

Sony Promises 4K Content With 4K TV

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One early adopter issue with 4K/Ultra HD TVs is the lack of content taking advantage of the format. Sony seeks to allay such worries with the Bravia XBR-84X900-- the TV ships with a pre-installed 4K content delivery system.



Sony promises it will even include exclusive "full-length feature Hollywood productions" recorded in 4K resolution. It fails to mention the names of the films in question, but Sony does own, well, Sony Pictures Entertainment.

The TV also carries Sony's own X-Reality PRO picture engine, which the company claims upscales regular video content to "near 4K quality."

Other than the content delivery system, the Bravia XBR-84X900 is similar to the recent glut of Ultra HD TVs-- it is 84-inch in size and handles resolutions of up to 3840x2160 with 8 million active pixels. Just like the 85-inch sets Toshiba, LG and Samsung have on offer...

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