

Product Name:

Model Name	Sony X750H® 4K HDR LED TV
Alternate Name	Sony X750H® 4K HDR LED Smart Android TV
Size Names	Sony 55" class (54.6" diag.) BRAVIA 4K HDR LED TV Sony 65" class (64.5" diag.) BRAVIA 4K HDR LED TV
Retailer Name	AMZ – Sony X750H 65-inch 4K Ultra HD LED TV (2020 Model) BBY – Sony – 65" Class – LED – X750H – 2160p – Smart – 4K Ultra HD TV with HDR

Key Dates:

Announce Date	
Pre-order Embargo Date	
Ad Embargo Date	
Sellable RDD Week	

Keywords:

Sony TV, Sony 4K TV, 4K HDR, Sony High Dynamic Range, Sony 55" TV, Sony 65" TV, Sony 4K Ultra HD, Sony X750H, 4K LED TV, 4K HDR TV, Sony Android TV, Android TV

What comes in the box:

Table top stand, AC power cord, voice remote control, batteries, quick setup guide, operating instructions
--

Headline Copy

Headline	Experience 4K HDR with incredible picture and sound
10 Words	Experience thrilling movies and games in incredible 4K HDR and clear sound. ¹
25 Words	Experience thrilling movies and games in incredible 4K HDR and clear sound. Everything you watch looks remarkably rich and natural, enhanced by Sony's 4K Processor X1. ¹
50 Words	Experience thrilling movies and games in incredible 4K HDR and clear sound. ¹ Everything you watch looks remarkably rich and natural, enhanced by the 4K Processor X1. With Sony's Android TV and Google Assistant, quickly access entertainment, control smart devices, get answers on screen, and more using your voice. ⁴

Top Bullets


1	Upscale everything with the 4K Processor X1™ and 4K X-Reality PRO. ¹
2	See exactly what the creator intended with the advanced color and gradation of TRILUMINOS™ Display.
3	Dazzling detail and color with High Dynamic Range (HDR). ¹
4	Sony's Android TV with Google Assistant gives you a smarter, easier way to get more from your TV. ³
5	Take your PlayStation experience to the next level with dedicated Game Mode for a smoother, more responsive gaming experience and see games come alive with vibrant colors and deep contrast.


Commented [EJ1]: New bullet


Secondary Bullets


5	Content appears with lifelike motion with Motionflow™ XR technology.
6	Stay focused on the big picture with a refined design and narrow bezel that blends into any environment. ⁵

Top Features

1	Headline	Power to upscale to a more natural picture
	Short	Upscale everything with the 4K Processor X1 and 4K X-Reality PRO. ¹
		<p>See incredible 4K pictures, rich with real-world detail and texture, powered by our 4K Processor X1. Even images filmed in Full HD are upscaled close to 4K resolution by 4K X-Reality™ PRO using a unique 4K database.^{1,2}</p> 

2	Headline	TRILUMINOS Display, bringing you all the world's colors
	Short	See exactly what the creator intended with the advanced color and gradation of TRILUMINOS™ Display.
		<p>By widening the color spectrum, TRILUMINOS Display, powered by the 4K Processor X1, reproduces more colors than a conventional television. It analyzes and processes data in every image to make colors even more natural and precise so pictures are closer than ever to real life. See exactly what the creator intended with the advanced color, light, and gradation of the TRILUMINOS™ Display.</p> 

3	Headline	Dazzling detail and color with HDR
	Short	Dazzling detail and color with High Dynamic Range (HDR) ¹
		<p>High Dynamic Range (HDR) picture is the way TV was always meant to be watched. Ultra-high resolution and HDR video content combine to bring dazzling detail, color and contrast to everything you watch, while keeping a far wider range of brightness.¹ Sony TVs deliver picture-perfect reality, creating an immersive and engaging cinematic experience.</p> 

4	Headline	Watch what you love, control it with your voice.	
	Short	Sony's Android TV with Google Assistant gives you a smarter, easier way to get more from your TV. ³	
		<p>Sony's Android TV with Google Assistant makes it easier to get more from your TV. Press the Google Assistant button on your remote to quickly search 500,000+ movies and shows, get recommendations to match your mood, control smart home devices, and more.³ Cast photos, videos, and music from smart devices to your TV with Chromecast built-in⁴ and get all the top apps and games on Google Play, like YouTube, Netflix, Prime Video, Spotify, and more.³</p>	


Commented [EJ2]: Updated module


Commented [EJ3]: Updated image

5	Headline	Perfect for PlayStation	
	Short	Take your PlayStation experience to the next level with dedicated Game Mode for a smoother, more responsive gaming experience and see games come alive with vibrant colors and deep contrast.	
		<p>Take your PlayStation experience to the next level with Sony TVs and enjoy a big-screen experience with incredible picture quality and immersive sound. Powered by our family of X1 Processors, see games come alive with vibrant colors and deep contrast that brings out the finest details. And with dedicated Game Mode, you'll enjoy a faster, smoother, more responsive experience in the midst of battle or sporting glory. True-to-life color, detailed contrast, fast response time and immersive sound, all designed to optimize your PlayStation experience.</p>	

Commented [EJ4]: New module

Secondary Features

6	Headline	Less blur, even in fast scenes
	Short	Content appears with lifelike motion with Motionflow™ XR technology
	<p>TV that keeps up with real life. Motionflow XR refresh rate technology keeps movement smooth and clear, allowing fast moving action sequences in sports and movies to be seen with lifelike clarity.</p> 	

7	Headline	Refined design that matches your space
	Short	Stay focused on the big picture with a refined design and narrow bezel that blends into any environment. ⁵
	<p>Beautifully designed, the narrow bezel gives the TV a refined look that blends harmoniously in any contemporary environment, keeping you focused on the picture, not the television.⁵</p> 	

1) 4K: 3,840 x 2,160 pixels. Requires HDR compatible content from supported streaming services, such as Netflix, Amazon Video or HDR compatible content device connected via HDMI input. Requires HDMI® cables sold separately

2) Upscaled, simulated and enhanced 8K and 4K images will vary based on source content.

3) User must connect to a Google account to use, including voice to activate linked apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, and the operating system and software of this product may be subject to separate or third party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device. Use of this TV requires consent to Google Terms of Service (<http://www.google.com/policies/terms/>) and Privacy Policy (<http://www.google.com/policies/privacy/>).

4) Chromecast built-in compatibility dependent on app.

5) Actual look may differ depending on TV size and type of cables used.

© 2020 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

Picture Processor X1, X-Reality PRO, X-Motion Clarity, TRILUMINOS, X-tended Dynamic Range and the Sony logo are trademarks of Sony Corporation. Android, Android TV, Google Play, Google, YouTube and the Google logo are registered trademarks of Google LLC. Netflix and the Netflix logo are registered trademarks of Netflix Inc. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Screen images simulated.