



SONY
BLACK FRIDAY
SALE

Nov 20, 2020 09:00 GMT

Black Friday deals on a huge range of Sony products

Enjoy BIG savings on top tech just in time for Christmas

- With prices to suit every budget, choose from a huge selection of top tech including headphones, soundbars, wireless Bluetooth speakers, digital imaging products, Xperia smartphones and televisions
- As we head towards Christmas, treat yourself or spoil a loved one with between 15-50% off must-have gadgets at participating retailers
- Snap up the award-winning WH-1000XM3 headphones with industry leading noise cancelling [\[i\]](#) at their lowest ever price or bag a bargain with WF-XB700 truly wireless earbuds

- Sony's latest smartphone, Xperia 5 II is up for grabs for up to £200 less than RRP
- Follow the links on www.sony.co.uk/electronics/sale to access Sony deals at participating retailers, with selected items available until 29th March 2021

Black Friday 2020 is just around the corner and Sony is offering huge price drops across audio, television, digital imaging and Xperia smartphones. Online shopping has never been better with between 15-50% off must-have gadgets at participating retailers.

Music enthusiasts can snap up the award-winning WH-1000XM3 Noise Cancelling headphones at their lowest price ever with up to £40 off, whilst those looking for a truly wireless earbud can purchase Sony's WF-1000XM3 in ear wireless noise cancelling headphones at up to £20 off. WF-XB700 truly wireless earbuds are the perfect cost-effective stocking filler with up to £30 off, or spoil your nearest and dearest with the super slick Xperia 1 II at up to £300 off.

How to take advantage of the offer

To bag a Black Friday bargain, from November 20th follow the links on www.sony.co.uk/electronics/sale to access Sony deals at participating retailers. Enjoy between 15-50% off must-have gadgets, with selected items available until 29th March 2021.

What products are included Sony Black Friday deals 2020?

Whether you are looking to treat yourself or spoil a loved one, there's something for everyone with products on offer across audio, television, digital imaging and Xperia smartphones.

To block out distractions or stay focused while working from home, the award-winning **WH-1000XM3** noise cancelling headphones are the perfect choice. What's more, they're at their lowest price ever until 19th January 2021 with up to £40 off. The ideal gift for fitness fans, Sony's **WF-SP800N** truly wireless earbuds are available at up to £50 off and are IP55 water, sweat and dust proof, meaning you won't have to worry about working up a sweat while wearing them!

SONY

OUR LOWEST PRICE EVER

on Sony True Wireless Headphones



No more limitations. Experience great sound
with the freedom of Truly Wireless headphones.

Save big with up to £500 off Sony televisions. Upgrade your festive viewing with Sony's range of 8K, 4K, OLED and LCD sets. Featuring incredible Acoustic Surface Audio, the Sony **A8 OLED 4K TV** turns the TV screen into a speaker; making a truly immersive viewing experience. Experience breathtaking detail with the Sony **XH90 4K HDR Full Array LED TV** which features the latest X-Motion Clarity™ technology; keeping everything smooth, bright, and clear - so you won't miss a thing when watching Boxing Day football. What's more, Acoustic Multi-Audio™ technology includes two sound positioning tweeters at the back of the TV that enable sound to follow the action, transporting you to the pitch from the comfort of your living room.

Save up to £300 on the perfect phone for gaming and photography enthusiasts - the award-winning technology powerhouse that is **Xperia 1 II** is Sony's first flagship 5G enabled handset. It has a triple rear camera setup, built for speed to help you create and enjoy content effortlessly on its unique 21:9 cinematic 4K HDR OLED display, keeping you entertained wherever you go. Sony's latest smartphone, **Xperia 5 II**, also boasts impressive viewing and capturing with 5G technology and is up for grabs for up to £200 off. Sony's most compact Xperia features High-Resolution Audio, front-facing stereo speakers, plus a triple lens camera paired with ZEISS optics, plus some clever

on-board 'Game Enhancer' tech and 120Hz refresh rate.

The advertisement features a dark background with the Sony logo at the top. Below it, the text 'UNMISSABLE BLACK FRIDAY OFFERS*' is written in large, bold, white letters. Underneath, two smartphones are displayed: the Xperia 1 II on the left and the Xperia 5 II on the right. Each phone is shown from both the back and front. The back of the phones shows the camera module and the Sony logo. The front shows the screen with a sunset wallpaper. To the left of the phones is a red and white award badge that reads 'EISA AWARD Best Product 2020-2021 MULTIMEDIA SMARTPHONE Sony Xperia 1 II'. To the right is a red 'Stuff' award badge with five stars and the text 'Sony Xperia 5 II November 2020'. At the bottom of the advertisement, the text 'Don't miss the best deals on Xperia devices' is written in a large, white font. Below this, in a smaller font, is the text '*Ts & Cs apply. Offer varies by Network Operator and / or Retailer.'

Get snap happy this festive season with up to £100 off Sony cameras and up to £500 with cashback. For those wanting to capture heart-warming memories this Christmas, the **£6400**, at up to £100 off, is the perfect mirrorless camera featuring excellent image quality in a compact, lightweight design. It boasts speedy autofocus (AF acquisition of 0.02 seconds) alongside Real-time Eye AutoFocus and Real-time Tracking capabilities, which will come in handy to snap loved ones enjoying the festivities. The Sony **ZV-1** Vlog camera combines easy-to-use features, including 4K movie recording, with uncompromising imaging technology, so is ideal for content creators of all skill levels hoping to capture every moment this Christmas, and is available with a further £90 off when bought with the GP-VPT2BT grip. If a **SEL2470GM** (up to £100 cashback) or **SEL24105G** (up to £100 cashback) is on your present list, get up to £500 cashback this Winter on selected interchangeable lens cameras, compact cameras, camcorders, lenses and accessories until 31st January 2021. What's more, Sony is offering a cashback top up on **£7R IV** (up to £500), **£7R III** (up to £500) and **£7 III** (up to £300) until 3rd December 2020.



For further information on the Sony Black Friday deals, visit:

www.sony.co.uk/electronics/sale

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[Notes to editors](#)

For more information visit:

www.sony.co.uk/electronics/sale

Terms and Conditions for Sony Black Friday deals:

Offers, pricing and savings may vary by retailer. See retailer websites for promotion details, including promotion period, qualifying products and terms and conditions.

The deals are running across all major retailers within the UK and Ireland. For a full list of participating retailers visit:

Offer available whilst stocks last and is applicable on selected items only –

TV

ZH8 8K Full Array LED

- 75"
- 85"

A8 OLED

65/55A85 (derivative models of A8 series)

- 55"
- 65"

XH95 Full Array LED

- 49"
- 55"
- 65"
- 75"
- 85"

XH90 Full Array LED

75/65/55XH92 (derivative models of XH90 series)

- 55"
- 65"
- 75"
- 85"

XH85 4K BRAVIA

49/43XH91 (derivative models of XH85 series)

- 43"
- 49"

XH81 4K BRAVIA

- 43"
- 49"
- 55"
- 65"

XH80 4K BRAVIA

- 43"
- 49"
- 55"
- 65"
- 75"

AG9 4K HDR OLED TV

- 55"
- 65"
- 77"

A9 OLED TV

- 48"

V&S

WH-1000XM3

WF-1000XM3

WF-SP800N

WF-XB700

WH-XB900N

WH-CH710N

SRS-XB23

SRS-XB33

SRS-XB43

GTK-XB72

MHC-V73D

MHC-V83D

HT-X8500

HT-G700

HT-ZF9

HT-ST5000

HT-SD35

NW-A55

NW-A105

Xperia

Xperia 1 (Purple/Single Sim or Black/Single Sim)

Xperia 1 II (Black/Single Sim)

Xperia 10 (Silver/Single Sim)

Xperia 10 Plus (Navy/Single Sim or Silver/Single Sim)

Xperia 5 (Black/Dual Sim or Blue/Single Sim)

Xperia 5 II

Xperia L3 (Black/Single Sim or Black/Dual Sim)

Xperia L4

DI

ZV-1 + GP-VPT2BT

RX10M4

RX100M5A

Sony Winter Cashback

Compact cameras

RX100M5A

RX100M6

RX10M3

RX10M4

RX100M7

Interchangeable lens cameras

ILCE-6600

ILCE-6600 + SEL18135

ILCE-7M3

ILCE-7M3 + SEL2870

ILCE-7M3 + SEL24105G

ILCE-7RM3

ILCE-7RM4

ILCE-9

ILCE-9M2

Camcorders

FDR-AX700

FDR-AX53V

FDR-AX53

FDR-AX43

Lenses

SEL100400GM

SEL100F28GM

SEL1018

SEL1224G

SEL135F18GM

SEL1635GM

SEL1635Z

SEL1655G

SEL1670Z

SEL18200LE

SEL200600G

SEL20F18G

SEL24105G

SEL24240

SEL2470GM

SEL2470Z

SEL24F14GM

SEL35F14Z

SEL35F18F

SEL35F28Z

SEL50F14Z

SEL55F18Z

SEL70200G

SEL70200GM

SEL70300G

SEL70350G

SEL85F14GM

SEL85F18

SEL90M28G

SELP18110G

SELP28135G

Accessories

HVL-F60RM

VG-C4EM

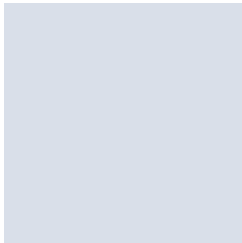
XLR-K3M

[\[i\]](#) As of August 30th 2018. According to research by Sony Corporation, measured using JEITA-compliant guidelines. In headband style of wireless Noise Cancelling headphones market.

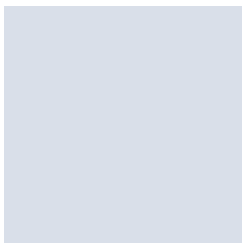
About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors 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/>

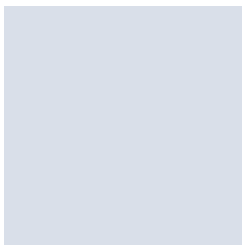
Contacts



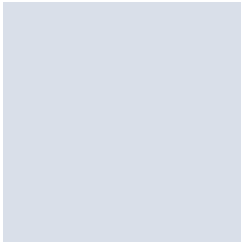
UK Customer Support
Press Contact



Aimee Lake
Press Contact
PR Head
Aimee.Lake@sony.com
+44 (0)1932 816296



Sony UK & Ireland PR Team
Press Contact
Hope&Glory PR
sony@hopeandglorypr.com



Xperia UK & Ireland PR Team

Press Contact

Hope&Glory PR

xperia@hopeandglorypr.com