



SONY

ALL PRICES ON EMBARGO TILL 10 MARCH 2016, THURSDAY

SONY ELECTRONICS – IT SHOW Catalogue (As of 26 February 2016)

Suntec Singapore, Level 4, Booth 8115 (Sony booth)

Model	Image	Description	IT Show 2016 Price and Promotions
α6300		<p>The α6300 boasts an unrivalled 4D FOCUS™ system that can lock focus on a subject in as little as 0.05 seconds, the world's fastest AF acquisition time. It has an incredible 425 phase detection AF points that are densely positioned over the entire image area – the world's highest number of AF points on any interchangeable lens camera, and can shoot images at up to 11 frames per second with continuous autofocus and exposure tracking.</p> <ul style="list-style-type: none">▪ The world's fastest (0.051 sec.) AF with the world's most (425) phase-detection AF points▪ Newly developed 24.2-megapixel Exmor™ CMOS image sensor▪ BIONZ X™ image processing engine▪ Wide sensitivity range of ISO 100 to 51200▪ 4K movie recording with full pixel readout/no pixel binning▪ Compatible with Sony E-mount and full frame lenses	<p>Price TBC</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ 64UZSFUZ Series SD Memory Card▪ LCS-BBF Compact Carrying Case



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<p>α7S II</p>		<p>Extend your powers of perception with the new α7S II, for extra sensitivity, wide dynamic range, accurate focusing, and unshakeable stability to shoot with solid assurance.</p> <ul style="list-style-type: none">▪ 35 mm full frame (35.6 x 23.8 mm), Exmor® CMOS sensor▪ BIONZ X™ processing engine▪ 4K movie recording featuring full pixel readout without pixel binning▪ 5-axis optical image stabilization minimizes blur <p>Fast Intelligent AF with enhanced speed and accuracy</p>	<p>\$4,299.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ SF-64P Professional Memory Card
<p>α7R II</p>		<p>Now, even more comprehensive quality enters the picture. With the world's first back-illuminated 35mm full-frame CMOS image sensor with 42.4 megapixels, the Sony α7R II takes image resolution, sensitivity (up to ISO 1024003) and speedy response to new heights.</p> <ul style="list-style-type: none">▪ New back-illuminated full-frame CMOS sensor▪ High-speed BIONZ X™ image processing engine▪ 5-axis image stabilization▪ Higher-resolution 4K movie recording▪ Durable reduced-vibration shutter <p>Silent Shooting</p>	<p>\$4,099.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ SF-64P Professional Memory Card



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<p>α7</p>		<p>All the advantages of a 35mm full-frame image sensor and lens interchangeability are now compressed into a body of unprecedented compactness — a dream once considered impossible — without compromising on image quality, shooting comfort, functionality or AF performance.</p> <ul style="list-style-type: none"> ▪ World's lightest interchangeable lens full-frame camera ▪ Full Frame 24.3MP resolution with 14-bit RAW recording ▪ Fast Hybrid AF with phase-detection for DSLR-like speed ▪ Fast Intelligent AF optimized for full-frame sensor ▪ Direct access interface for fast, natural shooting control ▪ Simple connectivity to smartphones via Wi-Fi® or NFC ▪ Compatible with Sony E-mount and full frame lenses 	<p>\$1,499.00 (Body only) \$1,899.00 (Body/Kit)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ NP-FW50 Battery
<p>α7 II</p>		<p>Fully express your vision with full-frame quality and cutting-edge camera shake compensation compatible with wide-ranging lenses.</p> <ul style="list-style-type: none"> ▪ World's first 5-axis in-body image stabilization in a full-frame camera. ▪ Use your favorite lenses without blur from camera shake. ▪ Capture stunning images with full-frame, 24.3MP resolution. ▪ Fast hybrid AF with phase-detection - 30% faster than α7. ▪ Compatible with Sony's E-mount lenses, and others with adaptors. ▪ High contrast, 2.4-million dot OLED EVF for eye-level framing. 	<p>\$1,849.00 (Body Only) \$2,249.00 (with SEL2870 lens)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cash back \$150 ▪ NP-FW50 Battery



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		<ul style="list-style-type: none"> Record Full HD in XAVC S format up to 50Mb/s. 	
α7R		<p>The World's Smallest And Lightest Full-Frame Camera</p> <ul style="list-style-type: none"> 36.4-megapixel 35mm full-frame Exmor™ CMOS sensor and no optical low-pass filter BIONZ X™ image processing engine Meticulously crafted controls within a compact body Fast Intelligent AF High-contrast, high-resolution XGA OLED Tru-Finder™ Full HD movie recording with advanced audio functions 	<p>\$2,299.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> Cash back \$500 NP-FW50 Battery
α7S		<p>The α7S offers wide-ranging visual expression in a lightweight body with a newly developed 12.2-megapixel 35mm full-frame Exmor™ CMOS sensor. Its latest advances in sensor technology help improve the sensor's dynamic range. Expect richer tonal gradations, unprecedented sensitivity and exceptionally low noise to both still images and movies with every snap.</p> <ul style="list-style-type: none"> 12.2-megapixel 35mm full-frame Exmor™ CMOS sensor Wide ISO Sensitivity (ISO 50 - 409,600) and impressive dynamic range World's first full-frame sensor capable of full pixel read-out without binning process for Full HD/4K video output Pro-Quality video functions such as Picture Profile, S-Log2 gamma, time code, etc BIONZ X™ image processing engine High-contrast, high-resolution XGA OLED Tru-Finder 	<p>\$2,499.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> Cash back \$200 NP-FW50 Battery



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<p>SEL35F14Z</p>		<p>Offering a minimum focusing distance of 0.3m, the SEL35F14Z is the first E-mount lens to provide a bright F1.4 aperture constructed with 9 blades: ideal for low-light conditions and super smooth bokeh (quality of the out-of-focus areas).</p> <ul style="list-style-type: none"> ▪ ZEISS® 35 mm Full Frame wide-angle prime lens ▪ ZEISS® T* anti-reflective coating minimizes flare ▪ Direct Drive SSM for quiet, highly precise focus lens control ▪ Circular 9-blade aperture for beautiful defocus effects ▪ Dust and moisture-resistant design ▪ Minimum Focus Distance - 0.98 ft (0.3 m) ▪ Maximum Magnification ratio - 0.18x ▪ Filter Diameter - 72mm ▪ Weight - 22.3 oz (630 g) 	<p>\$1,969.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cash back \$300
<p>SEL70200G</p>		<p>Covering the frequently used 70-200mm focal range, the new FE 70-200mm F2.8 GM OSS telephoto zoom lens offers extremely high rendering, AF performance and image stabilisation, making it a versatile choice for shooting wildlife, sports, weddings and a variety of other events and locations.</p> <ul style="list-style-type: none"> ▪ High-performance G Series telephoto zoom lens ▪ Built-in Optical SteadyShot™ image stabilisation ▪ Sony Nano AR Coating to eliminate flare and ghosting ▪ Circular 9-blade aperture for beautiful defocus effects ▪ Dust and moisture resistant design ▪ Minimum Focus Distance - 1-1.5m (AF) / 1-1.35m (MF) (3.28-4.93ft (AF) /3.28-4.43ft (MF)) ▪ Maximum Magnification ratio - 0.13x ▪ Filter Diameter - 72mm ▪ Weight - 840g (29.7oz.) (Without tripod mount) 	<p>\$1,799.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cash back \$50



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<p>Sony Cyber-shot™ RX100 IV</p>		<p>The RX100 IV might be compact, but it sure stuns with cutting-edge new functions. As the world's first memory-attached 1.0-type stacked CMOS sensor with DRAM chip - the camera brings a whole new world of image shooting possibilities.</p> <ul style="list-style-type: none"> ▪ 1.0-type stacked CMOS sensor with DRAM chip ▪ High-frame-rate (HFR) movie recording of up to 1000fps produces super 40x super slow motion of momentary movements invisible to human eyes ▪ Super-fast Anti-Distortion Shutter of up to 1/32000 sec ▪ With a high 20.1 MP count, the camera allows fast readout for continuous shooting up to 16fps without blackout <p>Super-real 4K movie with Pro-grade XAVC S codec feature for casual 4K shooting of up to 5 minutes</p>	<p>\$1,299.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cash back \$100
<p>Sony Cyber-shot™ RX10 II</p>		<p>Sony's acclaimed high-zooming RX10 II camera contains a remarkable advance in photo and movie possibilities — the world's first memory-attached 1.0-type stacked CMOS image sensor. Use it to create stunning 4K movies, up to 40x super slow motion4, spectacular still images, and more. A new world of super-real photography emerges.</p> <ul style="list-style-type: none"> ▪ 20.2 MP (effective) 1.0-type Exmor RS CMOS sensor ▪ BIONZ X™ for superior detail and texture ▪ Bright ZEISS® Vario-Sonnar T* F2.8 zoom lens ▪ Direct 4K movie recording via camera alone <p>Super slow motion at maximum of 40x</p>	<p>\$1,899.00</p>



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<p>DSC-RX1R II</p>		<p>This compact digital camera, DSC-RX1R II packs a 42.4-megapixel 35 mm full-frame sensor, so it's easy to shoot in better quality wherever you go.</p> <ul style="list-style-type: none"> ▪ Back-illuminated 35 mm full-frame CMOS sensor with 42.4 megapixels ▪ BIONZ X™ processing engine ▪ Large-aperture ZEISS® Sonnar T* 35 mm F2 lens ▪ Speedy Fast Hybrid AF with 399 phase-detection AF points <p>The world's first optical variable low-pass filter</p>	<p>\$4,999.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ SF-64P Professional Memory Card
<p>Cyber-shot™ HX90V</p>		<p>The HX90V Compact Digital Camera truly belies its size. Boasting 30x optical zoom and up to 60x with Clear Image Zoom, it's the world's smallest camera to offer such outstanding capability to cover nearly any shooting situation. With Optical SteadyShot™'s precise camera shake detection, you can now achieve the crispest long shots any day and anywhere through a camera that fits right into your pocket.</p> <ul style="list-style-type: none"> ▪ Exmor R™ CMOS Sensor ▪ New ZEISS Vario-Sonnar T* lens ▪ Built-in OLED Tru-Finder™ Precision Electronic Viewfinder ▪ High-resolution 180-degree tilt LCD ▪ BIONZ X™ engine with advanced image processing technologies 	<p>\$549.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$50 ▪ ACC-TRDCX Accessory Kit
<p>Cyber-shot™ RX100 III</p>		<p>The Cyber-shot DSC-RX100 III is a versatile and advanced point-and-shoot featuring a large 20.1 megapixel Exmor R CMOS sensor to produce high-resolution still imagery and full HD video. Complementing the imaging capabilities of the RX100 III is a sleek body design featuring both an electronic viewfinder and a tilting LCD screen.</p>	<p>\$999.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$100



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		<ul style="list-style-type: none"> ▪ Bright F1.8-2.8 ZEISS® Vario-Sonnar T* (24-70mm) lens ▪ 1.0-type 20.1MP (effective) Exmor R™ CMOS sensor ▪ An updated user interface that retains user-friendly features, with deep customisation options for manual operation ▪ Bright and clear built-in electronic viewfinder (EVF) with ZEISS® T* coating and high resolution OLED display ▪ A 3.0-inch, multi-angle X-tra Fine LCD screen ▪ NFC and Wi-Fi connectivity 	
<p>Cyber-Shot™ WX500</p>		<p>The Sony WX500 is the world's smallest camera to contain the far-reaching performance of a ZEISS® 30x optical zoom lens. With so much creative capability at hand to shoot for fun, you'll capture more star quality in every image. Improve your selfie, and take it easy, too. A 180-degree tiltable LCD monitor makes it simple to see how you look in the frame.</p> <ul style="list-style-type: none"> ▪ ZEISS® Vario-Sonnar® T* 30x optical zoom lens for extra-clear pictures ▪ 18.2 11 MP Exmor R® CMOS sensor for higher image quality even when dark ▪ BIONZ X™ image processing engine delivers more detail with less noise ▪ 180-degree tiltable LCD for easy framing of selfies/low-position shots <p>Beauty Effect to retouch people's appearance in stills, by degrees</p>	<p>\$449.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$50 ▪ ACC-TRDCX Accessory Kit



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<p>HDR-PJ675</p>		<p>The HDR-PJ675 HD Handycam® camcorder holds steady whenever you shoot, with stabilisation and autofocus (AF) so smooth and sensitive that your movies will look smarter in every sense.</p> <ul style="list-style-type: none"> ▪ Balanced Optical SteadyShot™ with 5-axis Intelligent Active mode ▪ Fast Intelligent AF ▪ 26.8mm1 wide-angle G Lens with 30x optical zoom ▪ Time-lapse Capture ▪ Highlight Movie Maker 	<p>\$1,299.00</p>
<p>HDR-PJ410</p>		<p>Keep valuable memories fresh for everyone to enjoy with the solid integrity and all-around ease of the PJ410 Handycam®. Optical SteadyShot™ with Intelligent Active Mode prevents camera shake and blur from ruining pictures. AVCHD and XAVC S formats ensure faithful and vibrant recordings. It's all so compact and always ready to go.</p> <ul style="list-style-type: none"> ▪ Optical SteadyShot™ with Intelligent Active Mode ▪ XAVC S (HD 50 Mbps) and AVCHD recording ▪ Exmor R™ CMOS sensor ▪ 26.8mm wide-angle ZEISS lens with 30x optical zoom ▪ Built-in projector 	<p>\$649.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$150
<p>HDR-CX405</p>		<p>Utilizing Optical SteadyShot image stabilization, a BIONZ X image processor and an Exmor R CMOS sensor, this Sony Handycam HDRCX405/B camcorder enables you to capture video footage with 1920 x 1080 resolution and sharp still images.</p> <ul style="list-style-type: none"> ▪ Optical SteadyShot™ with Intelligent Active Mode ▪ XAVC S (HD 50 Mbps) and AVCHD recording ▪ Exmor R® CMOS sensor ▪ 1.05 in wide-angle ZEISS® lens with 30x optical zoom ▪ 60x Clear Image Zoom 	<p>\$399.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$100



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<p>Sony Action Cam FDR-X1000V/VR</p>		<p>Make ultra-high-precision action movies with a striking sense of vivid realism. This 4K Action Cam supports XAVC S format with high-quality movie recording of high bit rate data transfer at class-leading 100/60/50Mbps.</p> <ul style="list-style-type: none"> ▪ Exmor R™ back-illuminated CMOS Sensor ▪ ZEISS Tessar F2.8 Lens with ultra-wide 170 degree angle ▪ Advanced Electronic SteadyShot ▪ Wi-Fi® Live-View Remote RM-LVR2 ▪ Splashproof (IPX4), Shockproof*, and Dustproof* 	<p>\$599.00 (FDR-X1000V) \$699.00 (FDR-X1000VR)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$50
<p>Sony Action Cam HDR-AS200V/VR</p>		<p>Whether you're shredding waves, tearing up mountains, or just enjoying the open road, the new Action Cam HDR-AS200V will be there to capture every second.</p> <ul style="list-style-type: none"> ▪ Exmor R™ back-illuminated CMOS Sensor ▪ ZEISS Tessar F2.8 Lens with ultra-wide 170 degree angle ▪ Advanced Electronic SteadyShot™ ▪ Built-in Wi-Fi connectivity ▪ Wi-Fi Connectivity 	<p>\$429.00 (HDR-AS200V) \$529.00 (HDR-AS200VR)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Cashback \$50



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HDR-AS50		Shoot anytime and anywhere with HDR-AS50 Action Cam. <ul style="list-style-type: none">▪ Powerful Exmor R[®] CMOS Sensor▪ BIONZ X image processor▪ ZEISS[®] Tessar[™] lens▪ 120fps at HD resolution for slo-mo video▪ 4K Time-lapse Capture▪ Steadyshot[™] Image Stabilisation	\$299.00
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<p>Smart B-Trainer™</p>		<p>Fire up your training with the Smart B-Trainer SSE-BTR1, a 16GB music player and fitness tracker in one with six different sensors that give you updates about your workout performance in real time. Combine the SSE-BTR1 with its personal training review app for a whole new way to train.</p> <ul style="list-style-type: none"> ▪ A first in smart training – wearable music player and fitness tracker in one, for all your fitness needs ▪ Real-time coaching tells you how you're performing for an optimal workout ▪ Automatic song selection motivates and keeps you in your optimum heart rate zone ▪ Chart your improvement using the Smart-B Trainer App that logs every workout ▪ Track your performance while running, even without your smartphone ▪ Waterproof to withstand training in wet conditions ▪ 	<p>\$399.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Free Sony Speaker RDP-X500iP worth \$199.00
<p>NWZ-WS413</p>		<p>The WS413 wearable Walkman® from Sony is salt waterproof and dustproof so you can listen to your favourite songs whilst enjoying water sports such as kayaking or swimming. Its sleek design further eliminates drag interference so you are not restricted in any way. This has been enabled by the addition of an internal terminal which resists any accumulation of foreign particles and is highly corrosion-resist. A rustproof coating on the surface of the front case ensures that your Walkman® is protected both inside and out.</p> <ul style="list-style-type: none"> ▪ All-in-one design delivers quality sound anytime, anywhere with easy connectivity and an improved sleek, wearable fit ▪ New salt water / dustproof design for use with increased range of sports 	<p>\$139.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Free case worth \$39.90



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		<ul style="list-style-type: none"> ▪ Introducing 'Ambient Sound' mode for enhanced user experience ▪ Approximately 12 hours playback ▪ 4GB/8GB Internal memory 	
NWZ-A25/26HN		<p>The new NW-A25/26HN Walkman® feature everything you have come to expect from a High-Resolution Audio powerhouse and more. The NW-A26HN Walkman® comes bundled with High-Resolution Audio compatible Digital Noise Cancelling headphones¹ allowing you to enjoy your music away from all distractions. With advancements to Sony's S-Master HX™ full digital amplifier, music is played with more delicate and dynamic sound than ever before. Meanwhile, DSEE HX™, Sony's unique upscaling technology, enhances compressed music files like MP3 formats to near High-Resolution Audio quality.</p>	<p>\$299.00 (NWZ-A25HN) \$399.00 (NWZ-A26HN)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Free Micro SD Card, screen protector and casing
ICD-SX713		<p>4GB SX series stereo recorder with 2-way adjustable microphones, delivering CD quality performance recording with clear sound.</p> <ul style="list-style-type: none"> ▪ Selectable Linear PCM/MP3 Recording ▪ High Quality 2 way adjustable Microphones ▪ Intelligent Noise Cut ▪ Digital Pitch control / Digital Voice Up ▪ Track Mark ▪ Cross-memory recording function 	<p>STAR BUY \$129.00 (Original price - \$299.00)</p>



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<p>SRS-X11</p>		<p>With its tiny 61mm x 61mm x 61mm cube-design, the SRS-X11 is the smallest speaker in the range. Despite its small body, the SRS-X11 still packs a punch as it combines the power of 10W with two passive radiators, allowing you to enjoy a rich, deep bass.</p> <ul style="list-style-type: none"> ▪ Easy Bluetooth® connectivity with NFC One-touch ▪ Lightweight, portable design ▪ Recharge via micro-USB ▪ Deep bass with dual passive radiators ▪ Take hands-free calls 	<p>\$59.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$40 Discount
<p>SRS-X3 and SRS-X33</p>		<p>The SRS-X33 delivers outstanding sound quality while fitting nicely in your bag. Perfect for enjoying music in the summer sun, its internal rechargeable battery lasting 12 hours won't ever let you down, so you can bring entertainment with you all day long.</p> <ul style="list-style-type: none"> ▪ DSEE upscaling restores quality of compressed files ▪ S-Master digital amplifier for pure sound quality ▪ Easy Bluetooth® connectivity with NFC One-touch ▪ Great-sounding music with ClearAudio+ ▪ Up to 12 hours of battery life 	<p>\$99.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$100 Discount



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<p>SRS-X55</p>		<p>For a compact speaker, the SRS-X55 and SRS-X5 reaches new levels of sound quality combined with an incredibly stylish design. Its 2.1 channel system and dual passive radiators deliver a beat-dropping output power of 30W, enough to crank up your tunes for a great party.</p> <ul style="list-style-type: none"> ▪ Streaming with Bluetooth ▪ One-touch listening via NFC ▪ S-Master digital amplifier 	<p>\$149.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$150 Discount
<p>MDR-1ABT</p>		<p>The MDR-1ABT headphones is the ideal way to showcase high quality sound on-the-go. In addition to delivering outstanding sound quality, it offers remarkable comfort with ergonomic ear pads and a wraparound design for improved fit which also prevents sound leakage.</p> <ul style="list-style-type: none"> ▪ High-Resolution Audio compatible ▪ Responsive Liquid Crystal Polymer driver for clarity ▪ Simplified Bluetooth® connectivity with NFC One-touch ▪ Up to 30 hours of battery life ▪ Beat Response Control reduces heavy bass distortion 	<p>\$449.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$50 Discount
<p>PS4 Season's Greeting Pack</p>		<p>Enjoy a happy and crazy gaming session with friends and family members. It includes a PlayStation®4 game console (500GB, Jet Black), PS4® best-selling board game titles "Monopoly Family Fun Pack" (Disc Version), PlayStation® Plus 3-month Subscription Card and PS4® 1-year extended warranty service.</p>	<p>\$529.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ 50% DualShock® 4 with every purchase of Season's Greeting Pack



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***The BRAVIA™ models will be showcased at Booth No. 8230, at the Courts Booth (located near the Sony booth)**

<p>KD-43X8300C</p>		<p>Every moment is made unforgettable with BRAVIA™ X8300C. Be thrilled with unprecedented detail and colour that breathes life into every scene. Enjoy a world of apps and online content – and future-proof yourself for tomorrow's 4K world.</p> <ul style="list-style-type: none"> ▪ Introductory 4K LCD TV series, which expands the 4K experience to multiple screen size options. ▪ Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video. ▪ 4K X-Reality™ PRO to bring a stunning detail with Sony's unique algorithm of reality creation database for whatever they are watching such as TV broadcast, DVD, Blu-ray disc, internet videos and digital still photos. ▪ Supports Google's latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices. ▪ Voice Search is available through a remote equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television. ▪ Other features: Ready for the latest 4K new spec "HEVC" and "VP9" which can receive 4K distribution services and YouTube in 4K. 	<p>\$1,299.00 (43 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$500 Cashback <p>\$1,999.00 (49 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$600 Cashback
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<p>KD-65X9300C</p>		<p>X9300C is the ultimate expression of 4K. Absolute picture perfection is matched with rich, full sound that's true to the original source and an exciting new user experience.</p> <ul style="list-style-type: none">▪ Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video.▪ 4K X-Reality™ PRO to bring a stunning detail with Sony's unique algorithm of reality creation database for whatever they are watching such as TV broadcast, DVD, Blu-ray disc, internet videos and digital still photos.▪ Brilliant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy by the new engine.▪ X-tended Dynamic Range™ Pro (75" model) and X-tended Dynamic Range™ (65" model) enhanced by the new 4K Processor engine to produce our best contrast ever – capturing every shade of light.▪ Supports Google's latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices.▪ Voice Search is available through a remote equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television.▪ Powerful front-facing speakers (tweeters, woofers, and sub-woofers) produce clear dialogue and deep bass while also supporting Hi-Res Audio to complement the 4K picture.	<p>\$6,799.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ \$2,200 Cashback
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		<ul style="list-style-type: none"> Other features: Ready for the latest 4K new spec "HEVC" and "VP9" which can receive 4K distribution services and YouTube in 4K. 	
KD-75X9400C		<ul style="list-style-type: none"> Greater clarity, color and contrast with "our new" powerful 4K processor X1 chip Upscale to near 4K resolution, regardless of source with 4K X-Reality™ PRO See more colours than before with TRILUMINOS™ Display Bright image without compromising on colors made real with X-tended Dynamic Range Pro Uncompromised Hi-Resolution Audio quality Sony's Android TV for an unlimited enjoyment of various content from apps to movies, between different Android devices 	<p>\$9,799.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> \$2,200 Cashback
KD-55/65X9000C		<p>The thinnest LCD TV yet from Sony, at approximately 4.9mm (at its thinnest part); the revolutionary floating style is virtually frameless and mounts flush to your wall.</p> <ul style="list-style-type: none"> Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video. 4K X-Reality™ PRO to bring stunning details with Sony's unique algorithm of reality creation database for whatever they are watching, such as TV broadcast, DVD, Blu-ray disc, internet videos and digital still photos. Brilliant, expanded colour with TRILUMINOS™ Display, further enhanced for colour accuracy by the new engine. Supports Google's latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater 	<p>\$4,099.00 (55 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> \$900 Cashback <p>\$6,599.00 (65 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> \$2,400 Cashback



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		<p>connectivity than ever before by enabling them to cast content from mobile devices.</p> <ul style="list-style-type: none"> ▪ Voice Search is available through a remote equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television. ▪ Other features: Ready for the latest 4K new spec “HEVC” and “VP9” which can receive 4K distribution services and YouTube in 4K. 	
<p>KD-49/55X8000 C</p>		<ul style="list-style-type: none"> ▪ Introductory 4K LCD TV series, which expands the 4K experience to multiple screen size options. ▪ Features new 4K Processor X1 to improve clarity, colour accuracy and contrast of HD and 4K video. ▪ 4K X-Reality™ PRO to bring a stunning detail with Sony’s unique algorithm of reality creation database for whatever they are watching such as TV broadcast, DVD, Blu-ray™ disc, internet videos and digital still photos. ▪ Supports Google’s latest Android TV operating system, making it easy to stream videos, function as a gaming device and provide enhanced features. Google Cast™ will provide users with greater connectivity than ever before by enabling them to cast content from mobile devices. ▪ Voice Search is available through a remote equipped with a microphone. With access to Google Play™, consumers can enjoy what they like to do on a smartphone or tablet, from their television. ▪ Other features: Ready for the latest 4K new spec “HEVC” and “VP9” which can receive 4K distribution services and YouTube in 4K. 	<p>\$1,699.00 (49 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$400 Cashback <p>\$2,299.00 (55 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ \$700 Cashback



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<p>KD-55/65/76X8500D</p>		<ul style="list-style-type: none">▪ HDR compatible to receive and process the new video standard signal with higher brightness, higher contrast and more vibrant colours via Internet video services, HDMI and USB port.▪ Features 4K Processor X1 to improve clarity, colour accuracy and contrast of HD, 4K and 4K HDR videos.▪ Features vibrant, expanded colour with TRILUMINOS Display, further enhanced for colour accuracy.▪ Uses 4K X-Reality™ PRO to produce stunning detail with Sony's unique algorithm of reality creation database for any content, such as TV broadcasting, DVD, Blu-ray Disc, Internet video and digital photos.▪ The ultra slim design comes with sleek rear design and clean cable management for table top mount.▪ Android TV lets you explore a world of movies, music, photos, games, search, apps and more. Voice Search to find content, ask questions and control your TV. With Google Cast™, you can easily send content from your smartphone or tablet to the TV. With access to Google Play™, you can enjoy what they like to do on a smartphone or tablet, from their TV.▪ Sony's exclusive Content Bar user interface allows you to comfortably browse content quickly and intuitively without disrupting your TV viewing.	<p>\$2,999.00 (55 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ \$300 Cashback <p>\$4,799.00 (65 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ \$1,200 Cashback <p>\$6,999.00 (76 inch)</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ \$2,000 Cashback
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<p>HT-CT780</p>		<p>Bring added definition to your home entertainment system and enjoy high-quality audio with the Sony HT-CT780 2.1 Wireless Sound Bar and wireless subwoofer. S-Master digital amplifier for pure sound quality</p> <ul style="list-style-type: none"> ▪ Great-sounding music in one step with ClearAudio+ ▪ Easy Bluetooth connectivity with NFC One-touch wireless audio streaming ▪ S-Force PRO Front Surround creates cinematic audio Stream and control right from your smartphone with SongPal 	<p>\$629.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ Purchase with purchase at \$629 with purchase of any BRAVIA™ TV
<p>HT-CT380</p>		<p>Add immersive audio to your existing home theater setup with this Sony HTCT380 soundbar, which features 300W peak power and comes with a wireless subwoofer for a robust, dynamic soundscape. A Bluetooth interface simplifies pairing with select devices.</p> <ul style="list-style-type: none"> ▪ 300W peak power that enables robust audio. ▪ Full-range speaker with diffuse that creates an immersive soundscape. ▪ Wireless subwoofer. Adds thunderous bass tones. The slim design takes up minimal space. ▪ Dolby TrueHD and DTS-HD Master Audio support ▪ Bluetooth interface ▪ SongPal mobile app ▪ Supports 4K pass-through with support for 60p, 4K content ▪ Inputs include 3 HDMI and 1 optical digital audio. ▪ Outputs include 1 HDMI. ▪ Brackets 	<p>\$539.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ 10% Discount



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<p>HT-CT180</p>		<p>Take your seat in the front row with the HT-CT180 sound bar. Experience clear, dynamic sound in your movies and music with a wireless subwoofer and 2.1ch virtual surround. It's styled to match your TV and simple to set up, so you'll be able to effortlessly experience great, room-filling movie soundtracks and concerts.</p> <ul style="list-style-type: none"> ▪ S-Master digital amplifier for pure sound quality ▪ Great-sounding music in one step with ClearAudio+ ▪ Easy Bluetooth connectivity with NFC One-touch ▪ Dynamic bass, no cable clutter, with a wireless subwoofer ▪ Virtual surround sound creates cinematic audio 	<p>\$339.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ 15% Discount
<p>BDP-S5500</p>		<p>With the BDP-S5500's built-in super Wi-Fi®, you can browse the best online entertainment on the big screen. Smooth, fast streaming means you'll enjoy Internet content with fewer interruptions and greater picture quality. Upscaled and native 3D Blu-ray movies also come to life in Full HD 3D for a more immersive viewing experience.</p> <ul style="list-style-type: none"> ▪ 3D capable, Full HD1080p Blu-ray Disc playback with 2D to 3D conversion for 3D compatible TVs ▪ Outstanding Wi-Fi performance with superior wireless reception for streaming over 300 online applications and services ▪ Miracast™ technology mirrors mobile device on compatible TVs ▪ TRILUMINOS™ Display technology produces high-quality images ▪ Quick Start/Load allows watching movies faster than ever ▪ Easy access to Apps and functions with a new and customisable user interface 	<p>\$183.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none"> ▪ 20% Discount



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BDP-S3500		<p>Stream and browse easily with the BDP-S3500, a Wi-Fi® optimized Blu-ray Disc™ player that plays online shows and media seamlessly in Full HD. Explore mobile content on your TV with screen mirroring, and learn more about your programs with TV SideView — an app that lets you remotely control the player with your mobile device.</p> <ul style="list-style-type: none">▪ Full HD1080p Blu-ray Disc playback▪ Outstanding Wi-Fi performance with superior wireless reception for streaming over 300 online applications and services▪ Miracast™ technology mirrors mobile device on compatible TVs▪ Quick Start/Load allows watching movies faster than ever▪ Easy access to Apps and functions with a new and customisable user interface	<p>\$135.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ 15% Discount
BDP-S1500		<p>Watch your favorite movies in Full HD with the BDP-S1500. Images are detailed and clear, and colors take on a rich new intensity thanks to TRILUMINOS® color. Super quick start delivers fast loading times and boots up in less than a second, so you can get straight to the action.</p> <ul style="list-style-type: none">▪ Full HD1080p Blu-ray Disc playback▪ Easy, convenient streaming of online applications and services▪ Quick Start/Load allows watching movies faster than ever▪ Easy access to Apps and functions with a new and customisable user interface	<p>\$111.00</p> <p>Exclusively at IT Show 2016:</p> <ul style="list-style-type: none">▪ 20% Discount