

Sony: How to Promote 4K TV

Written by Bob Snyder
16. 12. 2013



A Costa Rican volcano erupts, spewing forth three tonnes of petals—who says there is nothing to watch on TV these days?

In its latest TV ad, Sony hopes to wow audiences with the detail and colour of 4K as 8 million vibrantly coloured petals erupt from a volcano and flow down the mountain to a local in Costa Rican village.

The ad, shot on Sony's revolutionary F55 and F65 professional cameras, captures the dynamic landscape and scenery in all its beauty

Sony also marks the arrival of its 55" and 65" X9 4K televisions.

Gildas Pelliet, Head of Marketing, Sony Europe, also said, "Sony is famous for creating iconic commercials. We wanted to create a visually impressive and artistic advert that best demonstrates what you experience with a Sony 4K TV - 4 times the detail of current Full HD TVs. The ad has a cinema-like experience with pin sharp images and dramatic scenery."

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“When you watch the new ad on our X9 4K TV you can really see for yourself the fantastic clarity in colour; thanks to the exclusive TRILUMINOS Display technology. The 4K Ultra HD TV market is expanding rapidly and Sony is leading its development through our involvement in 4K from production of content through to 4K digital cinema and bringing the best 4K experience in to your living room.”

Watch [The Sony 4K Commercial](#)