



Press Release
23 June 2008

POWER AND PRECISION:

the new STR-DG820 AV receiver from Sony makes the most of today's home theatre experience



- **High Definition Audio decoding: Dolby True HD, dts Master Audio and eight-channel Linear PCM**
- **HDMI v1.3 capability: four inputs, one output, with support for 1080p 24fps, Deep Colour/x.v. Colour**
- **Complete system control via BRAVIA Sync HDMI connection**
- **Digital Cinema Auto Calibration for fast, simple and accurate automatic set-up**
- **Digital Media Port connection for portable devices, plus Portable Audio Enhancer**
- **Enhanced surround modes: Digital Cinema EX, plus Neural-THX® Surround**
- **7x 100W amplification**

Advanced home cinema at newly affordable prices – that's what's on offer in Sony's new AV receiver range, thanks to innovative features across the three-strong line-up.

From the entry level STR-DG520 and the midrange STR-DG720, all the new receivers support 1080p 24fps True Cinema, while the range-topping STR-DG820 brings Full HD

audio capability to even more users thanks to its onboard Dolby True HD/dts Master Audio decoders, now available at an unprecedented price.

And all three receivers also offer a host of features to make them easy to install and integrate into complete home entertainment systems, including Digital Cinema Auto-Calibration for simple, accurate automatic set-up, Digital Cinema EX processing for more immersive surround effects and Sony's DM Port for fast hook-up of portable and personal music players, wi-fi networks and Bluetooth®.

STR-DG820: making Full HD cinema sound and vision more affordable than ever

The STR-DG820 from Sony sits at the top of the new range and incorporates many features previously only available on much more expensive products, including HD Audio decoding and full 1080/24P video support with Deep Colour and x.v.Colour compatibility.

HD Audio decoding

The superb picture quality available on Blu-ray Disc™ releases is only half the home theatre experience: the latest titles are able to deliver soundtracks with impact and detail way beyond anything previously available in the home. To make the most of these new soundtrack formats, the STR-DG820 can decode both Dolby True HD and dts-HD Master Audio, as well as all the legacy Dolby and dts audio formats.

And for players outputting these soundtracks as Linear PCM, such as the PLAYSTATION®3, the STR-DG820 can handle eight-channel Linear PCM audio, too.

1080/24P Full HD capability, with Deep Colour and x.v.Colour

To allow all the picture quality of Blu-ray Disc™ to be delivered to your BRAVIA TV, the STR-DG820's HDMI section, which has four inputs and a monitor output, is fully compatible with all the latest video technology. It can pass a 1080p 24fps signal, complete with Deep Colour and x.v.Colour – when used with a suitable player and TV – so you see movies just as the director intended.



Digital Cinema Auto Calibration and Digital Cinema EX

Setting up the STR-DG820 is simple: you just plug in the microphone supplied, and press a button. Digital Cinema Auto Calibration then takes over, measuring the distances

at which your speakers are placed, checking what size they are, and tuning the set-up of the system to make the most of your cinema sound experience.

And when you're all set up, Cinema EX mode can ensure you are put right at the heart of the movie, using sophisticated signal processing and measurements made on the sound stages at Sony Pictures Studios.

Digital Media Port and Portable Audio Enhancer

The STR-DG also features Sony's DM PORT, able to accept a range of modular adapters to interface with portable devices such as WALKMAN® players, WALKMAN® phones and iPods. There are even adapters for Bluetooth® and wi-fi connectivity, and the Portable Audio Enhancer setting is designed to bring new life to compressed music files.

One-button control with BRAVIA Sync

BRAVIA Sync gives one-button control of the receiver, a Blu-ray Disc™ player and a BRAVIA TV connected via HDMI. Press 'play' and the TV will select the correct input automatically; select 'standby' when you've finished viewing and the whole system will shut down. It really couldn't be any simpler.

The power to thrill, and the flexibility to handle even complex systems

The STR-DG820 has all the power you'll need to fill even the largest room with thrilling surround sound. It delivers 100W into each of its seven speaker outputs, and has a preout socket to connect an active subwoofer.

And even complex systems can be accommodated by this highly flexible receiver, as well as those four HDMI inputs, the STR-DG820 has four assignable digital audio inputs, and audio and video inputs for five more sources, such as satellite/cable TV receivers, video recorders and the like. There's also a built-in FM RDS/AM radio tuner.

STR-DG720

Sitting below the STR-DG820 in the new range, the STR-DG720 has a three-in/one-out HDMI repeater with support for 1080/24P video and x.v.Colour, and can accept HD multichannel HD audio as eight-channel Linear PCM.

This value for money 7x100W receiver also has Digital Cinema Auto Calibration and BRAVIA Sync to simplify set-up and operation, Cinema Studio EX processing, and can decode Dolby Digital EX and dts-ES soundtracks. Completing the specification is Sony's Digital Media Port for the connection of external music players.

STR-DG520

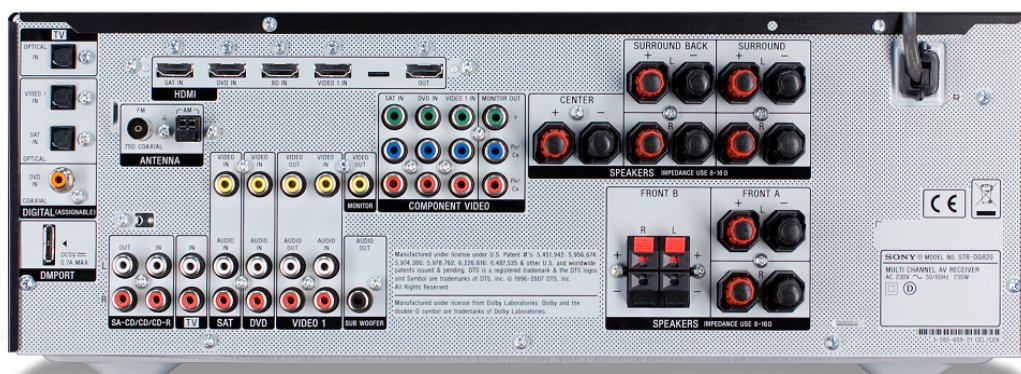
The simplest receiver in the new range is also designed to sell at a price enabling it to bring an exciting home cinema experience to entry-level buyers. Yet despite its highly affordable price, it still offers many of the features of the higher-specification models.

It has a two-in/one out HDMI switcher with 1080/24P pass-through, Digital Cinema Auto Calibration, Cinema Studio EX processing and Sony's Digital Media Port. It delivers 5x100W.

The STR-DG820, STR-DG720 and STR-DG520 are available from Sony Centre stores, retailers and online at the Sony Style shop - www.sonystyle-europe.com.

STR-DG820 key features

- Full HD audio capability: Dolby True HD and dts-HD Master Audio decoding, plus eight-channel Linear PCM
- Four HDMI v1.3 inputs and one output, with 1080/24P pass-through and Deep Colour/x.v.Colour compatibility
- One-button operation of a complete system with BRAVIA Sync
- Fast, accurate set-up with Digital Cinema Auto Calibration
- Digital Media Port for connection of iPod, WALKMAN®, wi-fi and Bluetooth® audio devices.
- More immersive cinema experience with Cinema Studio EX and Neural-THX Surround processing
- 7x100W output



Environmental Information: 3Ps



PRODUCT



PROCESS



PLANET



The STR-DG820 consumes only 0.7W in Standby mode, while the STR-DG720 and DG520 consume even less in Standby mode with no more than 0.3W.



Halogenated materials may pose a risk to the environment if disposed of improperly. To minimize this risk for the STR-DG820, DG720 and DG520, the flame retardants of printed wiring boards are halogen-free.



Sony is determined to lead the way as a responsible manufacturer, and as a result we are focussing on three key areas of investment:

1. Reducing CO2 gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

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ENDS

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.