



2 International Business Park #05-10 Tower One The Strategy Singapore 609930
Telephone: (65) 6544 8338 Facsimile: (65) 6544 8330

NEWS RELEASE: *Immediate*

BRAVIA™ S8500C, the Perfect Curve for the Perfect Entertainment Experience



(SINGAPORE, 7 September 2015) – See the world come to life on the new [BRAVIA™ S8500C](#) 4K Ultra HD TV. Featuring a curved screen to provide the perfect blend of immersion and comfort, the S8500C is set to bring you on a journey filled with seamless entertainment experience.

Available in 55- and 65-inch, the S8500C surrounds you with stunning pictures that are four times the detail of Full HD, captivating your sense of sight and pulling you right into the heart of the action. Furthermore, its slim and gently contoured screen ensures that visuals look lifelike, regardless of where you're sitting in the room. Another plus point of the design is that it'll effortlessly make the room look great with its classy and refined finish.

The new BRAVIA™ TV also comes with the powerful 4K Processor X1 chip, making pictures burst to life with crystal clear clarity and amazing colour contrast by re-mastering content in stunning 4K Ultra HD resolution. [4K X-Reality™ PRO](#) technology up-scales regular content and showcases them in 4K quality, beautifully presenting every little detail on screen, regardless of the source. At the same time, [TRILUMINOS™ Display](#) further enhances your viewing experience by producing a wider palette of colour that would bring out the realism of your favourite movies and videos.

To complete your movie experience at the comfort of your own home, the S8500C doesn't compromise on sound. ClearAudio+ enables you to enjoy the authenticity of the audio content by fine-tuning sound and presenting them in rich, detailed quality. DSEE (Digital Sound Enhancement Engine) technology restores low quality audio files and upscales them to near High-Res quality, revealing more natural sound with a more spacious feel. Immerse yourself in every tune, dialogue and surround effects, close your eyes, and you'll feel as if you're listening directly from the original source.

Make full use of the outstanding visual and audio quality of the S8500C through a range of engaging entertainment features. As an [Android TV™](#), the S8500C gives you access to a realm filled with your favourite shows and movies, games and apps, all available on Google Play™. Additionally, One-Flick Entertainment enables you to access content quickly and intuitively, with just a few simple flicks of your thumb. Don't know what to watch tonight? Turn on the TV and start flicking!

For those who are addicted to your smartphone or tablet, try out Google Cast™. It lets you cast content from your gadget onto the big TV screen, making everything look bigger and better. If you're big on sharing life's happiest moments, Photo Sharing Plus enables you to showcase photos, videos and music from your smartphone on the S8500C. Friends and families can also save files shown on the big screen with their mobile devices.

The new BRAVIA™ S8500C 4K Ultra HD TV from Sony will be available at all Sony Stores, Sony Centres and selected Sony authorised dealers at a recommended price of S\$3,499 (55-inch) and S\$6,299 (65-inch) from 8 September 2015 onwards.

###

Google, Google Play, Android™, Android TV™ and other marks are trademarks of Google Inc.

Specifications Sheet

Model name	BRAVIA™ S8500C
Screen size	55" (KD-55S8500C) / 65" (KD-65S8500C)
Resolution	4K (3,840 x 2,160)
Video processing	4K X-Reality™ PRO; Dynamic Contrast Enhancer
Audio Features	DSEE; S-Master™ Digital Amplifier; S-Force Front Surround
One-Flick Entertainment	Quick Start & Playback; Direct Access with new User Interface; Intuitive Control with One-Flick Remote
Operating System (OS)	Android 5.0 Lollipop

Weight (TV only)	Approx. 30.1kg (55") / 22.9kg (65")
-------------------------	-------------------------------------

About Sony Electronics (Singapore) & Sony South East Asia

Sony Electronics (Singapore) was established on 1st October 1999 with business activities comprising engineering and manufacturing, sales and marketing, and logistics and information systems. As part of Sony Electronics (Singapore), Sony South East Asia is responsible for the marketing and sales of consumer products in Singapore, as well as for business and professional products in Singapore and other countries in the South East Asia region. It also handles export business for consumer products from Singapore to various parts of Asia. Since establishing our presence in Singapore in 1973, we have grown steadily over the years to become a leader in the consumer electronics market. For more information on Sony's products and services in Singapore, please visit <http://www.sony.com.sg/>