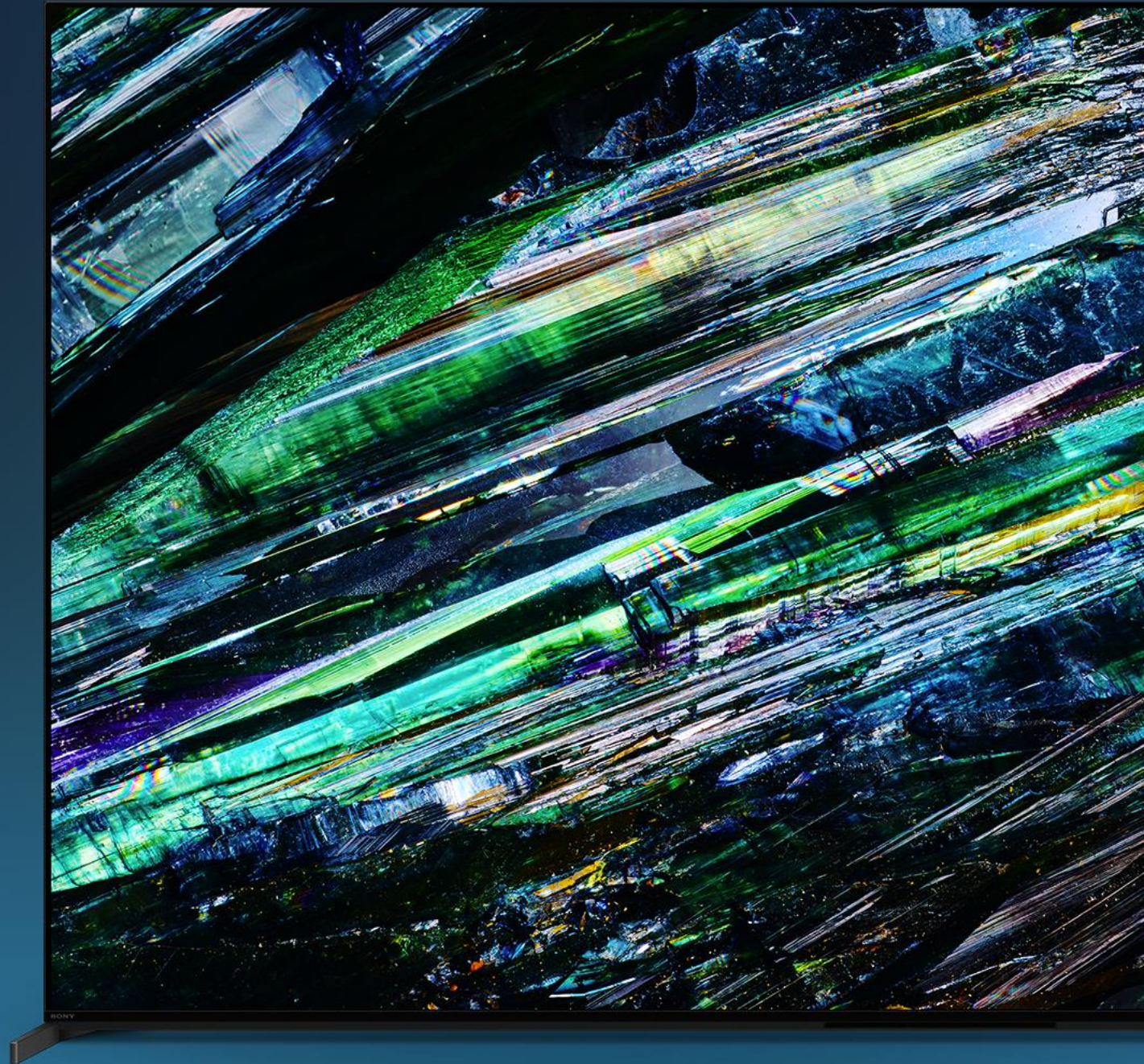


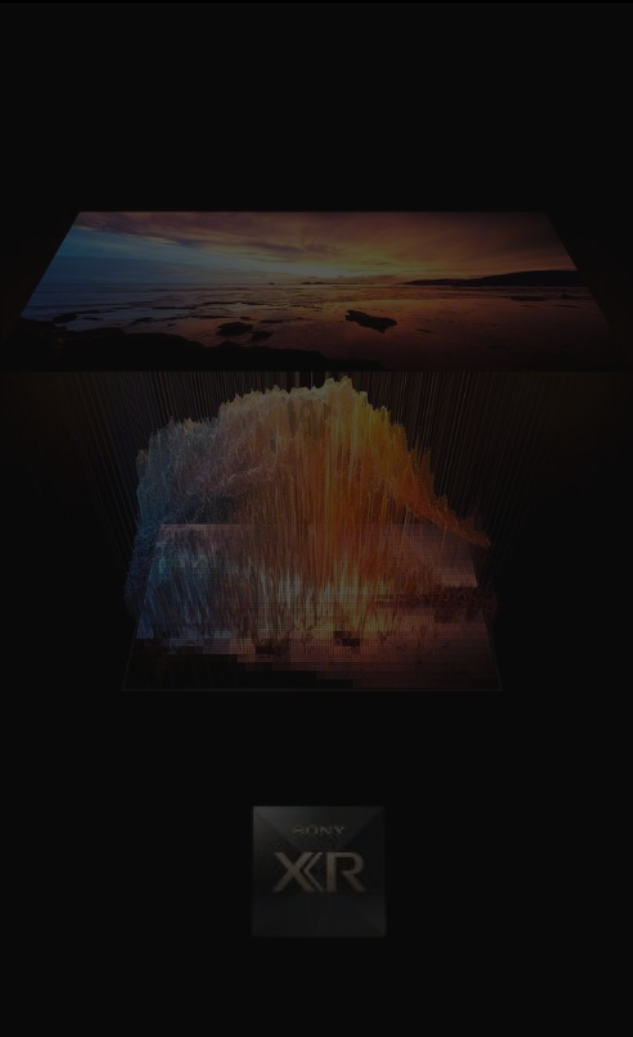
SONY

BRAVIA XR

A95L

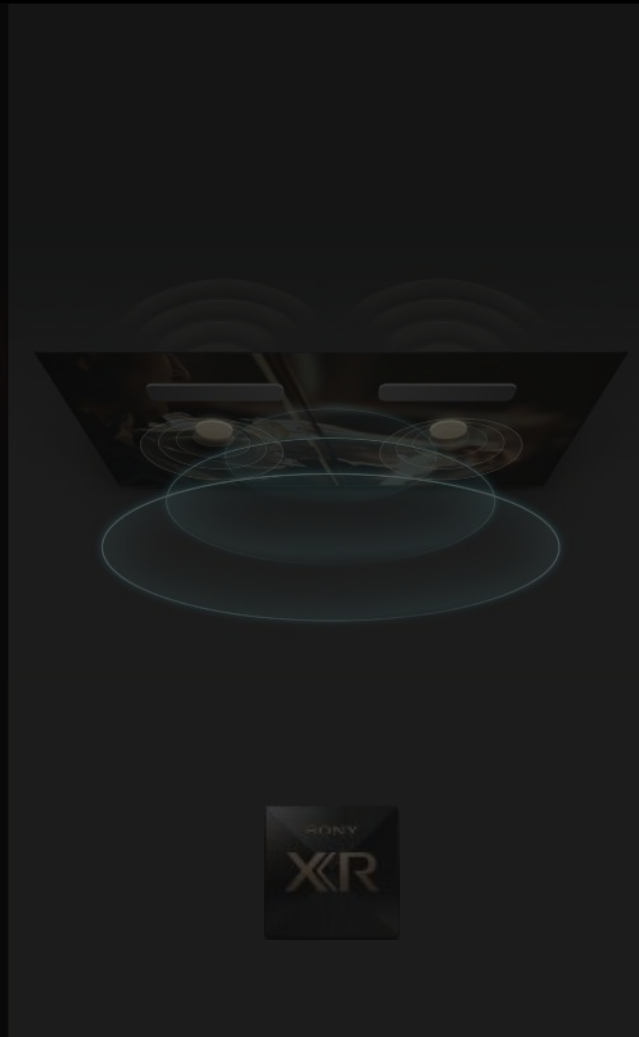


User Experience: Seamless Entertainment



XR Picture

Images with Human Intelligence



XR Sound

Truly Immersive Sound



User Experience

Seamless Entertainment



Design

All Immersion – No Distraction

BRAVIA XR: New Fluid UI

New, more contemporary UI with fluid motion and improved legibility

X95L(and below)

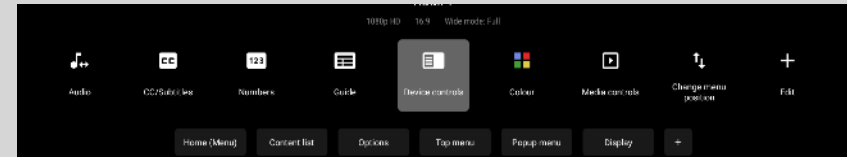


A95L

Icons



Control Menu

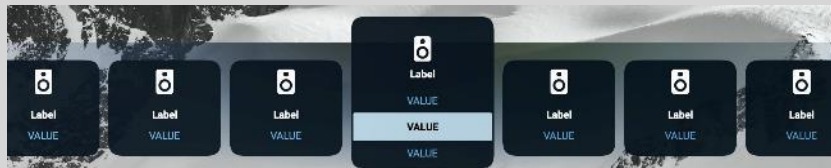
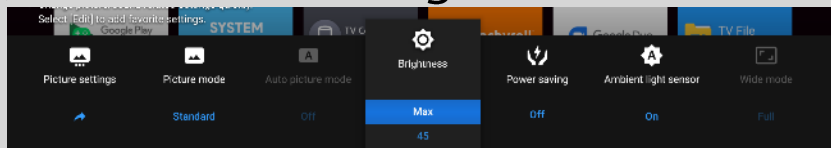


X95L(and below)

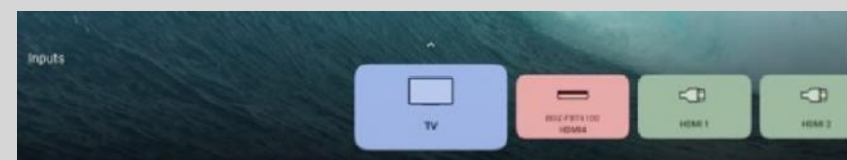
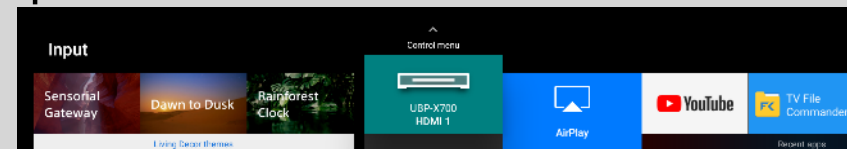


A95L

Quick Menu Settings



Input Menu



**Sample image. Actual design may be different*

BRAVIA XR: Bluetooth Headphone Connectivity

Connect your Bluetooth Headphones to the TV and be able to listen through the Headphones and TV at the same time

TV Sound

Control the TV Volume independently



Bluetooth Headphones

Control the Headphone Volume independently

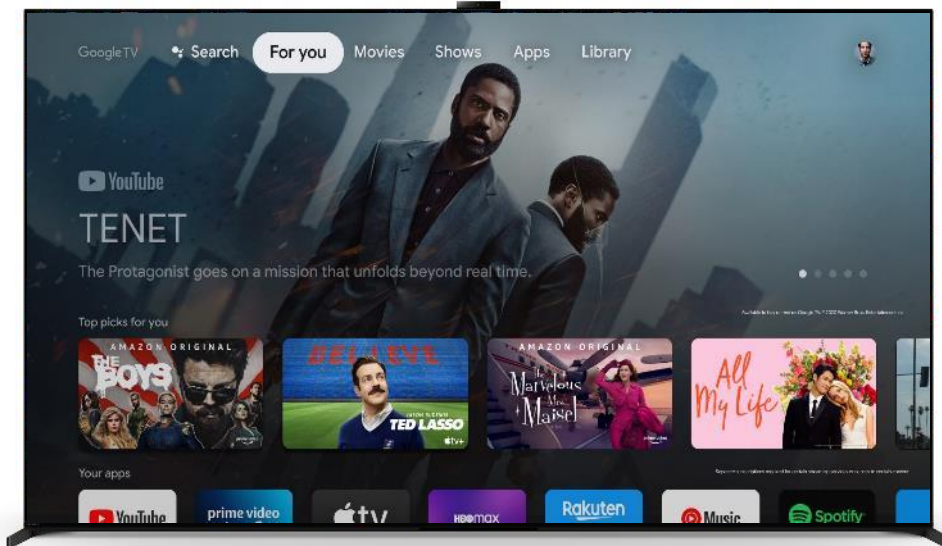
BRAVIA XR: Entertainment With A Little Help From Google



Content First Concept

Content Based UI

Personalization from Google AI



Mobile Connectivity

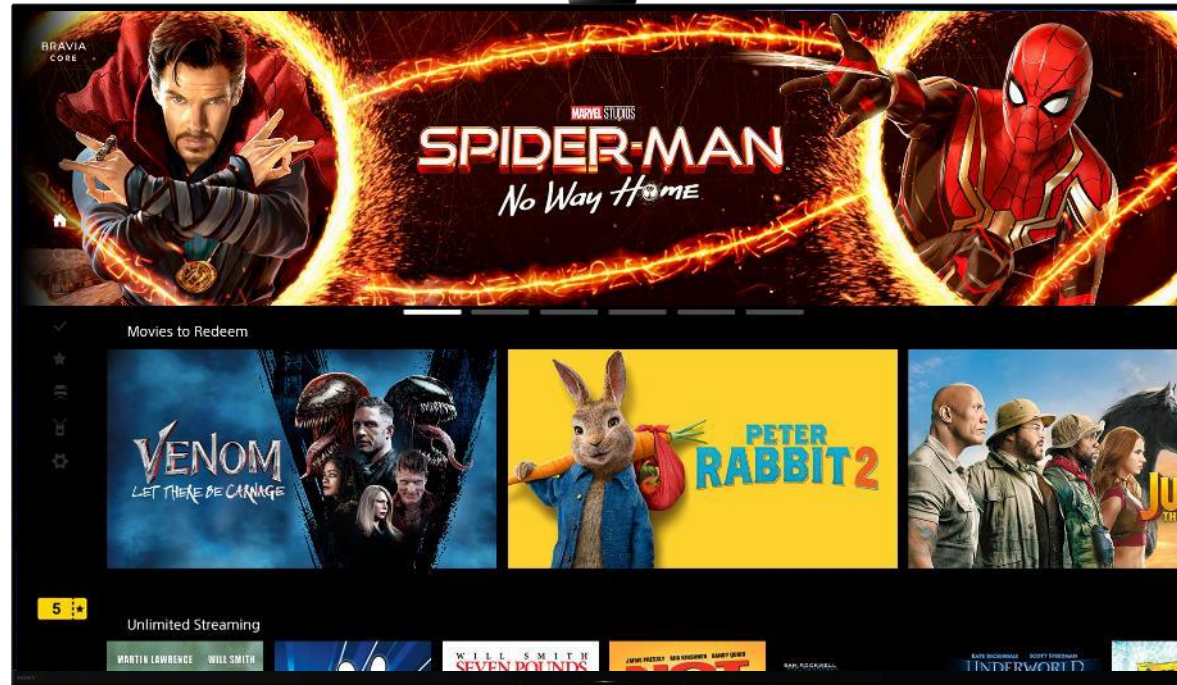
Add content to “Watch list” from mobile
Google part Initial setup with mobile



High Quality Content Included: BRAVIA CORE

Streaming Service **Exclusive to BRAVIA XR**
10 credits/24 months Unlimited Streaming

Technology
by



Entertainment
by



1

Movies to Redeem
Latest releases & Classics

2

Unlimited Streaming
Library of top movies

3

Pure Stream™
Stream in up to 80mbps

4

IMAX Enhanced
Largest library of IMAX movies

5

Dolby Atmos*
Immersive Sound

6

Studio Access
A look behind the scenes

Gaming: Perfect for PS5 – Game Menu – HDMI 2.1 Features

Perfect for PlayStation®5

**BRAVIA exclusive features
for PS5™ consoles**



PS5



A95L

Horizon Forbidden West™. Releasing 02/18/2022. ©2021 Sony Interactive Entertainment Europe. Developed by Guerrilla. Horizon Forbidden West is a trademark of Sony Interactive Entertainment LLC. PS5™ system sold separately. Design and specifications are subject to change without notice. Exclusive features. Software update is required, and will be available by end of January 2022.

"PS", "PlayStation", "PS5" and "PS5" are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

Perfect for PlayStation®5

- 4K/120 with HDMI 2.1
- Low Input Lag
- **XR Picture & Sound – Exclusive to BRAVIA**
- **Auto HDR Tone Mapping – Exclusive to BRAVIA**
- **Auto Genre Picture Mode – Exclusive to BRAVIA**

& New GAME MENU – VRR & ALLM – Multi-View* Dolby Vision Gaming* – FPS/RTS Picture Modes

Game Menu: Quick Access to Gaming Settings

Tailor your gaming settings
Simple user interface

The image shows a game menu overlay with the following settings:

Setting	Value
VRR	On
Motion blur reduction	Off
Black equalizer	Off
Crosshair	Off
Crosshair settings	Type 1
Screen size*	Off
Screen size* settings	→

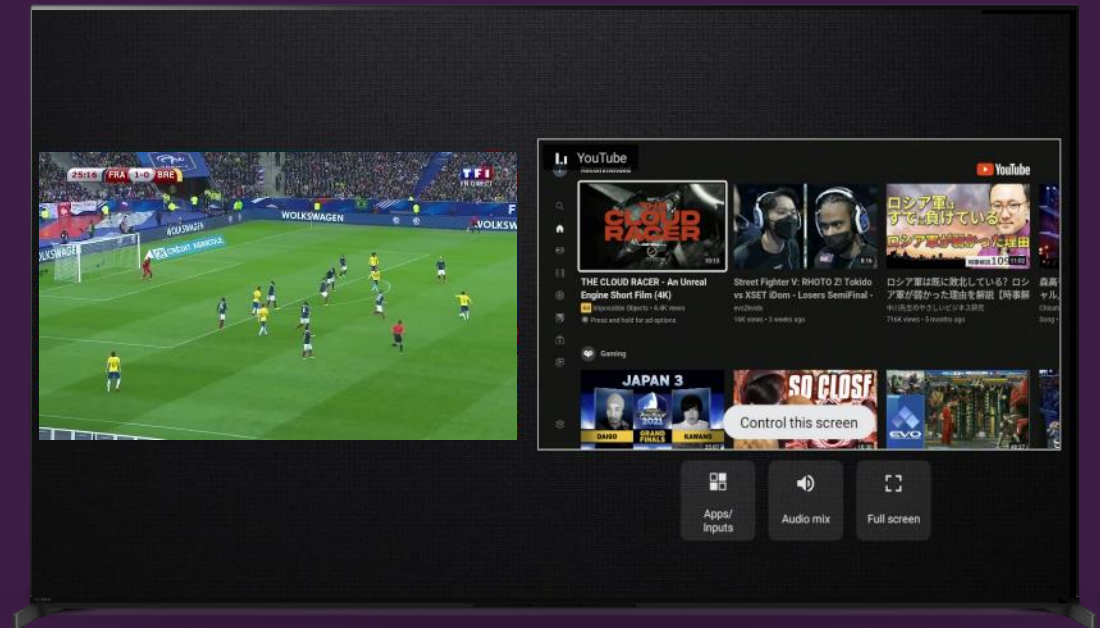
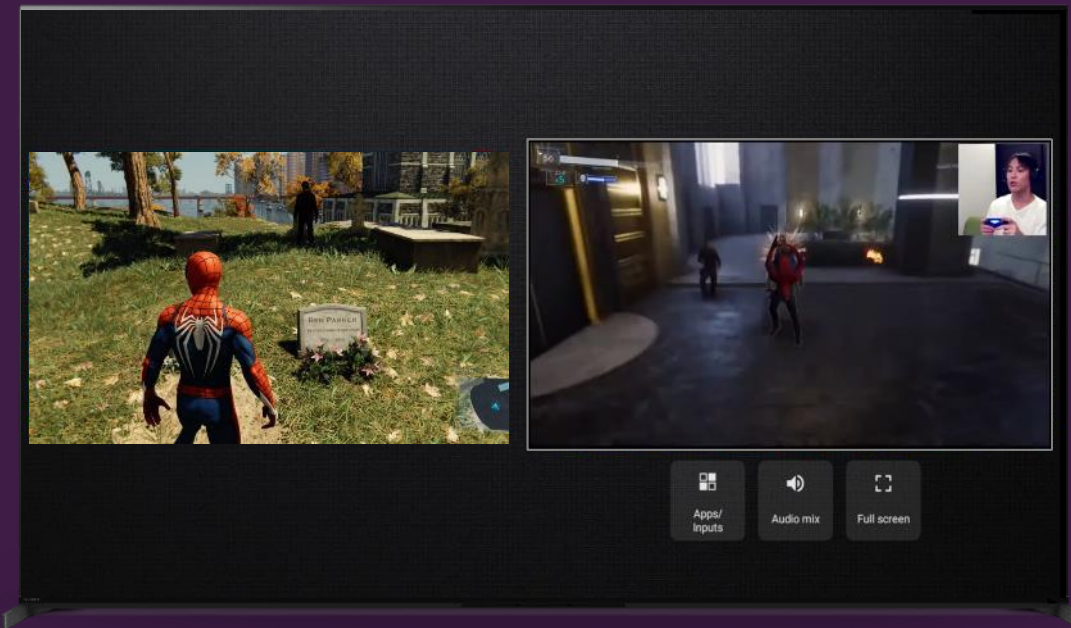
HDMI 3 (eARC/ARC) | PlayStation 5

Game Menu: Multi View – A95L Only

With Multi View, you can display two different video sources on the screen at the same time. The audio can be exclusive to either video source or mixed, so you can hear both at the same time

You can play your favorite console games while watching top player's guide video

Watch Live TV & OTT apps simultaneously and you will never miss important moment



EG/ PlayStation



+

EG/ YouTube



EG/ Broadcast/STB



+

EG/ YouTube



Game Menu: Dolby Vision for Gaming – A95L Only

Game Mode in the A95L now supports Dolby Vision, allowing you to game with enhanced HDR visuals while enjoying low input lag.

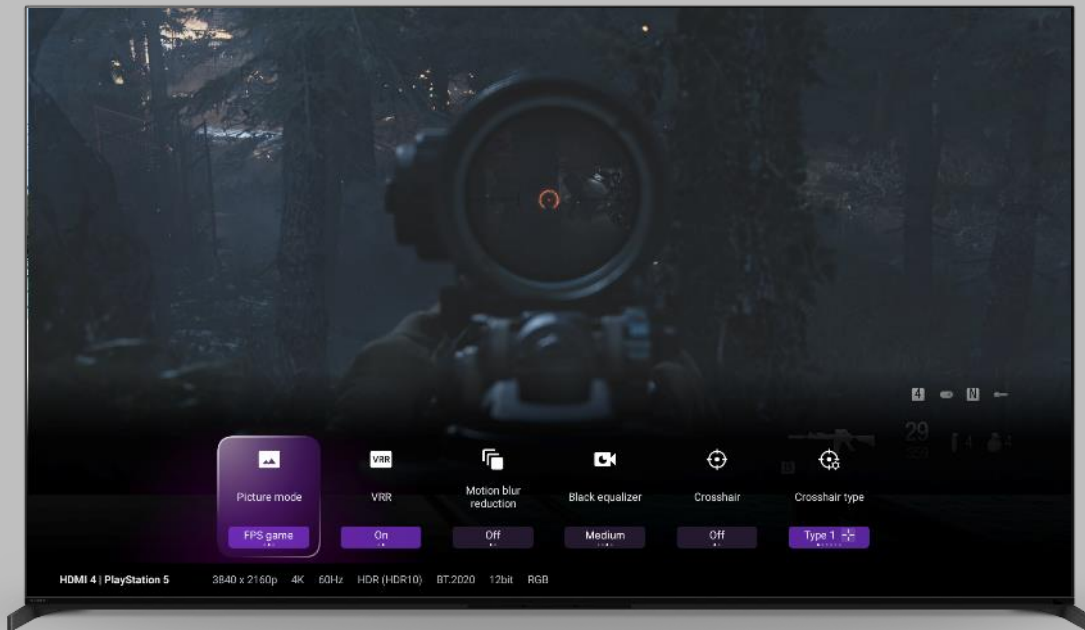
About 100 Dolby
Vision Gaming titles are available.
(As of Nov. 2022)



Picture Modes: FPS & RTS Game

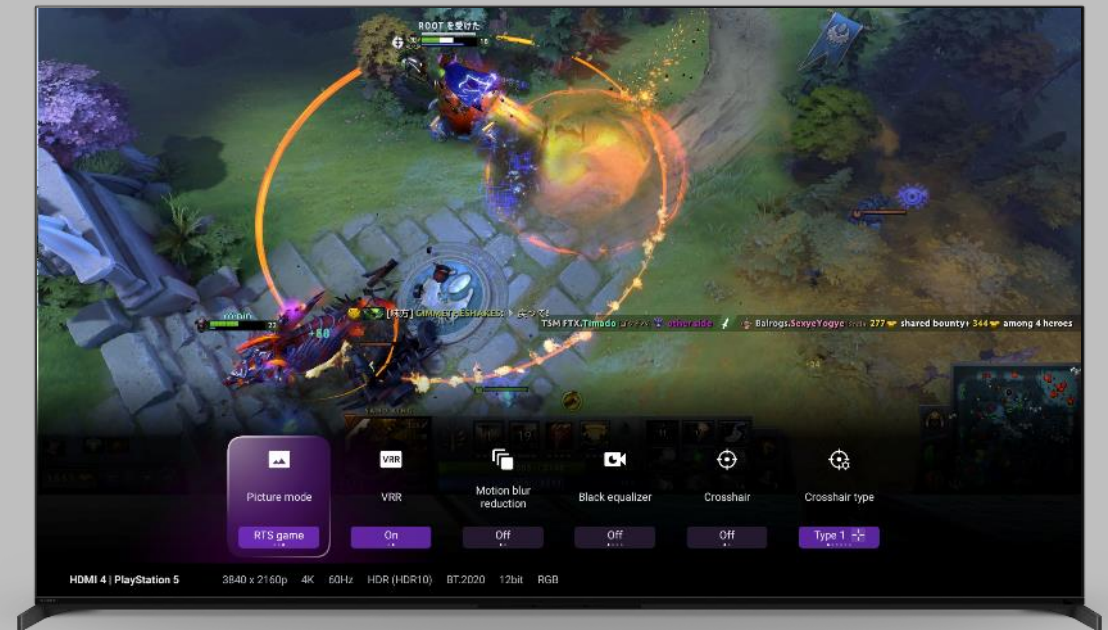
The A95L offers more for gamers with dedicated picture modes designed for 2 different types of popular gaming genres; First Person Shooter and Real Time Strategy

FPS Game.



FPS Game mode, or 'First Person Shooter' Game mode is a picture mode designed for FPS games which increases the gamma/brightness so you can easily see things lurking in the shadows!

RTS Game.



RTA Game mode, or 'Real Time Strategy' Game mode is a picture mode designed for RTS games which increase contrast and colour intensity around focus objects and points to improve their visibility.

Picture Modes: Calm

Calm Mode is a picture preset designed with calmer colors, subdued contrast, and lower brightness, reducing stimulation.

Standard Mode



In standard mode you get all the vibrancy, vivid colours and brightness you'd expect from a Sony BRAVIA, immersive and engaging.

Calm Mode.



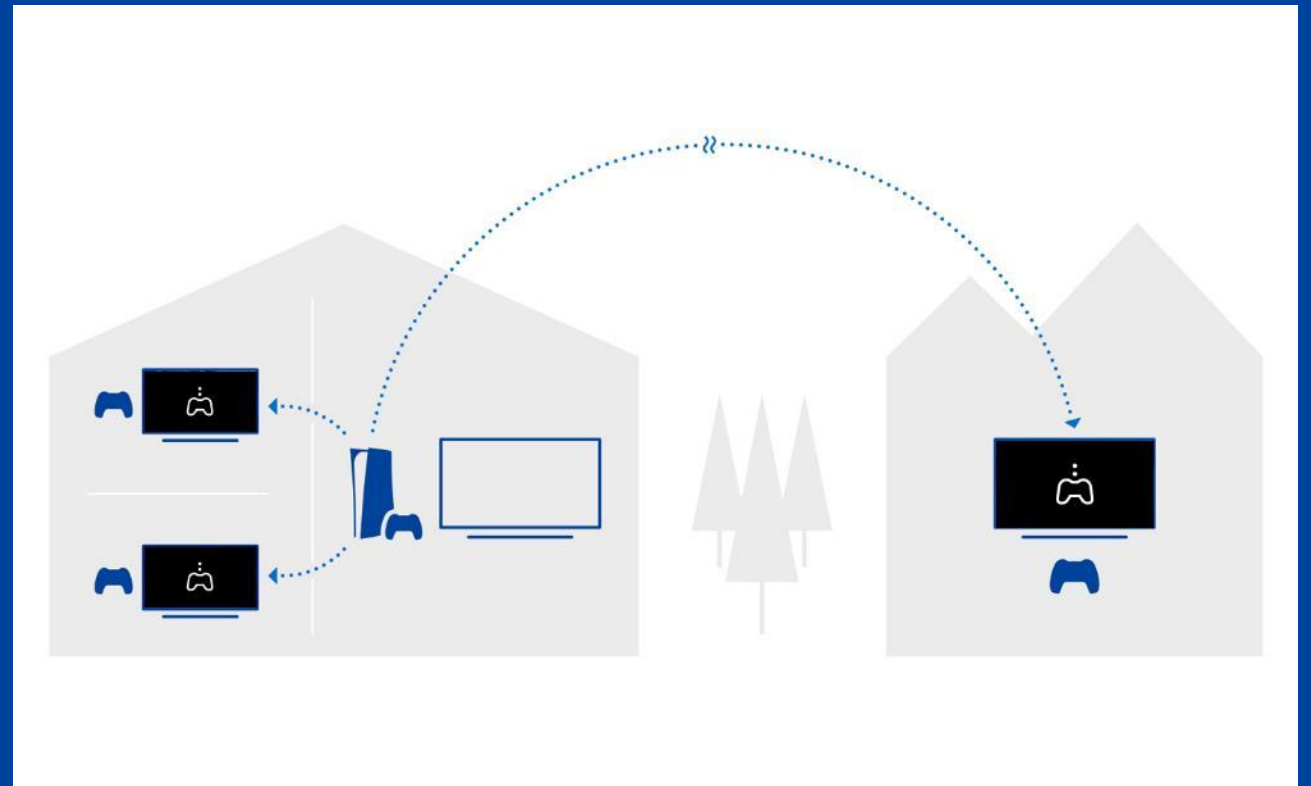
Calm mode gives calmer colours, subdued contrast and lower brightness reduces over-stimulation, especially for kids, ideal for winding down before bedtime.

PlayStation: PS Remote Play

PS Remote Play allows you to stream games from your PS5 or PS4 console to your A95L.
Search for the 'PS Remote Play' app on the Google Play Store.



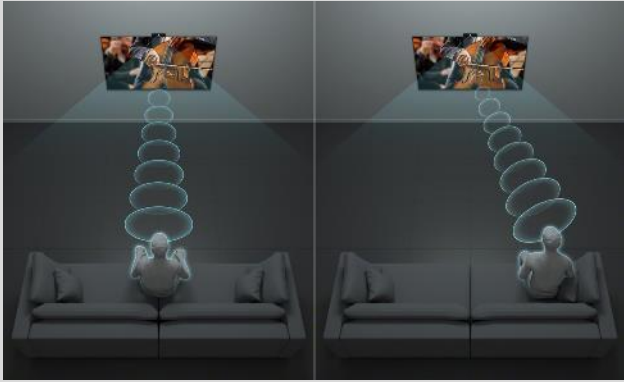
High-speed connection of at least 15mbps recommended
Minimum 5mbps required
2K60P maximum signal resolution



User Experience: BRAVIA CAM – Included with A95L



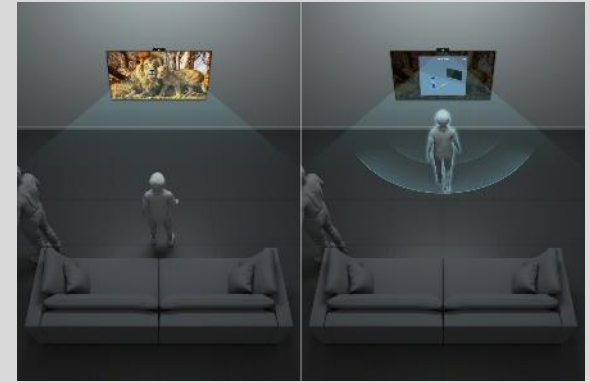
BRAVIA CAM: Discover New Ways To Enjoy TV



Ambient Optimization Pro



Gesture Control



Proximity Alert



Video Chat



Auto Power Saving



Privacy Control

New Remote: Premium Remote

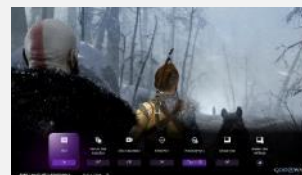


RMF-TX910U
Aluminium Finish

2023 New Features

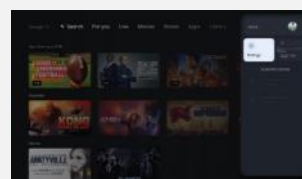
New Menu Key

Appearing menu differs by input
E.g. Game Console connected -> Gaming Menu pops up



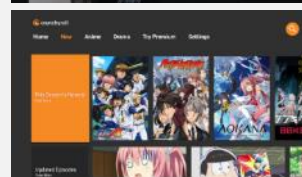
Google Dashboard

Launch Google Dashboard UI to access Google Account Manager, Notifications and other settings.



New Partner Keys

2 additional 'Partner Keys' have been introduced including Crunchyroll, the World's largest Anime library



Drip Proof

Equivalent to IPX2
No need to worry about water drips, using with wet hands etc.



Additional Features

Finder Function

Simply press the button on the side of your TV. The remote will ring and flash so you can quickly locate it.



Backlit Keys

With an automatic light and motion sensor you'll be able to see keys in the dark with backlight - ideal for changing volume or settings while watching movies at night.



RMF-TX450E

Conventional remote is also included in the box for customers who prefer the more traditional remote.

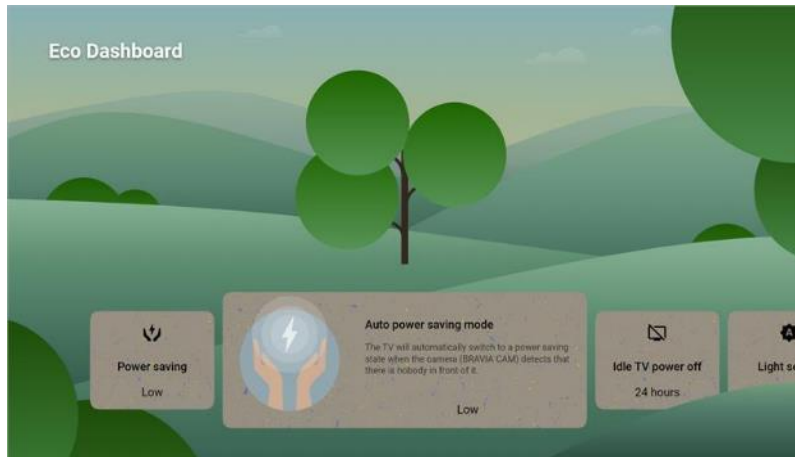


Initiatives for the Environment

Reduce Energy Consumption

Eco dashboard

Easily manage eco-related settings in one simple to find place



Further efficiencies can be made with BRAVIA CAM, included with the A95L.

Eco Friendly Material

SORPLAS

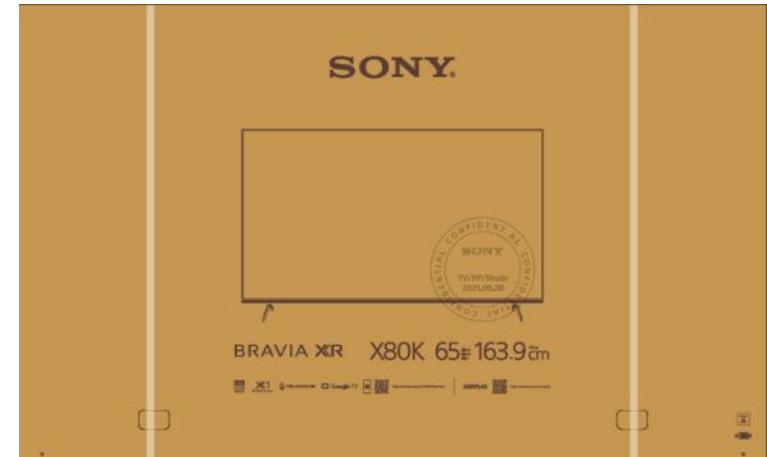
Reduction of virgin plastic usage with Sony's unique material



FY23 total usage of SORPLAS is increasing by approximately 2 times versus FY22.

Packaging

Reduction of ink usage area by **90%**, plastic usage by **35%** and package size by **15%**



Ink usage vs. FY21, Plastic usage and Packing size vs. FY18.



Sustainability commitments are realizing efficiency gains from product development, shipping and right through to watching TV