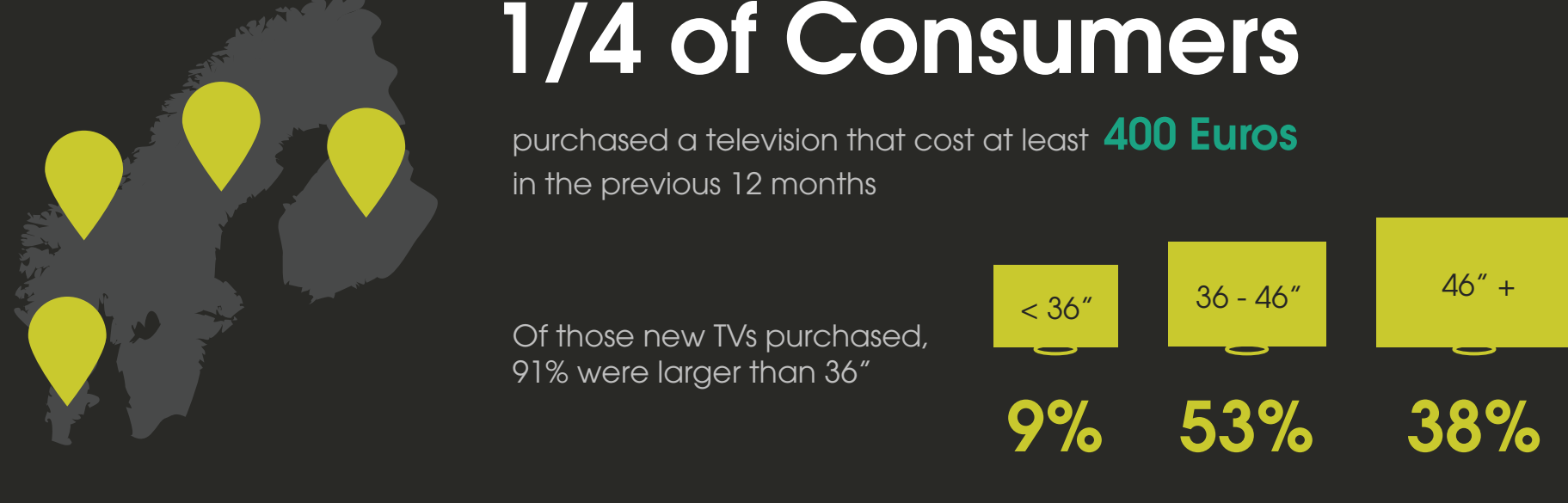
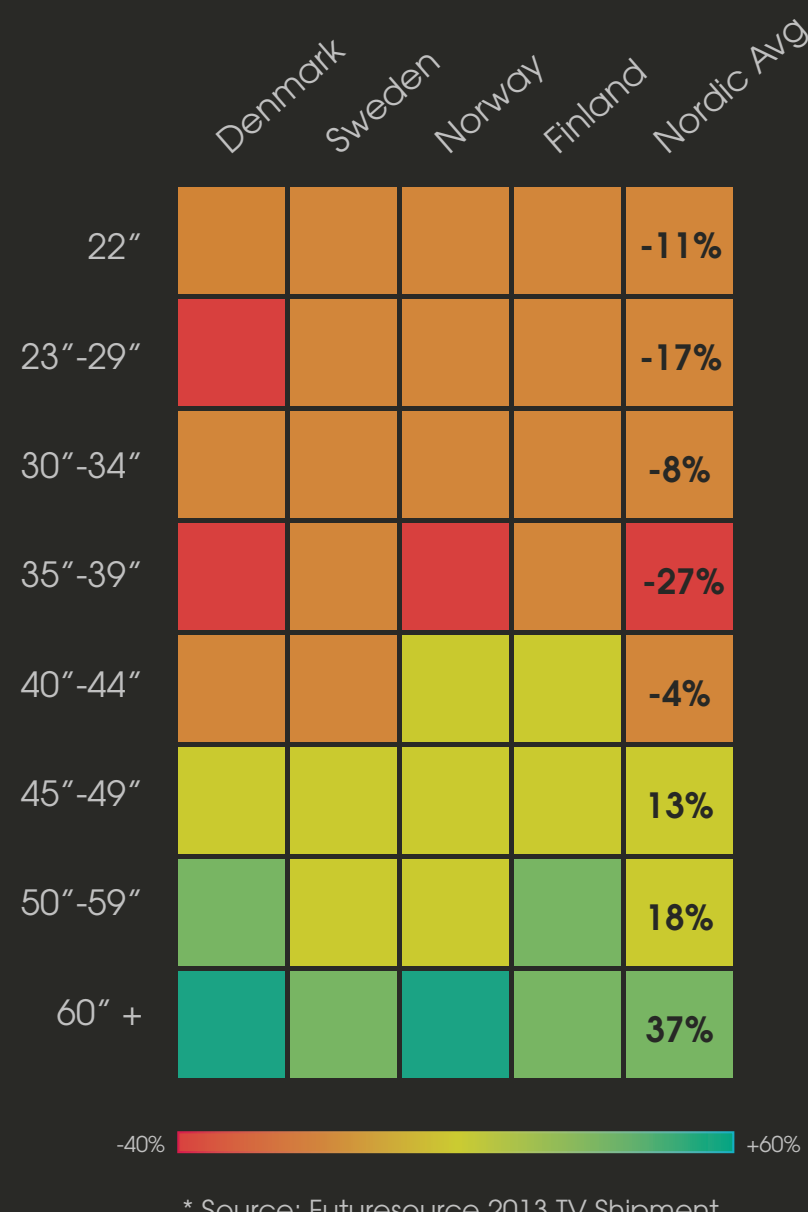


The 4K UltraHD TV Revolution

A recent survey of consumers in Sweden, Denmark, Norway, and Finland found that

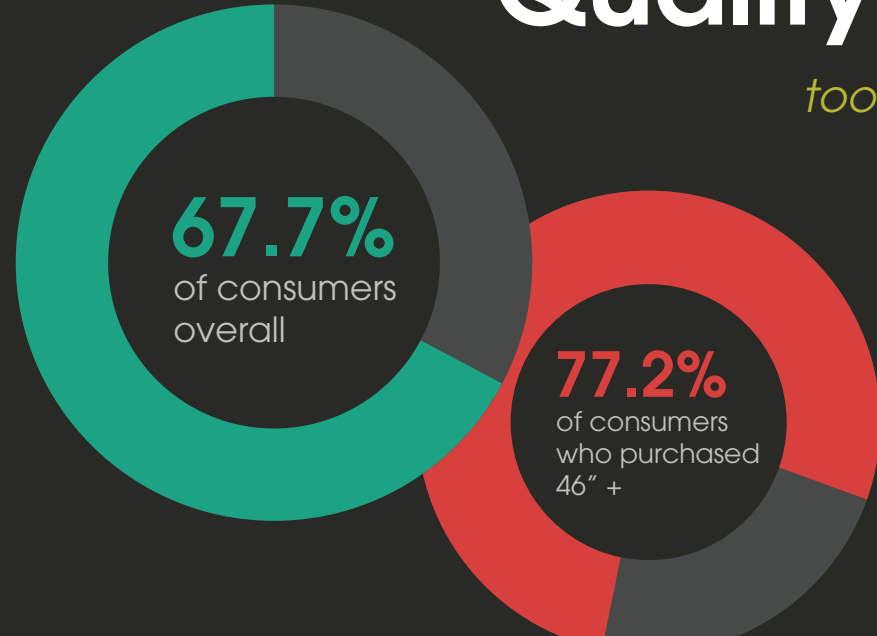


Consumers are buying fewer small screen TVs and more large screen TVs



Size matters...but consumers want

Great Picture Quality

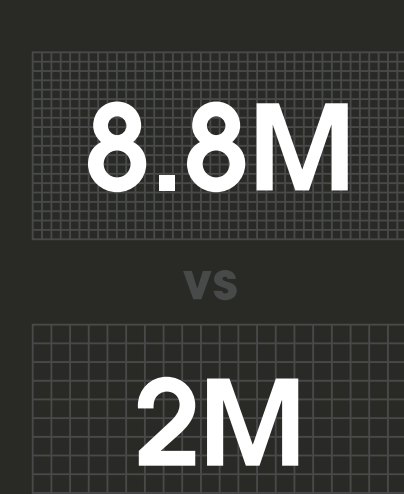


list picture quality as very important

THAT IS WHERE THE

4K UltraHD TV comes in

The 4K screen is sharper...



* pixels per frame for a standard 1080p HD TV

which translates to

**CRISPER IMAGES
MORE VIVID COLORS
& SHARPER CONTRAST**

to make home viewing closer to a movie theater experience

Sony's cutting edge technology means more options for consumers in 2013



To make sure viewers have plenty of content to enjoy on their cutting-edge TVs, Sony is converting numerous movies

OVER 100 SO FAR

MOST NEW FILMS ARE BEING SHOT IN 4K

audiences can rest assured that picture quality will continue to be a part of their TV and movie viewing experience

4K Ultra HD TV isn't just beautiful

It's also smart

Consumers want their technology to be smart, and easy to use. Here's how respondents felt about incorporating smart technology...



Viewers with content on multiple devices such as smartphones, tablets, or camcorders can take advantage of new technologies that are just coming to market:

1

Mobile High-Definition Link (MHL)

Viewers with content on mobile devices can plug their devices into the MHL port on their TVs and experience better sound and video than USB or HDMI connections.

And, MHL charges the device while it's playing, so consumers don't have to worry about their batteries running out while they're watching their favorite content.

2

NFC One-Touch

Viewers can also transfer photos or video directly to the TV in the simplest way possible, using NFC one-touch. Just hold a Sony phone next to a Sony remote and the data transfers in a literal blink of an eye.

3

Search

Sony created a new way to search through content via the SideView app.

SideView lets you perform a single, cross-category search, including TV schedules, recorded programs anywhere on your home network, music files, Internet content - practically any file that's stored on any device in your home - all without interrupting your TV viewing.



4K UltraHD TV is the future

At the turn of the 21st century, HD was the future of TV.

Today, 4K combined with the ability of smart TVs to play and search for content stored on multiple mobile devices is the new cutting edge. Awareness of these technologies will only continue to grow.



These technologies give viewers the freedom to enjoy a theater-quality experience at home, whether they're watching live broadcasts, feature films, or smartphone videos.

SONY

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