will continue creating ground-breaking hardware to deliver new value for creators and users. He then unveiled Xperia 5 and other products created as a result of leveraging Sony's unique technologies, and stated that Sony will continue to deliver 'Personal Entertainment Solutions,' custom tailored experience to each individual user, by combining Sony's very best products and technologies.

A video of the press conference can be streamed at the following URL:

[www.sony.co.uk/electronics/ifa](http://www.sony.co.uk/electronics/ifa)

## Main Products Being Showcased

[Smartphone](#)



Sony unveiled Xperia 5, a new addition to the flagship series that packs key features of Xperia 1, bringing together Sony's technologies from the professional broadcasting and cinematography businesses, into a sleek and compact design. Xperia 5 will be launched in various countries and regions

from this autumn<sup>[1]</sup>

Xperia 5 also supports HDR (high dynamic range) and combines a 21:9<sup>[2]</sup> aspect ratio with a 6.1-inch Full HD+ (2,520 x 1,080 pixels) OLED display. The new model's slim, 6.8mm wide design makes it highly portable and easy to use, while still featuring a 21:9 CinemaWide™ experience in a compact body that is 14 grams lighter than Xperia 1.

Xperia 5's triple camera is equipped with 12 MP image sensors and optical image stabilization (OIS). Furthermore, the camera features Eye AF (Auto Focus) which uses algorithms from Sony's  $\alpha$ ™ (Alpha™) interchangeable lens camera to enable it to identify and keep focus on a human eye. Additionally, users can freely switch between the 26mm (F1.6) versatile lens, 52mm (F2.4) telescopic lens, and 16mm (F2.4) super-wide lens (35mm conversion), for even more creative photographic opportunities.

And with "X1™ for mobile," based on upscaling technology first achieved through BRAVIA®, the display can convert SDR (Standard Dynamic Range) content into beautiful, HDR (High Dynamic Range) equivalent picture quality using HDR Remastering technologies. This allows users to view even online video content with more contrast, color, and clarity. Additionally, improved "Game enhancer" boasts expanded recording features, as well as allowing users to enjoy immersive 21:9<sup>[3]</sup> and optimized gaming experiences.

Xperia 5 is also equipped with Qualcomm® Snapdragon 855 Mobile Platform, the latest offering from Qualcomm. Finally, new to Xperia 5 is "Smart connectivity," deep learning technology which analyses Wi-Fi signals and predict near-future connectivity issues. Smart connectivity will automatically switch to LTE when it predicts any compromise in Wi-Fi connection to ensure you always have optimal connectivity.

### **Home Entertainment & Sound**





The 1000X series of wireless headphones boasts top of the line noise cancellation and superior sound to achieve a richer audio experience. The new addition to the range is the neckband style [WI-1000XM2](#) which joins the award-winning headband style WH-1000XM3 and truly wireless WF-1000XM3. Featuring the same HD Noise Canceling Processor QN1 as the WH-1000XM3, this new model achieves industry-leading noise cancellation<sup>[4]</sup> and high sound quality. Its flexible, lightweight silicon neckband lets you enjoy your favorite music in comfort and style.



The Signature Series pursues sound excellence for the personal listening experience by bringing together Sony's suite of audio technologies cultivated over several decades. The latest products in this series are the high-resolution audio compatible [SA-Z1](#) near field powered speaker system.

By connecting just a single cable to a PC, Walkman®, Xperia smartphones, or other audio devices, these speakers will deliver a deep, rich, and high resolution listening experience with a presence that is so real, you almost feel like you can reach out and touch it.

In the TV category, Sony is also exhibiting its line-up including the BRAVIA MASTER Series ZG9 8K HDR Full Array LED and AG9 4K HDR OLED TVs which launched in Europe this spring. The powerful Picture Processor X1™ Ultimate displays all content, including 8K<sup>[5]</sup>, in beautiful, uncompromising picture quality. Additionally, the new Sound-from-Picture Reality achieves the perfect harmony between audio and picture to deliver unique viewing experiences as only BRAVIA can. The exhibit also features products with Android TV that will enjoy improved operability when connected to the Google Assistant, Amazon Alexa, as well as with Apple AirPlay 2 and HomeKit support, which is coming later this year. The Signature Series pursues sound excellence for the personal listening experience by bringing together Sony's suite of audio technologies cultivated over several decades. The latest products in this series are the high-resolution audio compatible SA-Z1 near field powered speaker system. By connecting just a single cable to a PC, Walkman®, Xperia smartphones, or other audio devices, these speakers will deliver a deep, rich, and high resolution listening experience with a presence that is so real, you almost feel like you can reach out and touch it.

## **Digital Imaging**



The [latest additions to Sony's Alpha APS-C range of mirrorless cameras](#) are

on display at a first public exhibition in Europe. The new flagship Alpha 6600 offers AI-based Real-time Eye AF, in-body optical image stabilisation and industry-leading battery life<sup>[6]</sup> of approximately 720 still images<sup>[7]</sup> delivered in a lightweight and compact frame. Also being exhibited are the new Alpha 6100 and [Sony's newest APS-C zoom G lens™](#) series including the E 16-55mm F2.8 G standard zoom lens and the E 70-350mm F4.5-6.3 G OSS super-telephoto zoom lens.

Other Digital Imaging products on display include Sony's newest full-frame camera, the Alpha 7R IV, which boasts an incredible 61.0 MP back-illuminated full-frame image sensor. It delivers stunning image quality with high resolution and wide dynamic range. Sony's G Master™ series lens will be available for attendees to try and in addition, visitors can enjoy RX100 VII, a premium compact camera that offers the same level of speed and AF performance as the Alpha 9 full-frame mirrorless camera.

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

\* Apple and related marks and logos are trademarks of Apple Inc.

\* Google and Android TV are trademarks of Google LLC.

<sup>[1]</sup>Availability will vary by country or regions.

<sup>[2]</sup>Aspect ratio varies by content format.

<sup>[3]</sup>Aspect ratio varies by content format.

<sup>[4]</sup>As of September 5, 2019. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In neckband style of wireless noise cancelling headphones market.

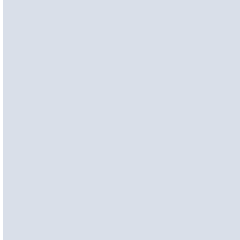
<sup>[5]</sup>ZG9 only.

<sup>[6]</sup>Among mirrorless interchangeable-lens digital cameras equipped with an APS-C image sensor. As of September 5, 2019, based on Sony research.

<sup>[7]</sup>Approx. 720 still images using viewfinder, approx. 810 images using LCD monitor. CIPA standard compliant. Shoot once every 30 seconds and turn the power on / off after 10 shots.

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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