

Sony XF90 4K HDR TVs Arrive in Europe

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Sony announces the European launch of the XF90 series of 4K HDR TVs, with 55-, 65- and 75-inch Android TV-powered models featuring LCD panels and the X1 Extreme processor found in Sony OLED TVs.



First seen back at CES 2018, the XF90 range offers 14-bit signal processing capable of breaking up solid bands of colour to smooth out the gradation between shades. The result, the company claims, is colour levels 64x better than standard conventional display. Another technology found in the TVs is X-tended dynamic Range PRO 6x, which brings out detail in dark scenes while making bright scenes brighter.

A final flagship Sony technology found in the XF90 is X-Motion Clarity-- a means to keep fast action smooth and clear through image control. Designed to make watching fast-paced content (such as sports or action movies) even better, the system promises to minimise blur without panel dimming.

On the audio side, the TVs support Dolby Atmos. Customers need to add an own surround audio system (be it an Atmos-compatible soundbar or speakers), but once paired one can enjoy full 3D surround sound without the fuss.

The XF90 range is available now.

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