

SONY

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Company No. 2422874.
Registered in England.

BRAVIA

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SONY

BRAVIA

New 2006 LCD TV range



Colour

like.no.other™

HD
ready

S-Series



V-Series



E-Series



BRAVIA.

The experience like no other,
just got even better.

BRAVIA is fast becoming synonymous with a quality of colour and a clarity of detail that no comparable LCD TV can match – a picture so good it enhances the viewing experience, no matter what you like to watch.

The new 2006 S-Series and V-Series BRAVIA raise the bar even further, by combining the BRAVIA ENGINE and a unique next generation S-PVA panel.

In addition to this the results produced with the introduction of Live Colour Creation to the V-Series BRAVIA are quite simply the best yet.

While the E-Series BRAVIA delivers larger than life detail and clarity.



BRAVIA

S-Series and V-Series LCD Television

- Live Colour Creation – the most natural colour creation yet*
- Powered by the BRAVIA ENGINE - for outstanding colour and clarity
- Next generation S-PVA LCD panel – unique and unequalled**
- Super wide 178° viewing angle - watch from almost anywhere
- Faster response time – for smoother sports and action sequences
- Incredible 1300:1 contrast - for stunning clarity
- Integrated Digital Terrestrial Tuner
- Built-in pure digital SRS Trusurround XT sound
- Ultra slim - space saving and wall mountable
- HD Ready with HDMI™ and PC connectivity

*Live Colour Creation applicable to V-Series.
**Available in all V-Series and 32" and above S-Series models.

E-Series 3LCD Television

- 3LCD technology provides:
 - increased sharpness
 - improved contrast
 - remarkable colour
- High density images in any lighting conditions
- Integrated Digital Terrestrial Tuner
- HD Ready with HDMI™ and PC connectivity



Competition



BRAVIA





HD Ready. So you can experience High Definition on our BRAVIA range

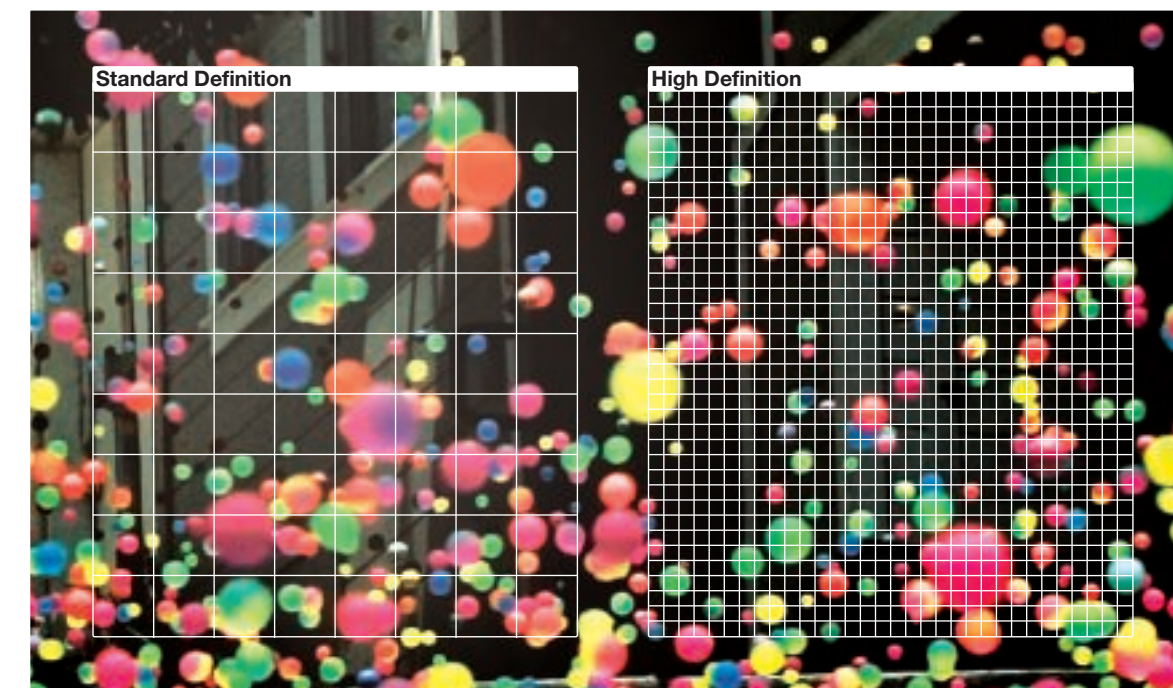
High Definition is almost here. Within the next few months broadcasts will be available in HD, with next generation DVDs close behind. Every S, V and E-Series BRAVIA television is HD ready, so you'll be able to enjoy the advantages of High Definition (around four times more detail and clarity) in combination with renowned BRAVIA Colour. It will make for a viewing experience like nothing you've seen before.

And with HDMI™ your BRAVIA LCD TV can be linked to other future HD sources, such as Blu-Ray players, next generation games consoles and HD camcorders.

S-Series and V-Series with up to 2.7 MegaPixel resolution and E-Series with up to 3.1 MegaPixel resolution.

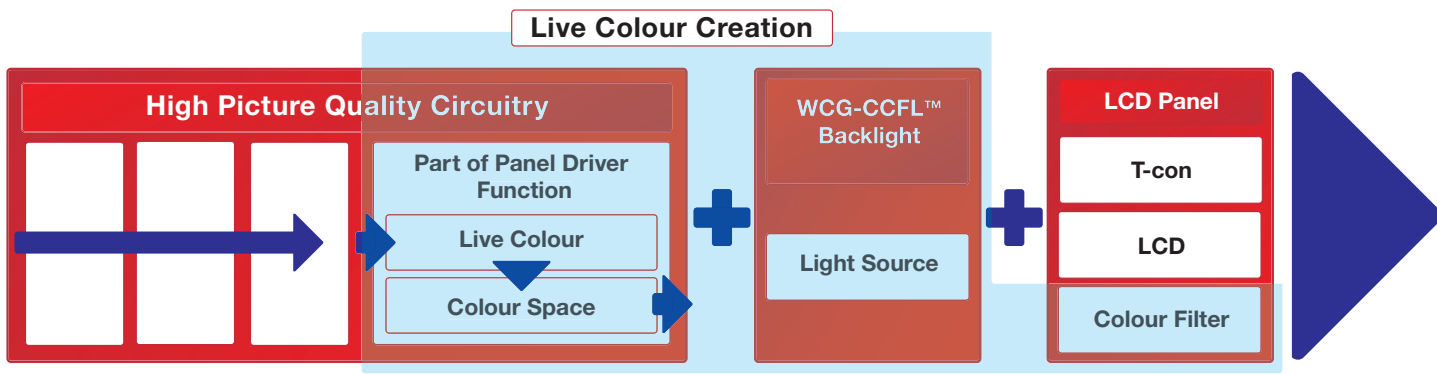
2.7M	3.1M
0.9 0.9 0.9	1 1 1

HD ready **HDMI**
HIGH-DEFINITION MULTIMEDIA INTERFACE



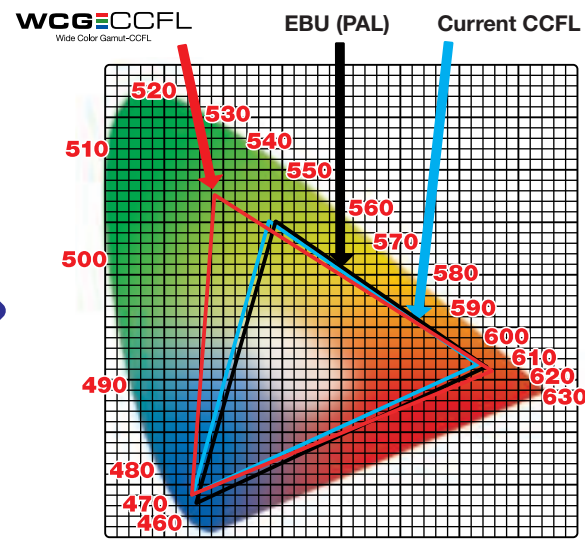
Even better Colour with Live Colour Creation on the V-Series BRAVIA

WCG-CCFL BRAVIA ENGINE



BRAVIA is known for delivering colour like no other. And now even more so, with our unique new Live Colour Creation technology, within every V-Series BRAVIA.

Live Colour Creation is a new Sony technology unique to BRAVIA, which delivers 30% wider colour than conventional LCD technology. This means BRAVIA can realise far deeper and more accurate tones, for absolutely stunning colour reproduction, exactly as nature intended.



The BRAVIA ENGINE – generating incredible colour and clarity

As you'd expect, remaining at the heart of every S-Series and V-Series BRAVIA LCD TV is the renowned BRAVIA ENGINE, our unique fully digital processor. Any signal you put into a BRAVIA, regardless of the source, goes through a pure digital perfecting process:



Filter the image:

A treatment called comb filtration decreases cross colour distortion, dot crawl, and moiré (the distortion you get on patterns such as a check shirt). So you enjoy a more stable picture.



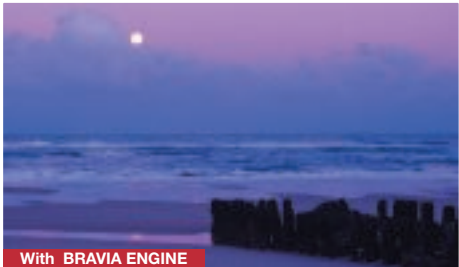
Widen the tone range:

This part of the process expands the range of graduation between colours and between light and dark shades. It means you see a far smoother image.



Clean the image:

Any noise (interference) within the signal is reduced pixel by pixel. So the image you see will appear cleaner.



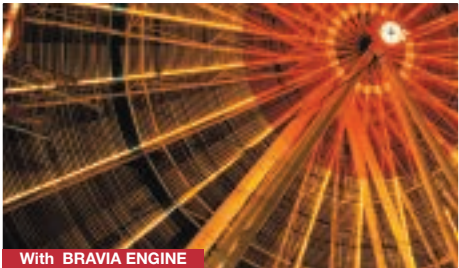
Enhance the contrast:

Specific areas of low contrast within an image are boosted. This creates an overall crisp high-contrast picture.



Smooth the motion:

Motion Conversion smoothens diagonal lines of pixels in fast moving pictures, preventing jagged edges and bleeding colours. It's ideal for sports and action sequences.



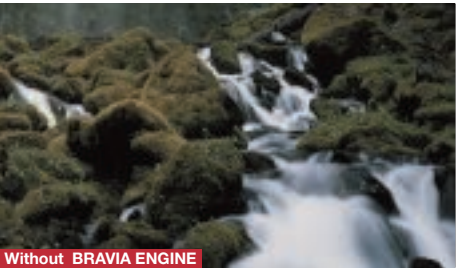
Strengthen the blacks:

The black pixels are strengthened and deepened without darkening the overall picture. So you get more detail in dark areas of the picture.



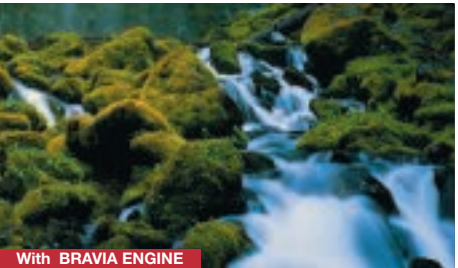
Match the colours:

Exact colour reproduction ensures the final image is reproduced exactly as the original source intended. It means you see incredibly natural colours.



Deepens the greens and blues:

Two of the traditionally weakest colours receive specific enhancement. This brightens and deepens blue and green subjects.



Clean the text on screen:

MPEG noise reduction cleans up the haze you often see around lettering and type. So any titles or text appear perfectly sharp on screen.



Unique and unrivalled S-PVA Panel – the next generation in LCD

The 2006 S-Series* and V-Series BRAVIA LCD TV feature our new state of the art S-PVA high spec panel. It delivers three new and improved technologies, combining to make it a world leader in LCD panel technology:



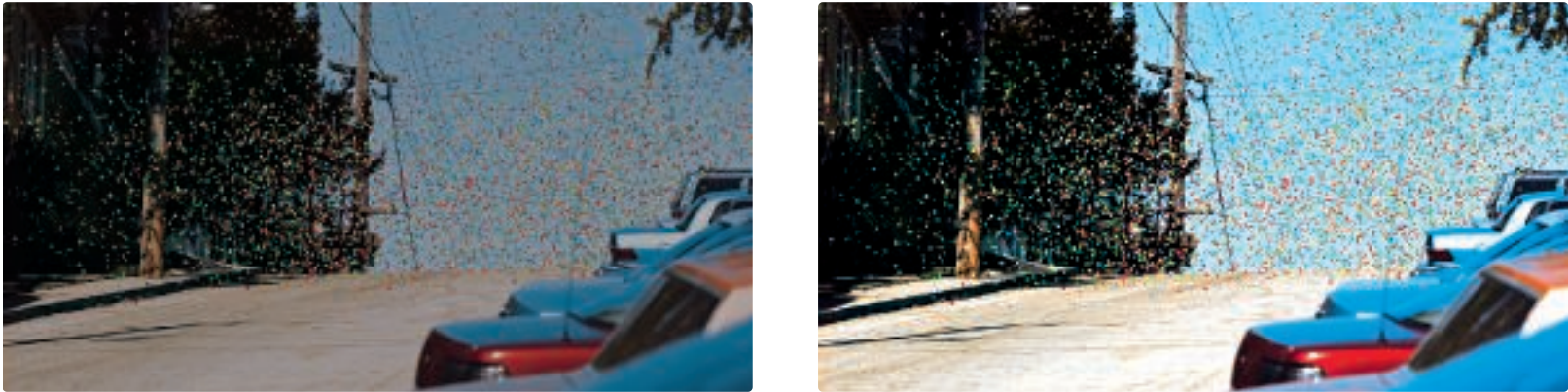
Super fast response time
8 millisecond response time means fast-moving images such as sports or action sequences remain pin sharp, without any motion blur.



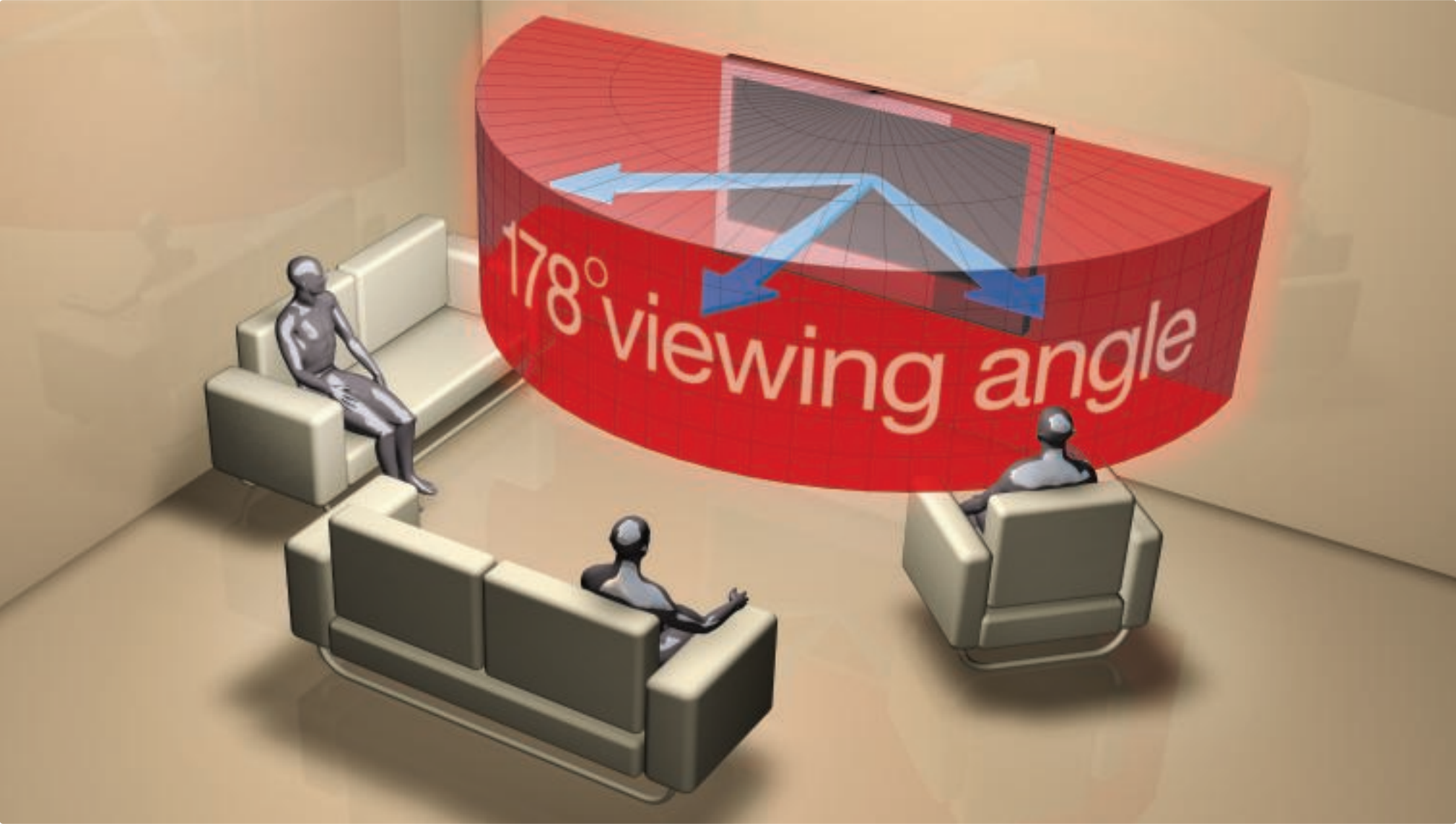
*Available in all V-Series and 32" and above S-Series models.



Incredible high Contrast
1300:1 super-enhanced contrast, delivers incredible depth, richness and picture detail, with blacks that are truly black.



Ultra wide viewing angle
178° viewing angle means you can experience BRAVIA from almost any angle and there is no reduction in the colour and brightness of the image. This is particularly important when viewing larger television screens. Try it yourself in-store





The complete BRAVIA LCD TV experience

With our unique new technologies, nothing delivers a combination of visual and audio in-home experience quite as stylishly as a BRAVIA.

Colour like no other

The BRAVIA ENGINE processor and the unique high spec S-PVA panel, in the new 2006 S-Series and V-Series BRAVIA LCD TVs deliver rich, deep colour, like no other. The V-Series also combines Live Colour Creation to produce the most natural colour yet.

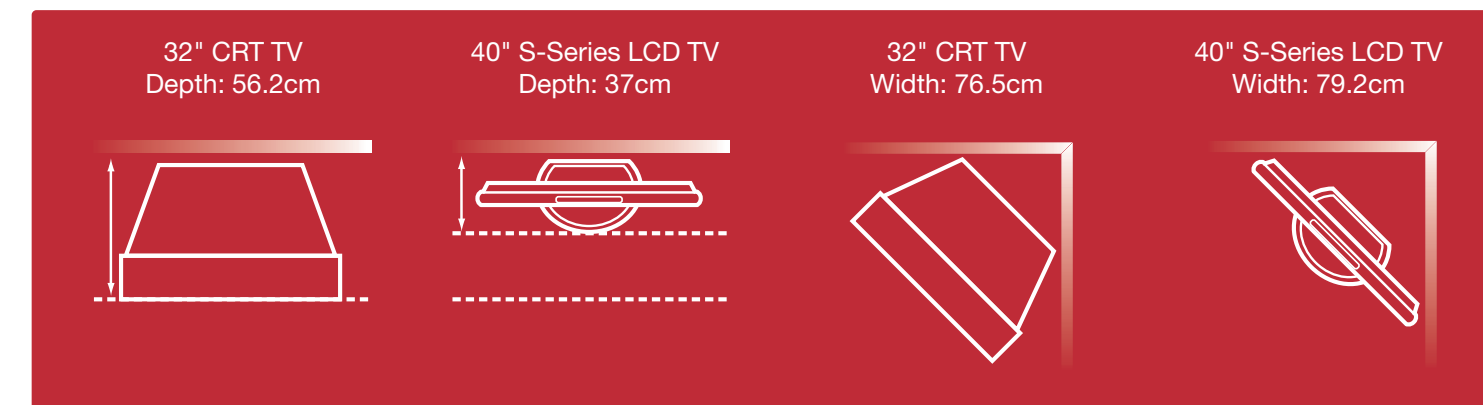
Sound like no other

Trusurround XT technology delivers a virtual surround-sound experience from the front, with no additional speakers required. While the built-in digital amplification and BBE digital enhancement produces a pure 'noise-free' clarity to any conceivable sound, be it a gently inhaled breath or a deep-space explosion.

Style like no other

Designed to look as good as the pictures they produce, the new S-Series and V-Series BRAVIA LCD TV are impressive even before you switch them on.

Ultra slim, they feature VESA compliant mounting so they can be easily and safely hung on a wall, like a painting. Alternatively they remain just as stylish on their custom designed swivel stands. The space saving dynamic of LCD TV means you can replace a 32inch traditional box set with a 40inch BRAVIA LCD TV without it taking up any extra room.



The BRAVIA E-Series 3LCD television

See the bigger picture for yourself
on our latest 3LCD projection range

- Television that's larger than life with 42" and 50" screens.
- See every detail brought to life with up to 2.7 MegaPixel resolution.
- Enjoy brighter, richer, more vivid colours from purer white light.
- Superb clarity and contrast whatever the lighting conditions.
- High Definition ready and equipped for more entertainment with HDMI™ input.

By using three panels instead of the usual one, the technology of the new E-Series provides increased sharpness, improved contrast and remarkable colour on screens up to 50".



50" E-Series



E-Series BRAVIA – future proofed

High Definition ready

BRAVIA E-Series large screen televisions are High Definition (HD) ready.

The HD signal will contain nearly five times the information of a conventional signal and bring even more lifelike imagery to your favourite programmes and movies.

HDMI™ input

To enable you to see content in High Definition, BRAVIA E-Series televisions are equipped with a High-Definition Multimedia Interface (HDMI™) input. All you need is a single cable to connect to any compatible digital audio/video source, such as a High Definition set-top box or DVD player.

Digital Video broadcasting

BRAVIA E-Series televisions also contain a Digital Terrestrial Television tuner making them DTT compatible - and totally future-proofed.





Higher detail

Amazing definition

Whatever you choose to watch, the extraordinary definition of the BRAVIA E-Series 3LCD TV with its 2.7 MegaPixel picture will bring every detail to life.

Superior contrast

Essentially, the E-Series 3LCD technology makes natural light brighter, to give a purer image. White light emitted from an ultra-high pressure lamp is first split into red, green and blue beams using dichroic mirrors – designed to reflect intense light without producing glare.

Stunning clarity

Each light stream then passes through its own WXGA LCD panel with a resolution of 0.9 MegaPixel before being reassembled by a prism. The final projection delivers an incredibly lifelike image.

Brighter picture

Purer white light

E-Series 3LCD technology has a purer source of white light so it creates a brighter picture.

Ultra-high pressure lamp

The secret is an ultra-high pressure lamp which provides intense uniform light directly to each of the three WXGA LCD panels. It uses less power too, so there's less heat and fan noise.

Stunning, even in a bright room

And most reassuring of all is that you're guaranteed high-density images which are always rich and vivid, whatever the lighting conditions of the room you're sitting in.

Natural colour

The beauty of the E-Series is its ability to create colour almost realer than real.

Dedicated LCD panels

Fine gradation is achieved in dark areas, even when the picture is viewed in normal lighting conditions. And because E-Series 3LCD technology treats red, green and blue with a dedicated WXGA LCD panel before assembling the picture internally, much like the human eye, there is not the rainbow effect of our key competitors' technologies. This reduces tiredness and stress on the eye for the viewer.

Enhanced contrast

With 2.7 MegaPixel resolution, consistent high-density light and enhanced contrast thanks to Cinema Black Pro. It's no surprise that a BRAVIA E-Series 3LCD television is in a league of its own.

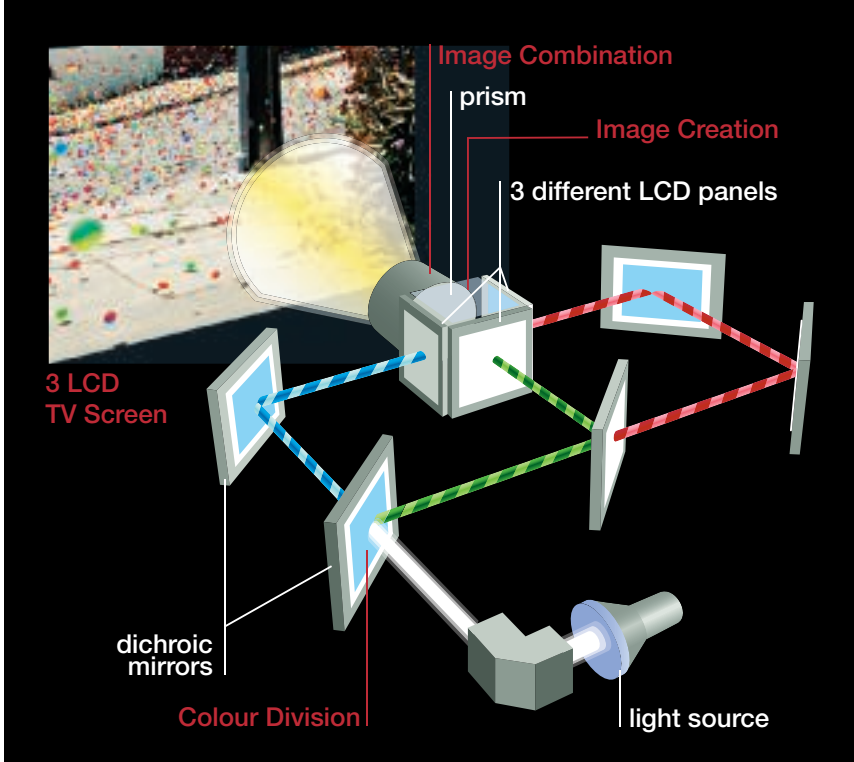


Behind the BRAVIA E-Series 3LCD screen

1 Colour division
Within our E-Series 3LCD televisions, an ultra-high pressure lamp shines a bright white light which is divided into red, green and blue beams by 'dichroic' mirrors.

2 Image creation
Reflected by each of the dichroic mirrors, the red, green and blue beams then pass through three different LCD-wide panels, each with a resolution of 0.9 MegaPixel.

3 Image combination
The beams are then reassembled by a prism and projected onto the LCD screen. The end result? A bright, naturally-coloured picture with minute detail and impeccable contrast.



BRAVIA E-Series 3LCD, Market leading technology

HDMI™ input

- copy protection
- all picture and sound data in one cable
- no compression – no loss in quality
- extremely high data transfer rates – no interference

DTT tuner. For better picture and sound quality, more channel choice and radio services (where available)

Superior contrast. Thanks to the Cinema Black Pro function

Longevity. By replacing the lamp, you can easily extend the life of your television

PC Input. Use your television as a PC monitor making it ideal for games, graphic presentations or searching the Internet

Sleek, slim and manoeuvrable

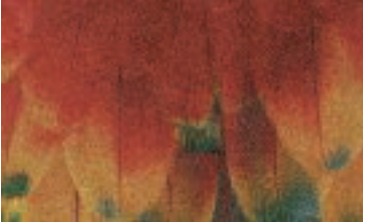


Proven popularity

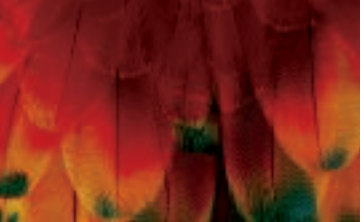
The best proof of technological superiority lies in the popularity of the BRAVIA E-Series. Around the world where projection televisions have long been favoured, the BRAVIA E-Series 3LCD TV has taken the lion's share of the market by delivering detail, sharpness and contrast like no other.



BRAVIA 3LCD



Competitors' technologies



Plasma technology

BRAVIA E-Series vs key competitors' technologies

- Higher detail – 2.7 MegaPixel minimum resolution
- Brighter picture – high-density light coming from an ultra-high pressure lamp is sent directly to the three LCD panels
- Natural colour reproduction – red, green and blue handled by dedicated LCD panels

BRAVIA E-Series vs plasma technologies

- 2.7 MegaPixel resolution vs 1.2 MegaPixel for a plasma VGA screen
- HD Ready
- HDMI™ input
- Lower power consumption (less than 30% of a 42" plasma)
- Same depth as a plasma if placed on an a/v stand
- No gas = less fragile
- No screen-burn effect

The new exciting 2006 BRAVIA range – better colour than ever

- Colour like no other
- HD Ready – ready for high definition digital broadcasts
- Intergrated digital tuner – ready for the digital switchover



S-Series



V-Series



S-Series

Available in 26", 32", 40" and 46" screens

- BRAVIA ENGINE
- HD ready
- S-PVA Panel*
- Digital TV Tuner
- HDMI™ socket
- 9.4cm – 10.3cm deep (depending on screen size)
- Wall mountable
- PC Input

*Available in all 32" and above models.

V-Series

Available in 32", 40" and 46" screens

- Live Colour Creation
- BRAVIA ENGINE
- HD ready
- S-PVA Panel
- Digital TV Tuner
- HDMI™ socket
- 11.1cm – 12.6cm deep (depending on screen size)
- Versatile swivel display
- Wall mountable
- PC Input

E-Series

Available in 42" and 50" screens

- 3LCD technology
- HD ready
- Digital TV Tuner
- HDMI™ socket
- 35.7cm – 40.8cm deep (depending on screen size)
- PC Input



E-Series





Coming soon the BRAVIA X-Series LCD TV

The forthcoming launch of the X-Series will see the BRAVIA experience delivered on a Full High Definition panel* with Live Colour Creation and BRAVIA ENGINE EX to give the picture even more depth.

*1920x1080 Panel, displays
up to 6.2 MegaPixel resolution

