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Introducing Sony's Sharpest Ever Picture

The 2012 version of the Sony flagship HX8 television will be available in store on the 10th May. The HX8 has been designed to deliver against what really matters when it comes to TVs; providing top class entertainment shown with outstanding picture quality.

Non-stop Entertainment is provided through the Sony Entertainment Network allowing you to catch up on TV programmes you've missed with BBC iPlayer or the latest blockbusters from Video Unlimited. New for 2012 is the inclusion of Netflix so you can watch whole seasons of your favourite TV series. This is all packaged in a new user interface, accessed through the press of the dedicated "SEN" button on the remote control.

If you've got the best entertainment available then you're going to want to watch it in the best possible quality. The HX8 offers fantastic detail, colour and movement control to give a stunning real-life picture.

Details are made pin-sharp through the Sony X-reality Pro technology, which cleverly compares the scene on the screen with a built-in database of images to replicate minute details such as texture, allowing you to see everything exactly as the cameraman witnessed it. The X-reality Pro technology is now even applied to 3D giving more depth and detail than ever before.

What's more, the X-Reality processor adjusts the picture to give real-life colours by then by analysing each scene intelligently. However, it's the HX8's performance on dimming lit scenes that really mark it out from the crowd. A sophisticated method of backlighting utilising LEDs on both sides of the screen that adjust in small clusters gives much greater control over which parts of the screen are dark or light. So you'll never miss the detail in that dimly lit scene.

It's also designed to handle fast paced action like a tennis match, or a sweeping shot as the camera pans from right to left or a 3D movie as it

employs a 200hz native panel, complementing this with Sony’s motionflow technology. This allows the TV to move between frames at the maximum possible speed, delivering smooth blur free imagery.

The HX8 is not only designed to deliver the best possible picture quality. It’s also been crafted to accentuate the look of your living room. Made from a single sheet of jet-black gorilla glass, sitting on an elegant chrome stand the HX8 looks as stunning off as it does on. This chrome stand actually doubles as a sound bar to improve the sound and really bring what you’re watching to life.

It may seem hard to believe but a TV that excels in so many ways can actually save you money. The Energy Saving Trust has recognised the efficiency of Sony televisions and concluded that choosing an Energy Saving Trust Recommended Sony television over a similarly sized new Plasma Screen TV can not only save you money, but can also reduce your household’s carbon footprint.

Model number	£ Saving per year	CO2 saving per year (kg)	£ Saving over lifetime (includes 3.5% discount)	CO2 saving over lifetime (kg)	Compared to a new:	Statement
KDL-40HX853BU	£32	94	£194	705	Plasma screen (EEI 0.91)	Compared to an average similarly sized new 40” plasma screen, choosing the Energy Saving Trust Recommended: KDL-40HX853BU would save around £194 over it’s lifetime and save around 705kg of CO2 from home energy use

KDL-46HX853BU	£41	134	£277	1007	Plasma screen (EEI 0.91)	Compared to an average similarly sized new 46" plasma screen, choosing the Energy Saving Trust Recommended: KDL-46HX853BU would save around £267 over it's lifetime and save around 971kg of CO2 from home energy use
KDL-55HX853BU	£64	197	£406	1476	Plasma screen (EEI 0.91)	Compared to an average similarly sized new 55" plasma screen, choosing the Energy Saving Trust Recommended: KDL-55HX853BU would save around £406 over it's lifetime and save around 1476kg of CO2 from home energy use

*Saving assume TV is in the on mode for 1,742 hours per year and standby mode for 4,211 hours per year.

*Savings assume TVs have a lifetime of 7.5 years and are calculated using the average electricity tariff of 14.39p / kWh.

The HX7 and EX6 and EX5 models will join the new HX8 BRAVIA in store. This core range of 2012 [Sony TVs](#) will all offer non-stop entertainment through the Sony Entertainment Network accessing this content through the Internet via wifi. They are all energy saving LED, offer high definition picture via Freeview HD and the ability to improve detail and colour through the X-reality processor. The HX7 also incorporates [Full HD 3D technology](#).

Sony Product Marketing Manager Chris Trehwitt commented: "The 2012 range of TVs from Sony focuses on what really matters when it comes to TVs. That is offering the best entertainment available and allowing them to watch it in the best possible picture quality. The new 2012 HX8 perfects those two fundamental core requirements of a TV and complements them with improved sound and a stunning design."

2012 SONY BRAVIA RANGE SPECIFICATION

HX853	HX753	EX653
Design	Advanced 3D	Entertainment On Demand
<p>User Benefits</p> <p>Brilliance by design</p> <p>See the best possible detail in vibrant, real-life colours thanks to our advanced picture technology</p> <p>The sleek stand doubles as a home theatre system for sound with added oomph</p> <p>Choose from a huge selection of instant entertainment – catch up TV, sport, whole TV series & the latest films</p> <p>View content in the highest clarity and detail for the ultimate 3D experience</p> <p>Supplied with a stand that features an in-built home theatre system for an improved sound experience</p> <p>Content on demand including catch up TV, films & music from the Sony Entertainment Network</p>	<p>User Benefits</p> <p>TV with an extra dimension</p> <p>You've seen 3D, but wait until you've experienced it in full high definition</p> <p>Our motion technology improves fast moving scenes. No more judder or blur, just crisp images and smooth movement</p> <p>Choose from a huge selection of instant entertainment – catch up TV, sport, whole TV series & the latest films</p> <p>Immerse yourself in an exceptional Full HD 3D experience</p> <p>Content on demand including catch up TV, films & music from the Sony Entertainment Network</p> <p>Enjoy your favourite programmes in Full High Definition with built-in Freeview HD</p>	<p>User Benefits</p> <p>Watch whatever you want, whenever</p> <p>Choose from a huge selection of instant entertainment – catch up TV, sport, whole TV series & the latest films</p> <p>Detail and colours are improved thanks to our unique picture technology</p> <p>Watch your favourite shows in pin- sharp high definition with Freeview HD</p> <p>Content on demand including catch up TV, films & music from the Sony Entertainment Network</p> <p>Enjoy your favourite programmes in Full High Definition with built-in Freeview HD</p>

Technical Specification	Technical Specification	Technical Specification
X-Reality PRO	X-Reality	X-Reality
Motionflow XR800Hz	Motionflow XR400Hz	Motionflow XR100Hz
Dynamic Edge LED with Local Dimming	Dynamic Edge LED with Frame Dimming	Full HD 1080p
Full HD 1080p	Full HD 1080p	Sony Entertainment Network
Full HD 3D	Full HD 3D	Freeview HD
Sony Entertainment Network	Sony Entertainment Network	Built-in Wi-Fi
Freeview HD	Freeview HD	Easel stand
4X High speed 3D panels	4X High speed 3D panels	Energy Efficiency Class A+ for 46" and A for 40" and 32"
Built-in Wi-Fi	Built-in Wi-Fi	
Monolithic design	Easel stand(* for 32", 40" and 46")	
Integrated speakers	Energy Efficiency Class A+ for 55", A for 46" and 40" and B for 32"	
Energy Efficiency Class A for 55" and 46" and B for 40"		
EX553		
Second Room		

User Experience

Smaller screen, no compromise

Choose from a huge selection of instant entertainment – catch up TV, sport, whole TV series & the latest films

Hook up to the internet wirelessly from any room to access your entertainment instantly

Detail and colours are improved thanks to our picture technology

Content on demand including catch up TV, films & music from the Sony Entertainment Network

Slim design, ideal for the second room

Technical Specification

X-Reality

HD Ready

Sony Entertainment Network

Freeview HD

Built-in Wi-Fi

Easel stand

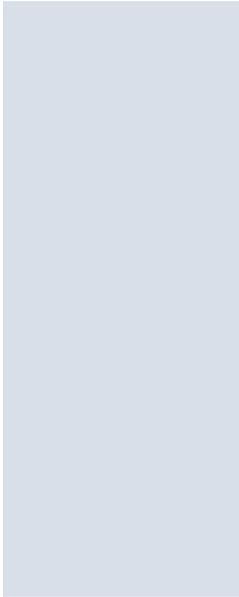
Energy Efficiency Class B

*Movies with some DRM will not be supported with this function

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



Sony UK & Ireland PR Team

Press Contact

sony@hopeandglorypr.com

Xperia UK & Ireland PR Team

Press Contact

xperia@hopeandglorypr.com

PlayStation UK Press Office

Press Contact

PlaystationUK@redconsultancy.com

02070256651