

Sony Goes for Big 8K TVs at CES

Written by Frederick Douglas
14. 01. 2019

Sony is not one to be left out of the 8K TV race as it presents a massive high-resolution display at CES 2019-- the Z9G 8K LCD TV, available in 85- and 98-inch sizes holding no less than 33 million pixels.



Part of the Master Series, the Z9G promises "the pinnacle of picture quality," with the latest Picture Processor X1 Ultimate image processor and X-Reality PRO technology ensuring all content, regardless of native resolution, looks at its best. To do so, the TVs also use "a unique algorithm specially developed for 8K that can intelligently detect and analyse each object in the picture, resulting in exceptional detail and contrast for a more realistic picture that represents the creators' intent."

Further features in the Z9G include a Backlight Master Drive with full-array dimming through independently controlled ultra-dense LED modules and an 8K X-tended Dynamic Range PRO system able to boost brightness exactly where required. On the audio side, Sony says LCD displays cannot handle the Acoustic Surface Audio+ technology found in OLED TVs, bringing the need for four front-firing speakers, two on top and two along the bottom.

Speaking of OLED, Sony does have TVs featuring the technology at CES-- the A9G, a 4K OLED display range offering 55-, 65- and 77-inch models. Sony says the A9G is "designed so that it appears to be floating on the wall," and offers the perfect blacks, superior contrast and super-wide viewing angles typical of OLED panels. Acoustic Surface Audio+ technology builds two actuators and two subwoofers right into the display, and the TV can also act as a centre channel in a larger audio system.

Both Z9G and A9G run on Android TV, bringing about Google Assistant and compatibility with both Google Home- and Amazon Echo-enabled smart speakers. An RF smart remote provide

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control, and adds a Netflix Calibrated Mode, IMAX Enhanced and Dolby Vision/Atmos. As for media, customers can hook the TVs with the UBP-X800M2, the latest Sony Blu-ray offering with support for Dolby Vision, HDR10 and HLG, as well as Dolby Atmos and DTS:X passthrough, just about every flavour of physical media (including SACD/DVD-A) and Netflix/YouTube streaming.

Availability details for all above mentioned Sony products should be released come Q2 2019.

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