

X900A Series - PRODUCT INFORMATION DOCUMENT

Product announce date: CES 2013

Product on shelf date: May 2013

MODELS (FAMILY)

XBR-55X900A

XBR-65X900A

TV PREFERRED NAME(S)

Sony® 4K Ultra HD TV

ALTERNATE NAME(S)

Sony® XBR-55X900 TV

Sony® XBR-65X900 TV

Sony® 4K Ultra HD TV

Sony® XBR 4K LED TV

CONSUMER FACING DESCRIPTION (40 CHARACTERS)-FEEDS ONTO FACT TAGS

Sony® 55" class (54.6" diag) 4K Ultra HD TV

Sony® 65" class (64.5" diag) 4K Ultra HD TV

ADVERTISING COPY

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

CATEGORY & PRODUCT HEADLINE

live beyond definition four times more detail with Sony 4K

10 words	Enhance the quality of everything you watch with a picture that's four times clearer than regular HD ¹ .
25 words	Enhance the quality of everything you watch with a picture that's four times clearer than regular HD ¹ , plus more depth and shades of color than you've ever seen on a TV before.
50 words	Enhance the quality of everything you watch with a picture that's four times clearer than regular HD ¹ , plus more depth and shades of color than you've ever seen on a TV before. Add in 65 watts ³ 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.

SHORT BULLETS / FACT TAG BULLETS (55 CHARACTERS)-FEEDS ONTO FACT TAGS FOR SELECT RETAILERS AND SHOULD BE COMPETITIVE GIVEN OTHER MANUFACTURER FACT TAG APPROACH

KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER. (MAX 10 BULLETS)

HIGHLIGHT PRODUCT BENEFIT AND/OR FEATURE MESSAGE.

1	4K Ultra HD – four times the clarity of Full HD 1080p ¹
2	Everything you watch is enhanced for 4K Ultra HD viewing ^{1, 2}
3	More brilliant color than ever with TRILUMINOS display
4	Front-facing speakers with 65 watts of powerful sound ³
5	Built-in Wi-Fi® for streaming HD entertainment ⁵
5	Dynamic Edge LED backlight for amazing contrast

6	Experience precise motion clarity w/ Motionflow™ XR 960
7	Your smartphone screen on TV w/ NFC screen mirroring ⁴
8	Movies, music & apps on Sony Entertainment Network ⁵
9	RS-232 and IR in for custom control installs
10	Enjoy Full HD 3D with 4 pairs of passive glasses ⁶
11	SimulView™ technology presents twice the fun: 2-player games with no split screen. ⁷
12	TV SideView app to control your TV and channel guide ⁸
13	See more details in your DSLR photos (8MP+) with 4K resolution ¹
14	

RETAIL EXPERIENCE BULLETS (55 CHARACTERS MAX)-UTILIZED ON TILES AND TAGS FOR SONY STORES, WEBSITE, RETAIL DISPLAYS AND CRM ACTIVITIES; SHOULD BE ALIGNED WITH FACT TAG BULLETS IN ORDER OF PRIORITY WHEN POSSIBLE. HERO MODELS ONLY AND NO ACCESSORIES NEED EXPERIENCE BULLETS. MUST BE WORDED AS CLEAN AND SIMPLE BENEFITS FOR THE CONSUMER AND AS SHORT AS POSSIBLE FOR USE IN SMALL SPACES AT RETAIL AND ONLINE. (MAX 3 BULLETS)

1	See Super PID
2	
3	

KEY FEATURE COPY

CONSUMER FACING KEY SELLING POINTS IN ORDER OF PRIORITY. MUST BE WORDED AS CLEAN AND SIMPLE BENEFIT DRIVEN. IMAGE JPG CAN BE HERO IMAGE OF ASSOCIATED TECH FEATURE OR TECH ICON; DO NOT PUT LIFESTYLE IMAGES IN FEATURE AREA.

FEATURE (35 CHARACTER MAX)	MARKETING DESCRIPTION AND SUPPORTING BULLETS (350 ARACTERS MAX)	Key Feature Image
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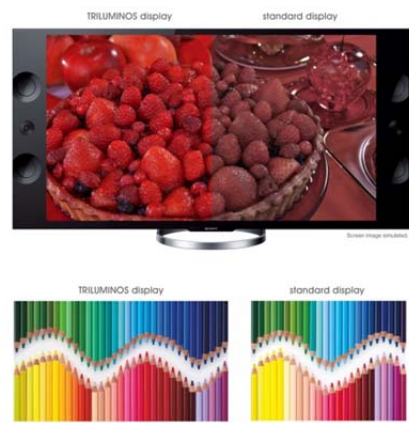
1.	Clarity quadrupled	4K (3,840 x 2,160) Resolution	 <p>2013_X900A_4K Resolution</p>
		<p>That's right—four times clearer than Full HD 1080p¹. Get acquainted with the highest resolution picture Sony has ever produced on a TV. With four times more resolution than Full HD, the 4K Ultra HD screen contains over 8 million individual pixels (3,840 x 2,160). Advanced picture processing ensures that every one of those pixels displays images with superb brightness and authentic detail.</p>	

2.	Everything enhanced	4K X-Reality™ PRO Picture Engine
		<p>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) resolution².</p>



2013_X900A_4k_X_RealityPRO

3.	More brilliant color than ever before	TRILUMINOS display
		<p>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.</p>



2013_X900A_Triluminos

4.	Sound Innovation	Enhanced Audio
		<p>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 power³. S-Force® Front Surround 3D simulates 5.1 sound, with an enlarged sweet spot that everyone in the room can enjoy.</p>



2013_X900A_EnhancedAudio

5.	The difference is dynamic.	Dynamic Edge LED with local dimming
		<p>It's all about perfecting a natural look. Dynamic Edge LED backlighting with local dimming delivers pitch-black night scenes and illuminates bright scenes. Rather than illuminating the entire screen, contrast is boosted in just the right areas for a more realistic picture.</p>



2013_X900A_Local dimming

6.	Lifelike motion.	Motionflow™ XR960 technology
		<p>Watch the sprinter break off the blocks and race smoothly as the camera follows him from left to right. Even quick motion seen in action movies appears amazingly realistic as Motionflow™ XR 960 technology, which takes motion clarity beyond refresh rates, smoothes out the picture where the camera can't for clearer and more natural movement.</p>



2013_X900A_Motionflow

7.	Your smartphone, now on TV	<p>Smartphone ready - 3 ways</p> <p>Movies, music and apps from your smartphone can now be viewed big on your TV. With three ways to connect Android phones and tablets to the X900, Sony is helping you add value to the entertainment you already own.</p> <ol style="list-style-type: none"> 1. Using a Mobile High Definition Link cable, you can connect your smartphone to the TV to literally "mirror" what's seen on the smartphone screen. Video, photos and apps are re-sized and scaled to fit the larger TV screen. You can then use the TV remote to navigate the phone, while it's charging from the TV¹⁰. 2. Using screen mirroring technology, you can connect phones that are Miracast™ enabled to the TV¹¹. 3. Using One-touch mirroring with NFC technology, briefly place your compatible Xperia™ smartphone to the one-touch remote. You'll instantly be able to view exactly what is on your smartphone's screen on the TV⁴.
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2013_X900A_Screen_Mirroring_NFC

8.	Go way beyond cable with built-in Wi-Fi®	Sony Entertainment Network	
		<p>Wirelessly stream beautiful, HD entertainment straight from the internet or your home network using built-in Wi-Fi® connectivity and open the door to the endless entertainment of the Sony Entertainment Network, where thousands of movies, TV shows, online videos, games and music are always at your fingertips. By connecting to the Internet you can access Full HD 1080p entertainment, 3D content and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.⁵</p>	

2013_X900A_SEN

9.	Custom control installations.	RS-232C and IR-in	
		RS-232C and IR-in for custom control installations.	

10.	3D immersion	Immersive 3D	
		<p>There's 3D, then there's 3D with 4K (3,840 x 2,160). Life-like 3D images emerge from the 4K screen screen with realism that makes your heart race. The level of detail is absolutely stunning—it's the closest thing to a 3D theater in your living room. Light, comfortable, passive 3D glasses offer superb image quality and a noticeable step above anything you've ever experienced at home.⁶</p>	

2013_X900A_Immersive3D

11.	Twice the fun: 2-player games with no split screen	SimulView™ gaming
		<p>Say goodbye to split screen. Now you and a friend can both experience your own big-screen view of the action as you play nail-biting games on your PlayStation®3 system. SimulView™ gaming presents two separate Full HD pictures: each player watches independently through light easy to wear optional Simulview glasses that don't need batteries.⁷ There's already a growing choice of SimulView™ game titles available.</p>





2013_X900A_SimuView

12.	Control your TV with your smartphone or tablet	TV SideView
		<p>Get more from watching television with TV SideView. Control the TV or browse the channel guide with your smartphone, Xperia™ Tablet or other tablet device (Android or iOS), all without interfering with what you're watching on the TV. Learn more about the show you're watching right now, like cast and episode details. Search what's available to watch on TV, internet videos and apps like Netflix®. Once you find what you want to watch, you can select to view it on the TV. Make TV viewing more social by Tweeting about the show from your mobile device⁸.</p>



2013_X900A_SideView

13.	Photos are better with 4K.	PlayMemories Studio™ software	 <p>2013_X900A_PlayMemories Studio</p>
		<p>See more details in your DSLR photos (8MP+) with 4K resolution (3,840 x 2,160). View, share and edit photo memories with PlayMemories Studio™ software and your PlayStation®3 system on the TV screen. Scroll effortlessly through your image collection. Pinpoint images by date and time, smiles or location. Everything's smooth and speedy, thanks to the immense processing power of the PlayStation®3 system.⁹</p>	

14.	Life-sized video calls.	Skype®	 <p>2013_X900A_Skype</p>
		<p>It's like they're in the room with you. Skype® video calls bring your family and friends closer than ever as they appear as large as life on your big screen—for free.⁵ Just connect the easy-to-use Skype camera (sold separately) for a face-to-face look at the caller on the beauty of your Sony HDTV.</p>	

15.	Onboard manual.	iManual	
		<p>You will never lose your TV manual again. The iManual is available through the menu system on the TV – always there if you need it.</p>	

POSITIONING:






SONY® CAMPAIGN MANTRA


CONSUMER FACING COPY TO BE FILLED OUT BY MESSAGING TEAM.

make.believe

make.believe (make-dot-believe): Anything you can imagine, you can make real.

**REFERENCE INFORMATION ONLY. NOT FOR USE IN COMMUNICATION.
FOR INTERNAL USE ONLY!**

TARGET INFORMATION: (TARGET AUDIENCE)		<ul style="list-style-type: none"> Product Positioning: Target Channel: Target Consumer Application:
Product Positioning:		
Target Channel:		
Primary Target Customer: Innovation Enthusiast 	 62% Male 38% Female Median Age: 37 Married: 46% Kids in HH: 41% Education: 55% College+ Median HHI: \$67,202	"Give me the latest features & highest performance" <u>What I care about:</u> <ul style="list-style-type: none"> - Features and specs - Innovation that inspires - Brand name and reputation - Being in control of my connected world - Discovering new devices & giving advice to others 19% of US population 45% of Sony MVPs
Primary Target Customer: Status Seeker 	  56% Male 44% Female Median Age: 35 Married: 47% Kids in HH: 38% Education: 53% College+ Median HHI: \$63,595	"Keep me ahead of the game and help me express who I am" <u>What I care about:</u> <ul style="list-style-type: none"> - Style and design - Self Expression and personalization - Going out, having fun and being in the know - Having social currency - Premium experiences - Brand reputation 22% of US population 38% of Sony MVPs












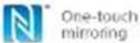



Shopper Type: Platinum Shopper 	Main Driver: In-store shopping experience Premium Focus: HIGH Brand Importance: HIGH	“A premium shopping experience will lead to the best product”
MAJOR COMPETITORS: (WHAT IS CURRENTLY IN MARKET?)		
COMPETITIVE FEATURES: (WHAT ARE THE SONY SPECIFIC FEATURES)		
LINE-UP FEATURES: (HOW THIS FITS IN OUR PRODUCT LINE-UP)		

ADDITIONAL RESOURCES:





Product	App prioritization

SONY RELATED TECHNOLOGY LOGOS:

Sony 4K Ultra HD TV	
4K X Reality PRO	
Full 1080P HD in 3D	
Dynamic Edge LED	
MotionFlow XR 960	
OptiContrast Panel	 OptiContrast Panel

Magnetic Fluid Speaker	
Sony Entertainment Network	
Video Unlimited	
Music Unlimited	
Wi-Fi	
Wi-Fi Direct Mode	
Light Sensor	
USB	
BRAVIA Sync	
24p True Cinema	
Triluminos Display	
One-touch mirroring	
Screen Mirroring	
TV SideView	
Sense of Quartz	Sense of Quartz
MHL	

PARTNER LOGOS:

Color IQ	
Skype	
DLNA	
Energy Star	

LEGAL AND FOOTNOTES

MUST BE SELECTED FROM GLOSSARY OF LEGALLY APPROVED FOOTNOTES

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. PS3 system and SimulView glasses sold sep.
8. Requires devices connected to the same wireless home network.
9. Requires PS3 system, PlayMemories Studio software and HDMI® cable (at least 10.2 Gbps) sold sep.
10. Requires Mobile High Definition Link-compatible smartphone to be connected to the TV with a Mobile High Definition Link cable, sold separately.
11. Requires smartphone with Wi-Fi® certified Miracast™ technology. Certain formats are not supported.

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