

Sony 8K TVs Arrive in Europe

Written by Frederick Douglas
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The first 8K TV from Sony arrives in Europe-- the MASTER Series ZG9 HDR Full Array LED TVs, available in either 85- or 95-inch size and promising "the pinnacle of picture quality available to home viewers."



As the company claims, MASTER Series TVs provide premium picture quality, colour, contrast and clarity approaching professional-grade monitor levels. The ZG9 TVs carry the latest generation Picture Processor X1 Ultimate for accurate detail and contrast, with a "unique" algorithm able to detect and analyse each object in the frame to more accurately represent the intent of the creator.

Being 8K resolution, the ZG9 TVs offer four times the pixels of 4K (or 16 times the resolution of full HD), bringing the total pixel count to 33 million. Built-in 8K X-Reality PRO technology can upscale any content to reach "closer to true 8K picture quality," with a dedicated database allowing for more precise and detailed upscaling. Backlighting is also optimised for 8K with individually-controlled ultra-dense LED modules.

On the audio side, the TVs feature Acoustic Multi-Audio with x4 front facing speakers, x2 on the bottom and x2 on the top. A Centre Speaker Mode turns the TV into a centre speaker in a home cinema speaker, while Dolby Atmos support adds a wide sound field. Finally Sound-from-Picture Reality technology ensures viewers hear the sound coming from the screen, not from the speakers.

Powering the TVs is Android TV with a wide range of apps, including YouTube, Netflix and Prime Video. Built-in microphones allow voice control via either Google Assistant, and the TVs are also compatible with Amazon Echo devices, Apple HomeKit and AirPlay 2.

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The ZG9 TVs are available from June 2019.

Go [Sony's First 8K TVs on Sale Early June](#)