

Sony launches BRAVIA XR MASTER Series A 95L OLED with infinite colours and definitive contrast

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Sony India today announced the new [BRAVIA XR MASTER Series A 95L OLED](#) powered by the Cognitive Processor XR with new OLED panel. This OLED TV introduces new and improved technology that help deliver the best and most immersive viewing experiences, authentically delivering the creator's true intent. The ingenious Cognitive Processor XR processor thinks like a human brain offering a complete immersion in an experience that thrills and moves you and feels just like the world around us. In addition to best-in-class, ultra-realistic picture quality, full of lifelike contrast, the new Cognitive Processor XR also includes new features that customise and enhance at-home entertainment.

1 Next Gen Cognitive Processor XR replicates real world experience to deliver a picture with wide dynamic contrast, detailed blacks, high peak brightness, and natural colours.

The new BRAVIA XR MASTER Series A 95L OLED is launched in two screen sizes 164 cm (65) and 139 cm (55). The revolutionary processor on Sony BRAVIA XR™ TVs reproduces content the way humans see and hear for an incredibly lifelike experience. It understands how the human eye focuses, cross analyzing images to give real life depth, extraordinary contrast and beautifully vivid colours. Thanks to the unique Cognitive Processor XR™, your favourite content is recreated in a way that's so real you can feel it. Whatever you're watching, will be upscaled close to 4K quality by the XR Processor XR™. Enjoy striking contrast on the OLED screen that's expertly controlled by the unique technology to deliver real life depth and pure blacks in every scene.

2 Feel more depth and texture with pure blacks and dazzling light with XR OLED Contrast Pro

Graphic showing angled images of the heat diffusion sheet, high luminance panel and temperature distribution mapping on the left, and an angled image of a BRAVIA screen full of colour on the right. The BRAVIA XR OLED A 95L TV has XR OLED Contrast Pro powers the OLED panel so you can enjoy true contrast with the brightest colours and pure blacks. With a temperature sensor and heat diffusion sheet for dissipating heat, this OLED TV utilizes our Cognitive Processor XR™ to detect screen temperature and precisely control light, delivering up to 200% as much colour brightness as conventional OLED TVs.

3. XR Triluminos Max reproduces 3D colour depth with human intelligence for enhanced colour

brightness with new OLED Panel

Split screen showing two candle-shaped cones of colour, a smaller one on the left and a larger one on the right with the enhanced colours and textures of XR Triluminos Max. The Cognitive Processor XR™ also powers A 95L's new OLED panel with XR Triluminos Max, which enables A 95L to deliver widest palette of colours. This unique processor reproduces the natural shades and hues that humans find beautiful, filling the screen with consistently vivid colours and realistic textures at all brightness levels.

4. With the latest XR 4K Upscaling, XR Clear image and XR OLED Motion technology enjoy 4K action that stays smooth, bright and clear with no blur

The A 95L series encompasses XR 4K upscaling technology so that you can enjoy entertainment close to 4K quality, whatever the content or source. The Cognitive Processor XR™ accesses a vast amount of data, intelligently recreating lost textures and detail for real world pictures. XR Clear image reduces noise utilising zone division and dynamic frame analysis and minimizes blur. With OLED XR Motion Clarity technology powered by the Cognitive Processor XR™, the A 80L series combats blur by detecting and cross analyzing key visual elements on successive frames. It creates and inserts extra frames between the original ones so you can enjoy smooth and clear action, even in fast-moving sequences.

5. Take PlayStation®5 gaming to the next level with exclusive features Auto HDR Tone Mapping and Auto Genre Picture Mode for optimized picture quality while gaming and streaming

The A 95L TV is loaded with HDMI 2.1 compatibility, including 4K 120fps, Variable Refresh Rate (VRR), Auto Low Latency Mode (ALLM), Auto HDR Tone Auto Game Mode, you will have the advantage in shooting, sports and high-performance games with instant on-screen action. HDMI 2.1 has higher speed and enables more resolution, data handling and added features such as 4K 120Hz, VRR and ALLM. Auto Game Mode, the TV automatically switches into Game mode to minimise input lag and make the action more responsive. When watching movies on PlayStation5® consoles, it switches back to Standard Mode to focus on picture processing for more expressive scenes so that you enjoy ultra-smooth gaming, with clear movement.

6. With Game Menu, quickly manage game picture settings and assist functions in a single convenient interface

The A 95L series include an easy-to-use Game Menu where gamers can tailor their settings to their preferences, such as turning on or off VRR or Motion Blur Reduction with quick access. The Game Menu also allows users to increase the brightness in dark areas to easily spot objects and opponents with the black equalizer and can easily take aim on their opponents with six types of crosshairs. New this year is the ability to customize the size of the screen with the screen size feature to concentrate gaming with a smaller, focused screen.

7. Experience the Award Winning BRAVIA CORE, with the largest collection of IMAX enhanced movies with highest quality Pure Stream™ 80Mbps exclusively and completely free on BRAVIA XR TVs

The BRAVIA Core app is a pre-loaded exclusively available in BRAVIA XR TVs movie service that allows for redemption of up to 10 new releases and 24 months unlimited streaming of top movies. With BRAVIA XR technology, Pure Stream™ and IMAX® Enhanced, everything you watch is

delivered with stunning visuals and expressive sound quality. With the BRAVIA CORE Calibrated mode, your movie will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience.

8. Less glare and reflection with OLED wide viewing angle beautiful colours from every possible angle

Glare and reflection make it hard to see images clearly, especially in dark scenes where depth and detail are often hidden. With OLED wide viewing angle, the extreme low reflectivity of outdoor light the A95L OLED panel reduces this effect for incredible brightness, colour and contrast in almost any lighting conditions. Dive into the scene and enjoy immersive viewing without distraction. Watching TV from the sides has never been so satisfying. The next generation self-illuminating OLED panel on the A95L keeps constant luminance. Colours stay consistent and true across all viewing angles.

9. Explore an array of fun new TV experiences with BRAVIA CAM including gesture control, proximity alert and Ambient Optimisation Pro

Connect your A95L OLED TV with BRAVIA CAM, sold separately, for an even more immersive viewing experience. BRAVIA CAM recognizes where you are in the room and how far you are from the TV, then adjusts sound and picture settings so they're just right. You can also enjoy an array of fun new TV experiences with BRAVIA CAM including Gesture control, proximity alert, power saving, optimization, video chat and much more.

10. With Hands-Free Voice Search feature, you can interact with the TV to play your favourite shows and movies

Find your favourite content faster than ever using the power of your voice, no remote required. With Voice Search, there is no more complicated navigation or tiresome typing, you just must ask. The built-in microphones on the television will allow viewers to have a truly hands-free experience. Viewers can simply talk to the television using Google Assistant to find what they want quickly or to play television shows, movies, and more without using the TV remote

11. Experience immersive and engaging cinematic content as the creator intended with support for Dolby Vision, IMAX®Enhanced, and Netflix Adaptive Calibrated Mode

For the ultimate in picture quality, the A95L pairs the brilliance of 4K clarity with the brightness, colour, and detail of High Dynamic Range (HDR). It features Dolby Vision and Dolby Atmos so that one can enjoy cinematic thrills at home. Dolby Vision brings scenes vividly to life for authentic viewing, while Dolby Atmos fills the room with immersive surround sound. With IMAX Enhanced this TV reproduces all the drama and excitement of the director's imagination. Enjoy Netflix content in spectacular studio quality, just as the creator intended. Developed specifically for Netflix content, Netflix Adaptive Calibrated Mode works together with the ambient light optimization feature of BRAVIA XR TV to immerse you in your favourite shows by optimising the picture brightness based on your room lighting conditions

12. Enjoy picture and sound in complete harmony as screen is the speaker with Acoustic Surface Audio+ and XR Surround with 3D surround upscaling

The BRAVIA A95L OLED TV uses special actuators to turn the screen into a multi-channel

speaker, so the sound matches precisely with what's on screen. The two large actuators on the A95L, designed with a perfectly round shape, deliver more powerful and realistic sound to everything you watch. Sound comes directly from the screen with Acoustic Surface Audio™. Large actuators vibrate, uniquely turning the entire screen into a speaker to create powerful acoustics that move with the picture, so you hear a more realistic soundtrack with exceptionally clear and natural dialogue. Left and right subwoofers boost bass for truly immersive cinematic sound at home. With BRAVIA XR™, everything you watch gets the true surround sound treatment. XR Surround virtually creates surround sound from the sides and vertically using just the TV speakers, so you can experience 3D audio without the need for in-ceiling or up-firing speakers. The BRAVIA XR™ TVs are also compatible with Dolby Atmos®.

13. Supreme pictures and sound in every environment with Ambient optimization, Light sensor and Acoustic auto calibration technology

The A95L with ambient optimization technology with light sensor automatically adjusts the picture brightness to room conditions, boosting brightness in light rooms and reducing it in dark ones so you get the perfect view. The unique ambient optimization technology with light sensor automatically adjusts picture and sound to your environment. The acoustic auto calibration technology detects your position and optimizes sound, so you'll enjoy the same sound quality as if you're sitting right in front of the TV. Sound can change depending on your room environment. The OLED series also includes a light sensor that optimizes picture brightness to room conditions, boosting brightness in light rooms and reducing it in dark ones so you get the perfect view.

14. Enjoy superfluid Google TV user interface with handsfree voice search offering endless entertainment, works seamlessly with Apple AirPlay 2 and HomeKit

Now seamlessly integrate Google TV and bring together more than 700,000 movies, shows, live TV and more from apps and subscriptions and organize seamlessly. With BRAVIA XR OLED A95L, browse content from across your apps, intelligently organized just for you. Customers can easily find something to watch with personalized recommendations and bookmark shows and movies by adding a watchlist from their phone and watch it on TV to keep track of what to watch. Users can even add to their Watchlist from their phone or laptop with Google Search and find everything in one place.

Apple Home Kit and AirPlay support seamlessly integrates your Apple devices like iPads and iPhones with your OLED TV for effortless content streaming. Share your content on the big screen or control your TV with this latest feature support.

15. Dual Style viewing position with immersive edge futuristic design and flush surface metal bezel helps to focus on what's important, the stunning picture

Image of three A95L Series BRAVIA TVs showing stand in standard setting, narrow setting and soundbar setting
The A95L OLED TV has been designed to work in two different styles. The Front position style with One Slate design offers the most immersive experience possible, while the Back position style sets the TV close to the wall for optimum room harmony. The TV needs to be displayed on a shelf or plinth that is wider and deeper than the TV for safety. The premium metal bezel is so narrow that your eyes naturally focus on the picture. The living decor turns your TV into an essential part of your living space with on screen artwork, personal photos, screensaver themes and clock functions.

16. With A 95L OLED TV control all your devices with one smart remote

The A 95L comes with a small and easy-to-use remote control with six partner keys (Bravia Core, Netflix, Disney Hotstar, Youtube, Sony Liv and Amazon Prime) to access the favourite content and to dive into the world of OTT entertainment. With a flush surface featuring lower buttons and a special polyurethane coating, the remote is easy to wipe and keep clean. All buttons are specially coated with antibacterial material.

17. A 95L OLED TV is designed to perform in the toughest conditions with the XR protection PRO

The new BRAVIA A 95L MASTER series includes the new and improved X-Protection PRO technology made to last. Not only are they equipped with superior dust and humidity protection but also pass the highest standards of Sony's lightning tests, meaning your TV is safeguarded from lightning strikes and power surges. Keep enjoying seamless entertainment with a TV that lasts longer.

18. With BRAVIA, enjoy Sony's advance engineering for sustainability in every scene

Sony is committed to sustainability from the development process all the way through to the viewing experience. This year select models use Sony-developed SORPLAS™, a 99% recycled plastic material that has reduced the amount of virgin plastic used by up to 60%. TV packaging size has also been reduced by approximately 15% and features a significant reduction in ink (approx. 90%) and plastic (approx. 35%).⁸ Additionally, BRAVIA CAM can recognize when viewers are no longer in front of the TV and dim the display to conserve energy.

Price and Availability:

Model	Best Buy (in Rs.)	Availability Date
XR-55A 95L	339,990/-	11 September 2023 onwards
XR-65A 95L	419,990/-	11 September 2023 onwards

This will be available across all Sony Centers, major electronic stores and e-commerce portals in India.

About Sony India Pvt. Ltd.

Since its establishment in 1994, Sony India, a wholly owned subsidiary of Sony Corporation in Japan, has positioned itself as a premium brand across product categories such as television, digital imaging, personal audio, home entertainment, gaming, car audio and professional solutions. Sony India is committed to offer utmost customer satisfaction by providing unparalleled standards of sales and services.

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