15 April 2013

**Sony’s 2013 BRAVIA TVs available for pre-order now**

***New series packed with features to entertain and deliver Sony’s best HD picture ever  
Triluminos Display provides the widest colour spectrum for life-like pictures***

Following the announcement of the new TV line-up in January at [CES 2013](https://blog.sony.com/press/sony-announces-2013-bravia-tvs/), Sony today announced the availability of its new core 2013 BRAVIA® HDTV line-up. Debuting a new series of LED TVs created for viewers looking for an amazing high definition entertainment experience, the W-series offer consumers Sony’s unique combination of technology and content services, delivering life-like picture quality and immersive audio. For those who can’t wait, the W series is available for **pre-order online** today (Dutch page: <http://campaign.odw.sony-europe.com/wm/new/promotion_TV_preorder_nl_be.html>; French page: <http://campaign.odw.sony-europe.com/wm/new/promotion_TV_preorder_fr_be.html>). And arriving in [Sony Stores](http://store.sony.com/webapp/wcs/stores/servlet/ProductDisplay?langId=-1&searchType=search&storeId=10151&catalogId=10551&productId=8198552921666482262&acdrop=1) and electronics retailers nationwide from the end of the month, consumers can enjoy these new models for as low as 550 EUR.

“Sony continues to deliver pioneering technologies to consumers, providing superb picture quality with rich, vibrant images that bring TV to life,” said Derk Tiggeloven, TV Product Manager, Sony Benelux. “This year, Sony lends its unique audio technologies to the television line, along with engaging experiences such as One-touch mirroring that instantly lets viewers show content from their NFC-enabled phones to the big screen. We invite consumers to go into stores and see it with their own eyes.”

Innovation Delivers Better Viewing

The W series of LED BRAVIA televisions includes the KDL-W905, KDL-W807, KDL-W805, KDL-W656 and KDL-W655. In addition to being **Wi-Fi enabled**, all W-series models utilize Sony’s acclaimed **X-Reality PRO** picture processor which ensures the TV displays unprecedented detail and astonishing colour regardless of the content source. This series also employs **Motionflow XR™** for the best experience when viewing fast action scenes and gaming.

New in 2013, the W905 TV incorporates **TRILUMINOS Display LED backlighting** to present rich, authentic colour with subtle tones while also replicating bold colours including hard-to-reproduce reds, blues and greens. By integrating [Quantum Dot\* technology](http://reviews.cnet.com/8301-33199_7-57569549-221/what-are-quantum-dots-and-how-could-they-help-your-next-tv/) with Sony’s own unique display technologies, the W905 delivers a significantly **wider colour gamut** and provides a far more natural and vivid viewing experience with a heightened sense of depth.

Lastly, the W905 model integrates a unique **long duct speaker cabinet** design. The long 1.2m speaker duct is cleverly folded into a compact unit that’s hidden neatly behind the TV screen. Though the speakers are hidden, the newly-designed speaker cabinet reproduces rich bass and lower midrange sounds, adding extra punch and depth to action movies, music and dialogue and producing the same bass extension as a much bigger speaker.

All W-Series TV models include **screen mirroring** via Wi-Fi, with the W905 model shipping with an **NFC remote** for a complete One-touch experience. The W805 is **One-touch compatible** with an accessory NFC remote available. Additionally, all three series are **MHL-ready** for wired mirroring capabilities.

Sony Entertainment Network transforms these TVs into the ultimate digital entertainment experience. With access to the latest movies, millions of music tracks and online favourites such as apps like YouTube™, Twitter, Skype and Facebook®.

Retail prices (incl. VAT and recycling tax)

KDL-55W905AB 2.800 EUR black available from May 2013  
KDL-46W905AB 2.000 EUR black available from May 2013  
KDL-40W905AB 1.500 EUR black available from May 2013

KDL-55W805AB 2.000 EUR black available from April 2013  
KDL-55W807AS 2.000 EUR silver available from April 2013  
KDL-47W805AB 1.500 EUR black available from April 2013  
KDL-47W807AS 1.500 EUR silver available from April 2013  
KDL-42W805AB 1.100 EUR black available from April 2013  
KDL-42W807AS 1.100 EUR silver available from April 2013

KDL-50W655AB 1.000 EUR black available from April 2013  
KDL-42W655AB 750 EUR black available from April 2013  
KDL-42W656AS 750 EUR silver available from May 2013  
KDL-32W655AB 550 EUR black available from April 2013  
KDL-32W656AS 550 EUR silver available from May 2013

\*Quantum Dots is a technology of QD Vision, Inc., as is also known as Color IQTM. It is an advanced light emitting semiconductor technology developed by QD Vision, Inc.

Find more about Color IQ™ <http://www.sony.net/infociq>

For further details and ordering information, please visit [http://store.sony.com](http://store.sony.com/). For additional media information including photo assets, please visit <http://www.sony.com/news>.

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**Sony**

# Sony is a leading global innovator of audio, video, communications and information technology products for both the consumer and professional markets. Sony is renowned for its audio-visual products, such as the BRAVIA™ LCD high-definition (HD) television, Cyber-shot™ digital camera, Handycam® camcorder, “” (pronounced Alpha) digital SLR camera, Sony Tablet and Walkman® MP3 player as well as its VAIO™ personal computers and 3D HD professional broadcast equipment.

# For more information on Sony Europe, please visit [http://www.sony-europe.com](blocked::http://www.sony-europe.com/). For more information on Sony Corporation please visit <http://www.sony.net>.

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