

# 4K ULTRA HD TV SUPER PID

**Non-customer-facing Name:** XBR-55X900A

XBR-65X900A

XBR-84X900

**Customer-facing name:** 4K Ultra HD TV

55" class (54.6" diag.)

65" class (64.6" diag.)

84" (diag.)

**4K Ultra HD TV Category Headline:**

live **beyond definition**

four times more detail with **Sony 4K**

**4K Ultra HD TV Category 10-word subhead:**

Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>.

**4K Ultra HD TV Category 25-word overview:**

Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before.

**4K Ultra HD TV Category 3 key points:**

- Four times clearer than Full HD 1080p<sup>1</sup>
- Everything you watch is enhanced for 4K Ultra HD viewing<sup>2</sup>
- More brilliant color than ever with TRILUMINOS display

**Talk bubble:**

I'm 4x clearer. Let me show you.

**55/65 Headline:**

live **beyond definition**

four times more detail with **Sony 4K**

**10-word:**

Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>.

**25-word:**

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Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before.

**50-word:**

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Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before. Add in 65 watts<sup>3</sup> of powerful, cinematic sound plus Wi-Fi® connectivity and it's the highest resolution, most immersive experience we've ever created. See the world in 4K Ultra HD and never look back.

**84" Headline:**

live **beyond definition**

four times more detail with **Sony 4K**

**From previous 84 PID >**

**10-word:**

Step up to the largest—and sharpest—TV we've ever produced with 4K Ultra HD clarity<sup>1</sup>.

**25-word:**

This is huge—in every sense of the word. Aside from its massive size, this 4K Ultra HD TV<sup>1</sup> showcases unparalleled TV picture resolution that transcends watching to experiencing.

**50-word:**

With the Sony® 84" (diag) 4K Ultra HD TV, everything you watch is enhanced like never before with beautiful, natural detail, richer color and stunning contrast. With four times more resolution than Full HD 1080p<sup>1</sup> and powerful cinematic sound, enjoy the most immersive, highest resolution television experience possible. See the world in 4K Ultra HD and never look back.

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# RETAIL TILES

## Main Headline:

live **beyond definition**

four times more detail with **Sony 4K**

## Main Sub-copy:

Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before.

## Top 3 Key Features (130-150 characters max. including spaces)

### Four times clearer than HD

Welcome to four times the clarity of regular HD. See more on TV than ever before with over 8 million pixels compared to about 2 million on HDTV<sup>1</sup>.

### Everything enhanced

Now TV shows, movies and sports look so much better. It's all optimized for 4K Ultra HD viewing with enhanced clarity and color<sup>2</sup>. Front facing speakers also enhance audio with 65 watts of powerful sound<sup>3</sup>.

### More brilliant color than ever before

See a wider range and more brilliant colors than you've ever seen on a TV before with Sony's exclusive TRILUMINOS display technology.

## Info Graphics (shapes)

*hexagon*

**55"**

SCREEN

**65"**

SCREEN

*circle*

**4K**

Ultra HD

*square*

**LED**

DISPLAY

*triangle*

**Wi-Fi®**

CONNECTIVITY

\*Add icons for Netflix, HuluPlus, YouTube, Pandora, etc.

### **Key Bullets**

- Four times clearer than Full HD 1080p<sup>1</sup>
- Everything you watch is enhanced for 4K Ultra HD viewing<sup>1,2</sup>
- More brilliant color than ever before with TRILUMINOS display
- Front-facing speakers with 65 watts of powerful sound<sup>3</sup>
- Built-in Wi-Fi® for streaming HD entertainment<sup>5</sup>
- Dynamic Edge LED backlight for amazing contrast
- Motionflow™ XR 960 for precise motion clarity
- Immersive, Full HD 3D viewing with stunning detail<sup>6</sup>
- Your smartphone screen on TV with NFC screen mirroring<sup>4</sup>
- Movies, music and apps on Sony Entertainment Network<sup>5</sup>

### **Awards (FPO for now)**

- Best of CES Award – **TechRadar**

### **Talk Bubble:**

I'm 4x clearer. Let me show you.

### **Demo language:**

#### **View phone pics on TV.**

Step 1: Take a picture with your Xperia™ phone.

Step 2: Tap the NFC logo on the phone against the one on the TV remote<sup>4</sup>.

Step 3: Connect and enjoy. Pinch and zoom for more detail.

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**CRM & CHANNEL RETAIL**

**Catalog-specific headers:**

Sony 4K Ultra HD. Beyond definition.

Sony 4K Ultra HD. See the difference.

Sony 4K Ultra HD. Watch it change everything.

**Email:**

(headline) The difference is clear.

(subhead) Start seeing the world in Sony 4K Ultra HD.

(CTA) Stop by the nearest Sony Store and see for yourself.

\*Use the split-screen image demo

**Seasonal Brochure headers:****Fall Season:**

This Fall, the difference is clear.

Start seeing the world in Sony 4K Ultra HD.

Shop 4K Ultra HD TVs now >

**Dads & Grads:**

Show Dad what he's been missing.

Save now on the gift of Sony 4K Ultra HD.

Shop 4K Ultra HD TVs now >

Dads: Spoil Yourself

Watch everything with four times the clarity of regular HD.

Shop 4K Ultra HD TVs now >

Graduate to Sony 4K Ultra HD.

Make the move to four times the clarity of regular HD.

Shop 4K Ultra HD TVs now >

**Super Bowl:**

The clear champion.

Score super resolution for the big game.

Shop 4K Ultra HD TVs now >

**Catalog /Brochure copy:**

Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before.

**Catalog/Display 4K feature copy:**

**everything enhanced**

4K X-Reality™ PRO

All of your favorite TV programs are enhanced for 4K Ultra HD viewing. The 4K X-Reality™ PRO Picture Engine breathes new life into everything you already watch – movies, TV shows, sports and more<sup>2</sup>. Front facing speakers also enhance audio with 65 watts of powerful sound<sup>3</sup>.

(alternate short copy for ads)

All of the TV programs and movies you already watch are enhanced by the 4K X-Reality™ PRO Picture Engine for 4K Ultra HD viewing<sup>2</sup>. Front facing speakers also enhance audio with 65 watts of powerful sound<sup>3</sup>.

**well-connected**

Built-in Wi-Fi®

Stream your favorites from Netflix®, YouTube®, HuluPlus™ and more straight from the internet or your home network<sup>5</sup>.

**more brilliant color than ever before**

TRILUMINOS Display

See a wider range and more brilliant colors than you've ever seen on a TV before with Sony's exclusive TRILUMINOS display technology.

**sound innovation**

Magnetic Fluid Speaker Technology

These aren't the TV speakers you're used to. They're thinner, more efficient and offer more faithful, high-fidelity sound with 65 watts of power<sup>3</sup>.

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**Top 3 Key Features**

**Four times clearer than HD**

Welcome to four times the clarity of regular HD. See more on TV than ever before with over 8 million pixels compared to about 2 million on HDTV<sup>1</sup>.

**Everything enhanced**

All of the TV programs and movies you already watch are enhanced by the 4K X-Reality™ PRO Picture Engine for 4K Ultra HD viewing<sup>2</sup>. Front facing speakers also enhance audio with 65 watts of powerful sound<sup>3</sup>.

**More brilliant color than ever before**

See a wider range and more brilliant colors than you've ever seen on a TV before with Sony's exclusive TRILUMINOS display technology.

**Best Buy / Amazon Interactive:**

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Enhance the quality of everything you watch with a picture that's four times clearer than regular HD<sup>1</sup>, plus more depth and shades of color than you've ever seen on a TV before. Add in 65 watts<sup>3</sup> of powerful, cinematic sound plus Wi-Fi® connectivity<sup>5</sup> and it's the highest resolution, most immersive experience we've ever created. See the world in 4K Ultra HD and never look back.

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**Animated Rollover Hot Spots:**

- Four times clearer than Full HD 1080p<sup>1</sup>
  - Everything you watch is enhanced for 4K Ultra HD viewing<sup>2</sup>
  - More brilliant color than ever before with TRILUMINOS display
  - Powerful, front-facing speakers with cinematic sound
  - Built-in Wi-Fi® for streaming HD entertainment<sup>5</sup>
  - Immersive, Full HD 3D viewing with stunning detail<sup>6</sup>
  - Dynamic Edge LED backlight for amazing contrast
  - Motionflow™ XR 960 for precise motion clarity
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# WEB COPY

## 1 main + 6 Overview Tab Modules:

*Main*

### **Watch it change everything.**

Once you've seen the world in 4K Ultra High Definition, there's no looking back. With Sony 4K Ultra HD, breathtaking detail is depicted with pinpoint accuracy for the most natural images. You also get the widest color spectrum we've ever offered and 65 watts<sup>3</sup> of powerful sound from built-in speakers. It's quite simply the most immersive, highest resolution TV experience possible.

*Module 1 of 6:*

### **Four times clearer than HD**

See more on TV than ever before with over 8 million individual pixels (3,840 x 2,160) compared to about 2 million (1,920 x 1,080) on your current HDTV<sup>1</sup>. Advanced picture processing also ensures that every one of those pixels displays images with superb brightness and authentic detail. It's the highest resolution picture Sony has ever produced on a TV.

*Module 2 of 6:*

### **Everything enhanced.**

Suddenly, everything looks better. Now even old movies and smartphone video clips are enhanced with stunning results. The new 4K X-Reality™ PRO chip enhances HD (or lower resolution) images by analyzing and refining images with beautifully natural detail and astounding color. The latest Reality Creation database and Super Resolution processing breathes new life into everything you see with phenomenal 4K (3,840 x 2,160) resolution<sup>2</sup>.

*Module 3 of 6:*

### **More brilliant color than ever before.**

Spoil yourself with the widest color spectrum we've ever offered on a television. Unique to Sony, TRILUMINOS Display technology creates incredibly true, natural shades of colors—just the way you want them. Hard-to-reproduce reds, aqua blues and emerald greens are displayed beautifully, so landscapes and seascapes look more vivid. Faces look better, too, with natural skin tones. It's all thanks to a new TRILUMINOS display that gives images a heightened sense of depth.

*Module 4 of 6:*



## **Well-connected.**

Stream beautiful video from favorite sites like Netflix®, YouTube® and HuluPlus™ with built-in Wi-Fi®<sup>5</sup>. And connect to even more movies, music and apps by wirelessly mirroring what's on your compatible Android smartphone<sup>7</sup>. Put simply, if it's on your phone, it's on your TV.

*Module 5 of 6:*

## **The dynamic LED difference.**

It's all about perfecting a natural look. Dynamic Edge LED backlighting with local dimming delivers pitch-black night scenes and illuminates bright scenes that pop with vibrant color. Rather than illuminating the entire screen, contrast is boosted in just the right areas for a more realistic picture.

*Module 6 of 6:*

## **Sound innovation.**

These aren't the TV speakers you're used to. Unique to Sony TVs, Magnetic Fluid Speaker technology allows a thinner, more efficient loudspeaker that offers faithful reproduction of high-fidelity sound. The front-facing speaker system directs sound right at you with 65 watts of power<sup>3</sup>. S-Force® Front Surround 3D simulates 5.1 sound, with an enlarged sweet spot that everyone in the room can enjoy.

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# LEGAL

## **FOOTNOTES**

1. Actual panel resolution of XBR-X900A 4K Ultra HD TV is 3,840 x 2,160 pixels (in 16:9 aspect ratio). HDTVs have a panel resolution of 1,920 x 1080 pixels.
2. Simulated 4K image will vary based on source content.
3. 65 Watts total power (20+20+12.5+12.5)
4. Requires compatible Near Field Communication (NFC)-enabled Xperia™ smartphone. Certain formats are not supported.
5. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11 home network (802.11n recommended). Skype requires CMU-BR100 camera sold sep. Subject to Skype's terms and conditions.
6. Requires 3D content, 3D player and HDMI® cable (at least 10.2 Gbps) sold sep.
7. Requires smartphone with Wi-Fi® certified Miracast™ technology. Certain formats are not supported.