



98" MASTER Series ZG9 8K HDR Full Array LED TV

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# Sony's first 8K TVs go on sale in early June

**The ZG9 8K HDR Full Array LED TV offers a staggering 16 times the resolution of Full HD of unmatched picture quality that only Sony can deliver. 98" and 85" models of the TV are slated to become available at select European retailers from June with pre-orders starting now.**

Sony Europe today announced the pricing and availability of the new [MASTER Series ZG9 8K HDR Full Array LED televisions](#). Sony's MASTER Series TVs represent the pinnacle of picture quality available to home viewers, capable of displaying images that faithfully convey the creators'

intent. The MASTER Series is the name given to only the very best Sony TVs and provides premium picture quality, colour, contrast, and clarity approaching that of a professional-grade monitor. The MASTER Series TVs also feature Netflix Calibrated Mode and IMAX Enhanced<sup>1</sup> to further ensure that content is delivered as intended.

The MASTER Series ZG9 8K HDR Full Array LED TVs feature the latest generation Picture Processor X1™ Ultimate for accurate detail and contrast. This processor plays a vital role in delivering the high-quality picture in the MASTER Series. The Picture Processor X1 Ultimate has a unique algorithm specially developed for 8K that can intelligently detect and analyse each object in the picture resulting in exceptional detail and contrast for a more realistic picture that more accurately represents the creators' intent. Premium quality sound is a key part of the viewing experience as well, and the ZG9 models feature the new Sound-from-Picture Reality which faithfully reproduces the position of the sound on the screen so when actors are speaking, the sound appears to be coming directly from their mouths and not from a speaker off to the bottom of the TV.



[Watch video on YouTube here](#)

Larger TVs are becoming more popular and Sony's goal with delivering new ZG9 98" and 85" TVs is to maximise the super-large screen experience in the living room. In order to deliver premium picture quality in such extra-large screens, Sony is introducing extra resolution with its first consumer 8K HDR television. With twice the number of horizontal lines and vertical lines, 8K provides four times the pixels of 4K (or 16 times the resolution of Full HD). This higher resolution results in a more immersive viewing experience as 8K means the larger-sized TVs look great up close with virtually no pixel differentiation.

But it is not just resolution that matters. As screen sizes get larger the processor plays an even greater role in delivering premium picture quality. Utilising a proprietary algorithm, the powerful Picture Processor X1

Ultimate has been optimised to handle the 33 million pixels of 8K. And the same processor enables the newly developed 8K X-Reality PRO to up-scale any content closer to true 8K picture quality using a new, dedicated 8K database to refer to for even more precise, detailed upscaling. With a long history and expertise in developing professional cameras and monitors, Sony recognises that precision in constructing fine components of signal processing results in an immediately visible difference to the whole image.

In addition, completely new dedicated 8K technologies have been developed for the ZG9 series, including Backlight Master Drive with full-array local dimming and 8K X-tended Dynamic Range PRO. The Backlight Master Drive on the ZG9 has ultra-dense LED modules which are independently controlled, delivering unprecedented contrast with punchy brightness and pitch blacks. To leverage the most out of this backlight system, 8K X-tended Dynamic Range PRO uses the saved energy to intelligently boost the brightness in the areas where it needs to be boosted.



Accurate sound position is another key factor as TVs get larger. Taking the experience gained from its OLED's Acoustic Surface Audio, Sony has expanded the concept to the ZG9 Full Array LED TV with Acoustic Multi-Audio. To deliver the Sound-from-Picture Reality experience, the new Acoustic Multi-Audio on the ZG9 utilises four front-facing speakers; two on the bottom and two on the top – to deliver a faithful sound position. Viewers will hear the sound coming from the screen, and not where the speaker is located. In addition, the ZG9 has a TV Centre Speaker Mode for those who have a home cinema setup – the TV becomes the centre speaker. Also enhancing the sound experience is Dolby Atmos™<sup>2</sup>, which adds a wide, rich sound field.

The ZG9 also features X-Wide Angle to ensure the picture retains its quality

and true colours regardless of the viewing angle by reducing colour shifts when viewing the screen off-axis. Also, X-Motion Clarity minimises motion blur without sacrificing screen brightness.

The MASTER Series ZG9 8K HDR Full Array LED TVs and feature Sony Android TV which supports a wide range of apps from Google Play™, including YouTube™, Netflix, Prime Video and more (availability varies by region.) To make the TV and home even smarter, the ZG9 TVs have Google Assistant built-in. Additionally, they have built-in microphones that will free users' hands. Viewers can simply talk to the TV using Google Assistant to quickly plan the day, discover content, or to play TV shows, films, and more. (Google Assistant availability depends on region.) The TVs also work with popular smart speakers such as Sony's own LF-S50G and SRS-XB501G, Google Home or Amazon Echo devices. With smart speakers, users can control their TV and stream content by simply using their voice – with more features to come later this year.

The MASTER Series ZG9 8K HDR Full Array LED TVs will be compatible with Apple AirPlay 2 and HomeKit. AirPlay 2 lets you effortlessly stream content from your iPhone, iPad and Mac right to your Sony TV. Watch movies and shows from iTunes and other video apps, and view photos directly on your Sony TV. Play music or listen to podcasts on the television and AirPlay 2 speakers throughout the home – all in sync. HomeKit lets you easily and securely control smart home products using the Home app or by asking Siri on your Apple devices. TVs can be added to the Home app and included in scenes or automations with other HomeKit accessories. For example, users can create a “Movie Night” scene in the Home app to easily turn on their smart TV and dim the lights, and simply ask Siri to launch the scene. AirPlay 2 and HomeKit support will launch in ZG9, AG9, XG95, XG85 models in 2019.

The ZG9 features a newly designed premium voice remote, with a sleek, aluminium face, simplified button configuration and addition of RF for quick response and easy control without the need to point the remote. And a newly developed user interface brings seamless and quick access to favourite apps and settings.

Available sizes: 85” (early June), 98” (mid-June).

For local pricing and availability information, please visit your local Sony website: [www.sony.eu](http://www.sony.eu).

<sup>1</sup> Available via a future software update.

<sup>2</sup> Available via a future software update.

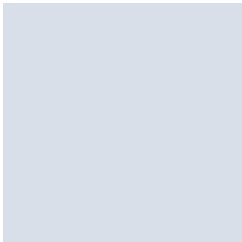
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