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# **BRAVIA™ goes eco: Sony debuts greenest ever TV range.**

Now you can cut your carbon footprint while enjoying your favourite TV shows in sparkling Sony Full HD.

For Spring 2009, Sony introduces the greenest-ever BRAVIA™ LCD television line-up. Consuming an average of 20-30% less power than last year's BRAVIA™ range, the new line-up cuts household energy bills without compromising superlative Full HD picture performance.

## **BRAVIA™ WE5 'eco TV'**

The new eco-friendly BRAVIA™ line-up is headed by the innovative WE5 series that sets new standards for energy efficiency. Packed with power-conserving features, the strikingly styled LCD TV consumes over 50% less power than its predecessor.

Available in two screen sizes (40-inch, 46-inch), the new BRAVIA™ WE5 series is one of the most energy-efficient HD televisions available.

Key to its remarkable energy saving performance is a new micro-tubular Hot Cathode Fluorescent Lamp (HCFL) backlight that boosts efficiency without compromising superb BRAVIA™ picture quality.

The WE5 marks the debut of other energy saving innovations. It's the first BRAVIA™ with an intelligent Presence Sensor that detects the body heat and movement of anyone sitting within normal range of the screen. If the viewer leaves the room – to answer the door or during a commercial break – the sensor activates an energy-saving 'picture off' mode, while leaving TV sound on. The picture turns back on as soon as the viewer re-enters the room. If no movement is detected in the room – perhaps when you've fallen asleep in front of the screen – the set automatically switches to standby after 30 minutes.

It's also the first BRAVIA™ with a new Energy Saving Switch that cuts electricity bills still further. Other televisions draw a small amount of power when they're in standby or even when switched off. Flipping a conveniently-placed switch on the WE5 turns the set off completely. Switch back on

again and the TV returns immediately to its previous state. It's a smarter, more convenient alternative to manually unplugging the TV when it's not in use.

The WE5 includes a unique easy-to-use electronic on-screen operation manual that reduces the need for printed paper instructions.

Aside from its eco credentials, the WE5 series delivers effortless picture performance with your favourite movies, TV broadcasts and games. The Full HD 1080p LCD panel is complemented by Sony's new BRAVIA Engine™ 3 that cleans, filters and optimises image data to reduce picture noise while boosting contrast and colour range. Motionflow 100Hz technology with Image Blur Reduction doubles the displayed frame rate for smoother, sharper sports and fast-moving action scenes.

### **Greenest ever BRAVIA™ line-up**

Alongside the WE5, the entire 2009 BRAVIA™ range delivers remarkable energy efficiency without sacrificing vibrant HD picture quality.

Most 2009 models carry the 'EU Flower' an Eco-label introduced by the European Commission to certify greener, more environmentally friendly products that comply with strict ecological and performance criteria.

Eco settings on all models are conveniently grouped together for easy access via the television's settings menu.

Reducing LCD panel power consumption, most 2009 BRAVIA™ models feature a Light Sensor that automatically adjusts backlight brightness depending on ambient room light. Complementing the auto Light Sensor, there's a selectable power saving mode that reduces backlight illumination levels for comfortable viewing in dim light.

An 'Idle TV' mode functions like a PC screensaver, switching off the TV picture to conserve energy if there's been no user activity for a preset time. It's complemented by a sleep/timer function that switches the set to standby after a preset time: it's a useful way of saving energy if you're inclined to drop off during late-night movies.

PC Power Management mode switches automatically to standby if no signal is received from a connected computer for 30 seconds. It's handy if you've connected the TV to your computer for some big-screen gaming action, and want to take a few minutes break without switching everything off.

What's more, the increasingly space-saving design of 2009 BRAVIA™ models requires fewer product packaging materials. This further reduces carbon emissions during transportation.

"Sony consistently leads the way in reducing the environmental impact of its televisions and other electronic products", says Hiroshi Sakamoto, Vice

President, TV Marketing Europe. “As the remarkable WE5 demonstrates, this year’s BRAVIA™ line-up doesn’t just look and perform better than ever before. It’s an emphatic statement that Sony is serious about cutting the environmental footprint of everybody’s home entertainment experience.”

[Find out more about the BRAVIA WE5 Eco TV](#)

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Sony Corporation

Sony Corporation è una “creative entertainment company” con solide fondamenta basate sulla tecnologia. Dal gaming e i servizi online, alla musica, al cinema, all’elettronica, ai sensori di immagine e ai servizi finanziari - l’obiettivo di Sony è riempire il mondo di emozione attraverso il potere della creatività e della tecnologia. Per ulteriori informazioni relative a Sony, visitare il sito <http://www.sony.net/>.

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