

# CES 2019 Recap



Consumer  
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(Above) Michael Mavridoglou, Matt Cooley and friend at CES in Las Vegas

## RS Pro Sales goes to Vegas

Matt Cooley and Michael Mavridoglou took the trip to Las Vegas to attend CES. They spent a majority of their time with Sony and learning about the newest Master Series TV "G" Series along with the updated TV lineup. This is a brief recap of what Sony delivered. It looks like there's plenty of good reasons to be a Sony dealer in 2019!

# MASTER Series



The new Master Series again features both LCD and OLED panels.

## Z9G LCD TV

Will be available in an 85" and 98" panel. These stunning panels feature 8K HDR, the new X1 Ultimate picture processor, Backlight Master Drive, and Acoustic Multi-Audio. These two are big and absolutely beautiful. Yes, there is no 8K content, but it has an advanced machine learning algorithm for upscaling to 8K.



MASTER Series  
Z9G/ZG9

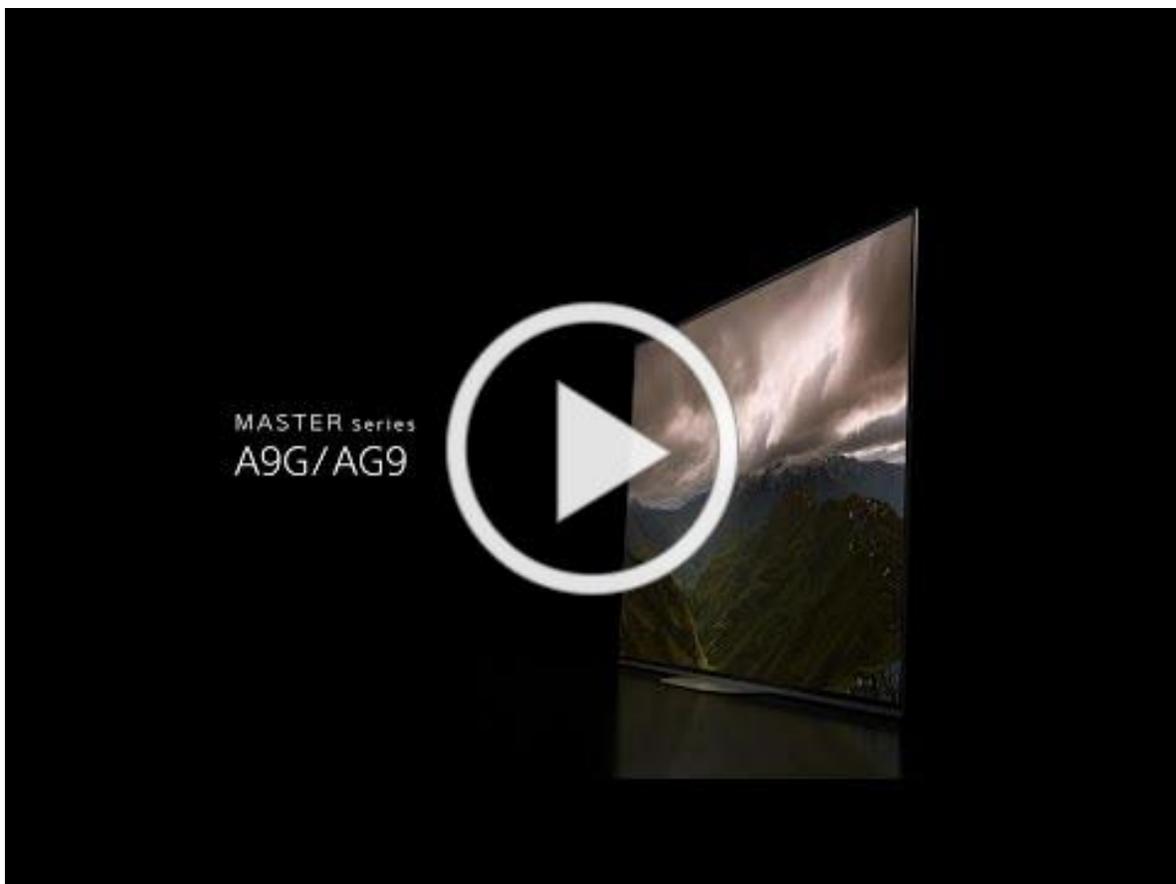


## A9G OLED TV



First things first....NO EASEL STAND! A very sleek and low profile fit and finish this year. Arriving in September 2019, this second-tier Master Series set uses the X1 Ultimate processor to power some serious 4K visuals – as well as the same Netflix Calibrated Mode as the Z9G.

Available in 55", 65", and 77". With an OLED panel, you'll also be getting some vivid color contrast and deep blacks, even if high-end LED tech is starting to give it a run for its money.



## What else do we know?

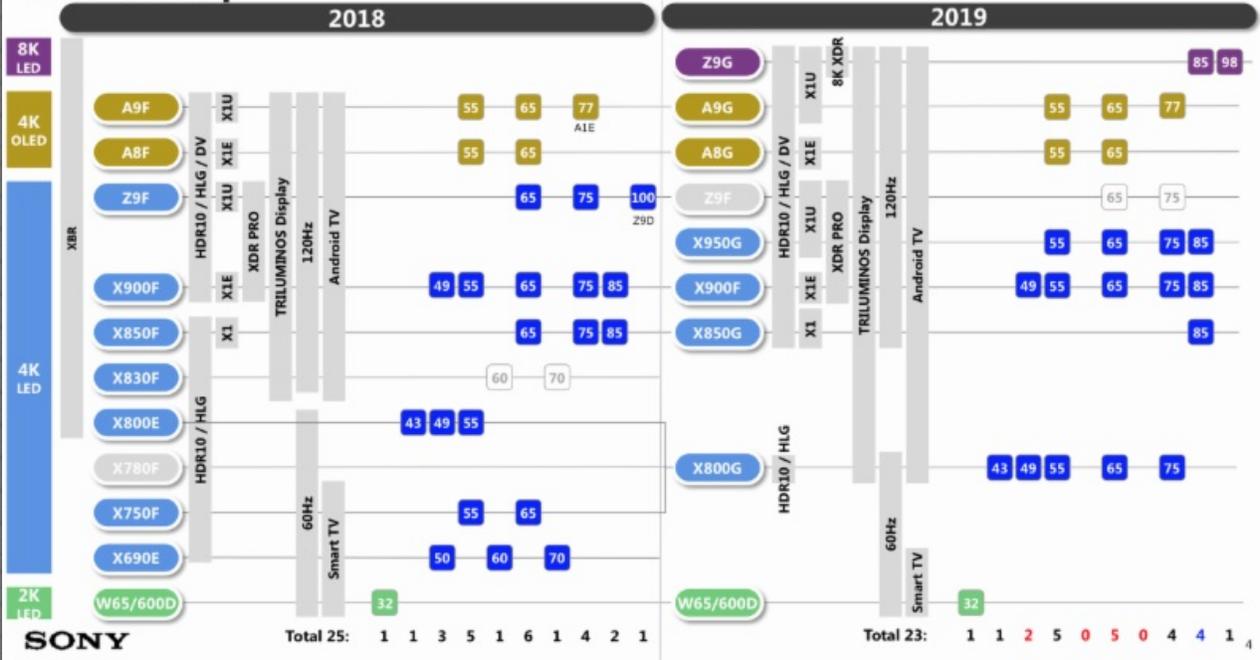
Now that we know what is in store for the Master Series Lineup, we've also learned about an addition to the Premium TV line, the X950G Series will sit above the X900F. The A8G will sit next to the new 950G as the Premium OLED offering.

Regarding pricing, at this point it's too early to say exactly what the pricing will be. Stay tuned, we should have the info sooner than later.

Here's a brief snapshot of what the transition looks like. There will be plenty of "F" Model carryover into 2019.

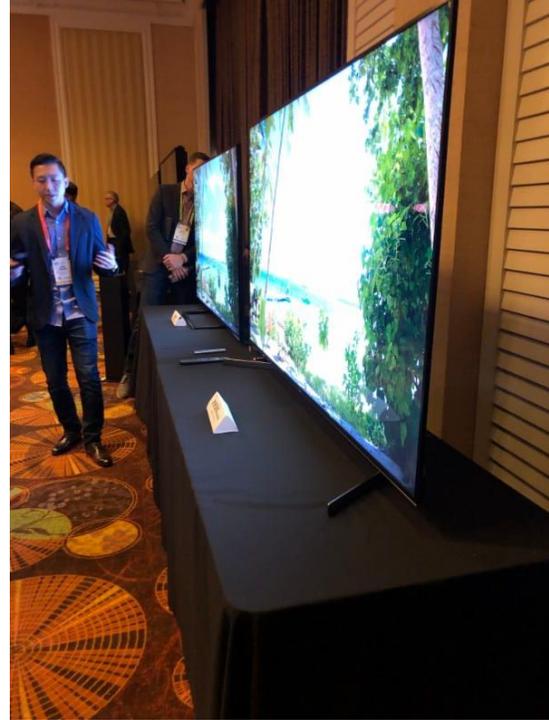
\*Any FY19 line-up info is subject to change. This is our current information.

# FY19 line-up



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