

SONY

make.believe

Bill Kennedy

HQ Product Trainer

Home Division

Sony Electronics Inc.

Sony ES

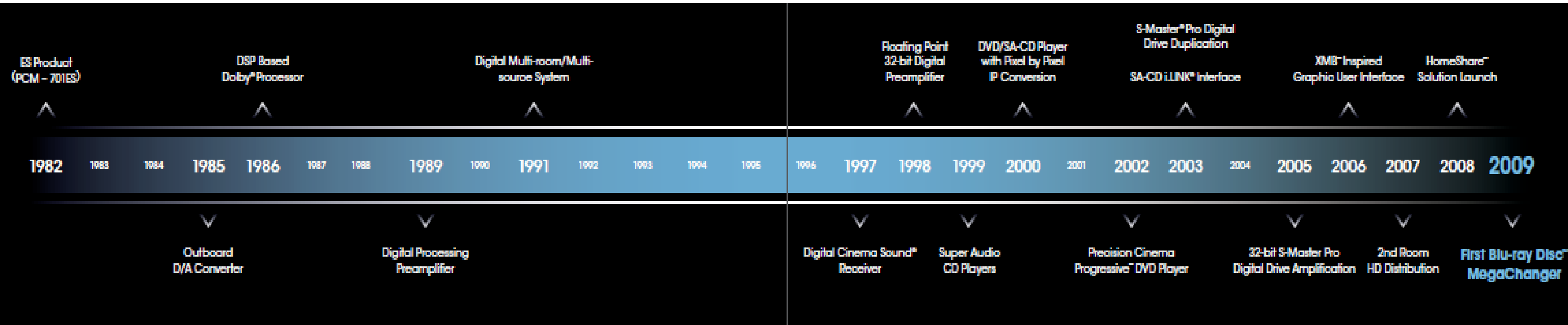
Elevated Standard



History of Excellence

ES = "Elevated Standard"

30 years of innovation



ES Eco System

**Blu-Ray Players /
Mega Changers**



Front Projectors



A/V Receivers



Sony ES – Programs & Support



Gold Winner
Dealer Programs / Incentives

1. One manufacturer for a variety of high end products
2. Limited specialty and install distribution (no online sales)
3. Minimum Advertised Pricing policy
4. 3 year warranty on ES front projectors
5. 90 Day Advanced Exchange program (Hot Swap)
6. Web-based fulfillment with real time availability
7. Excellent product evaluation programs (Demo Pricing)
8. CEDIA trained customer and technical support
9. Dedicated specialty & install sales and support team
10. Fantastic partnership with all major control companies

All 3 Models: Integration Partners



All models support bi-directional Control over IP & RS232

Sony New Audio / Video Receivers

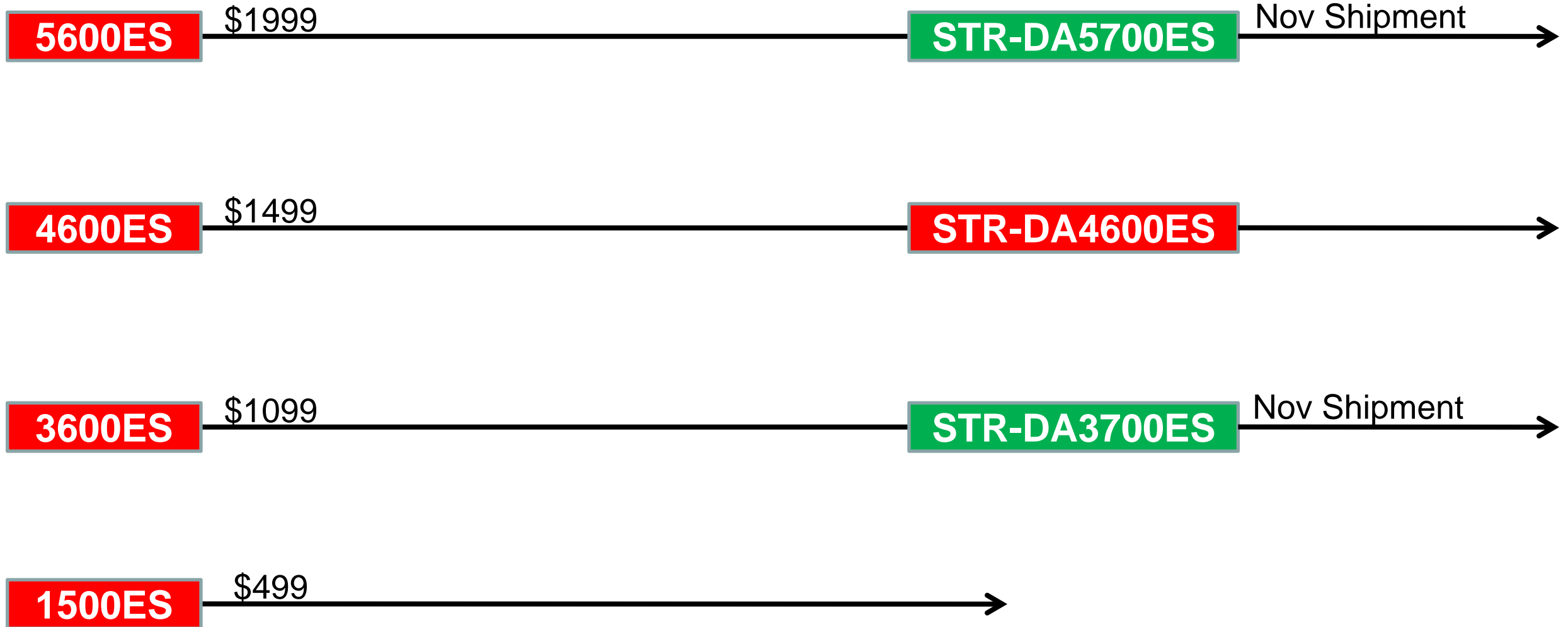
STR-DA3700ES
STR-DA5700ES



ES AVR Line-up

2010

2011



Line Logic

Setup / Ease of Use

STR-DA4600ES

- XMB UI

Audio / Video

- 120w x 7.1
- Faroudja 1080p upscaling – main & 2nd zone
- GUI Overlay
- Digital Cinema Auto Calibration (DCAC)
- HD DCS
- BD Codecs

Network

- Rhapsody & SHOUTcast
- iPhone App
- Ethernet Switch
- DLNA Client

Input / Output

- HDMI 4 in / 2 out (Dual / Switched)
- HDMI 1.4
- Audio Return
- 3D pass through

Multi-room / Integration

- IR source control
- Quick Click
- 2nd Zone CAT5
- 2nd Zone OSD
- 2nd Zone AV - Component
- 3rd Zone Audio

Line Logic

Setup / Ease of Use

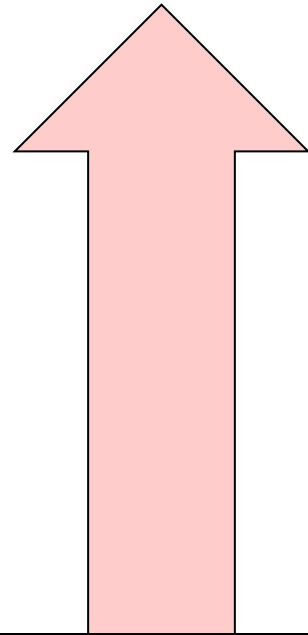
Audio / Video

Network

Input / Output

Multi-room / Integration

STR-DA5700ES



- 130w x 7.2
- HATS for HDMI
- 31 band equalizer
- DTS-Neo:X
- DCAC EX with Speaker Relocation

- DLNA Server

- HDMI 6 in / 2 out
- Front HDMI in

- Triggers
- Cat5 for Zone 2
- 3rd Zone Audio and Video

STR-DA3700ES

- Activity Based UI
- Easy Setup Wizard
- Easy Automation –Scene Selection

- 100w x 7.1
- Faroudja 1080p upscaling
- Digital Cinema Auto Calibration (DCAC) with Automatic Phase Matching

- iPhone /Android App
- Ethernet Hub
- BRAVIA Internet Video – Netflix, YouTube, Pandora, Slacker and more
- DLNA Client

- HDMI 5 in / 1 out
- 2 component in
- HDMI 1.4
- Audio Return
- 3D pass through
- iPhone / iPod over USB

- 2nd Zone AV Component
- 3rd Zone Audio
- Control4 Certified
- AMX Device Discover Beacon
- Drivers available for most major control companies.

Build Quality



Build Quality

Newly Designed Power Supply

Utilizes latest technology, like “DC-DC converter surface mounting” to achieve one tenth the noise (vs. 5600ES)

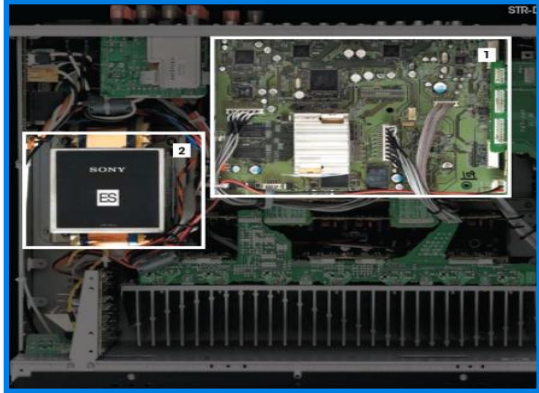
Support “Analog Regulator” on each digital circuit to completely remove “Ripple of DC-DC”

Dual Power Supplies

The large current capacity ensures bass with rhythmical expression and stable midrange



Build Quality



Segmented component electrical design

Attention to signal path to ensure purity of audio and video signals

Faroudja DCDi™ Cinema Chips

All 2011 ES models are equipped with award winning Faroudja DCDi Cinema technology – to correct jaggedness and reproduces a smooth, high-definition quality picture.



High-quality electrical components

Sony Engineers select only the highest grade electrical components for ES receivers resulting in a more natural sound quality.

Build Quality

High quality Parallel DA converter and Direct Clocking Construction

We utilized 2 DAC's per channel with parallel connection (same method as ES SA-CD Player) for richer sound.

Circuit layout was improved using "Direct Clocking Construction" to reduce jitter

DSP Board

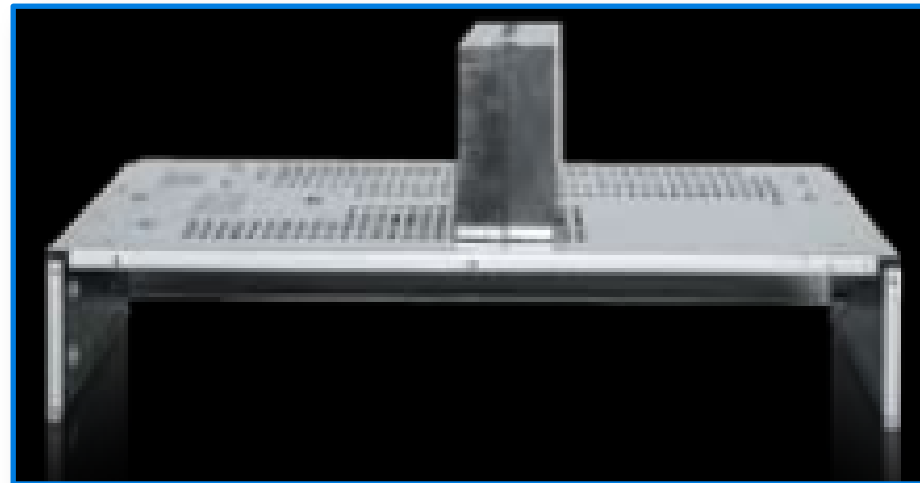
Two ultralow-jitter dual power supplies serve the DSP, are located on the same board as the DSP chips, thus reducing electromagnetic noise.

A jitter-elimination circuit has been added to reduce circuit noise, and a copper shielding protects against DSP electromagnetic noise.

Build Quality

Embossed bottom chassis design

Embossing lines strengthen and support heavy electrical components so, when installed, force is more evenly distributed



Horizontal frame-and-beam chassis design

The lateral beam connecting the two side frames elevates the structural design and strength. Sound that are emitted instantaneously, such as drum beats or piano key strikes, are greatly improved

Solid aluminum front panel

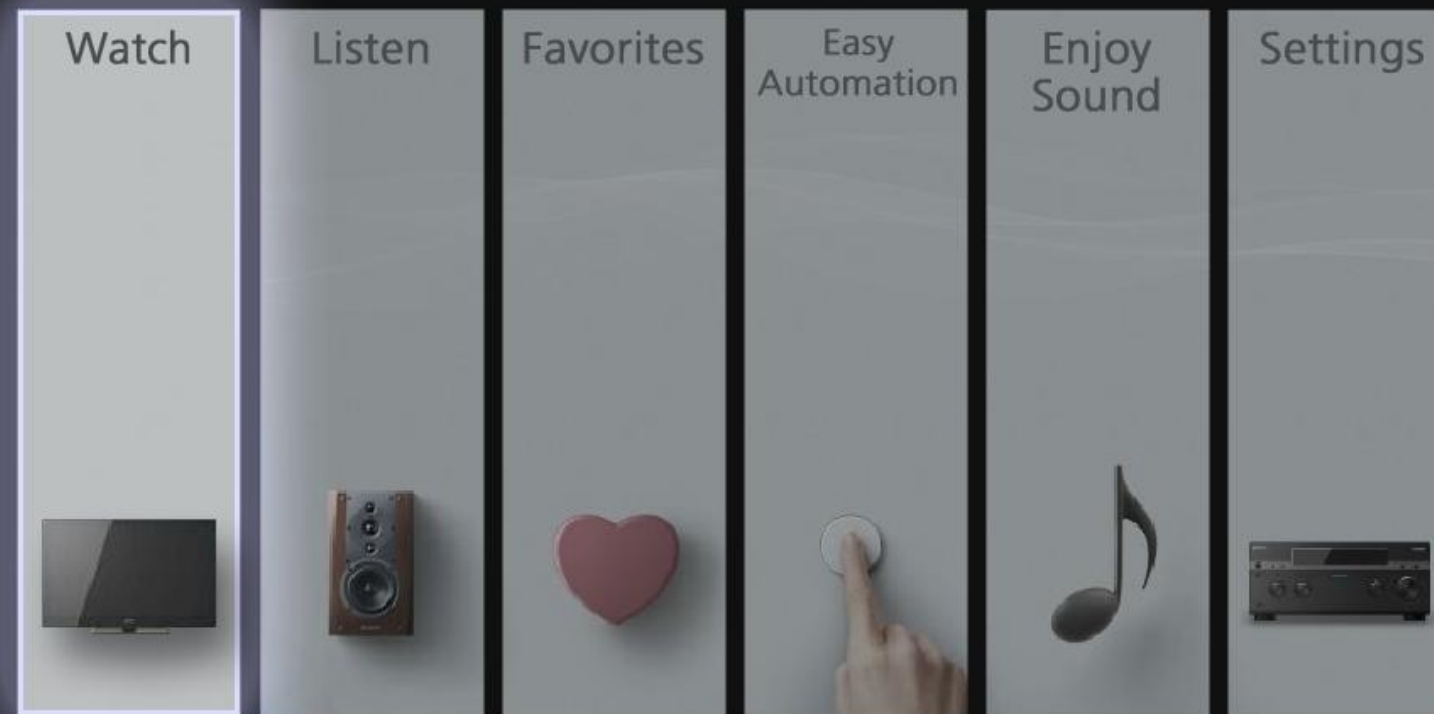
The rigid construction reduces external noise and protects the purity of audio and video signals



Increased Ease of Use



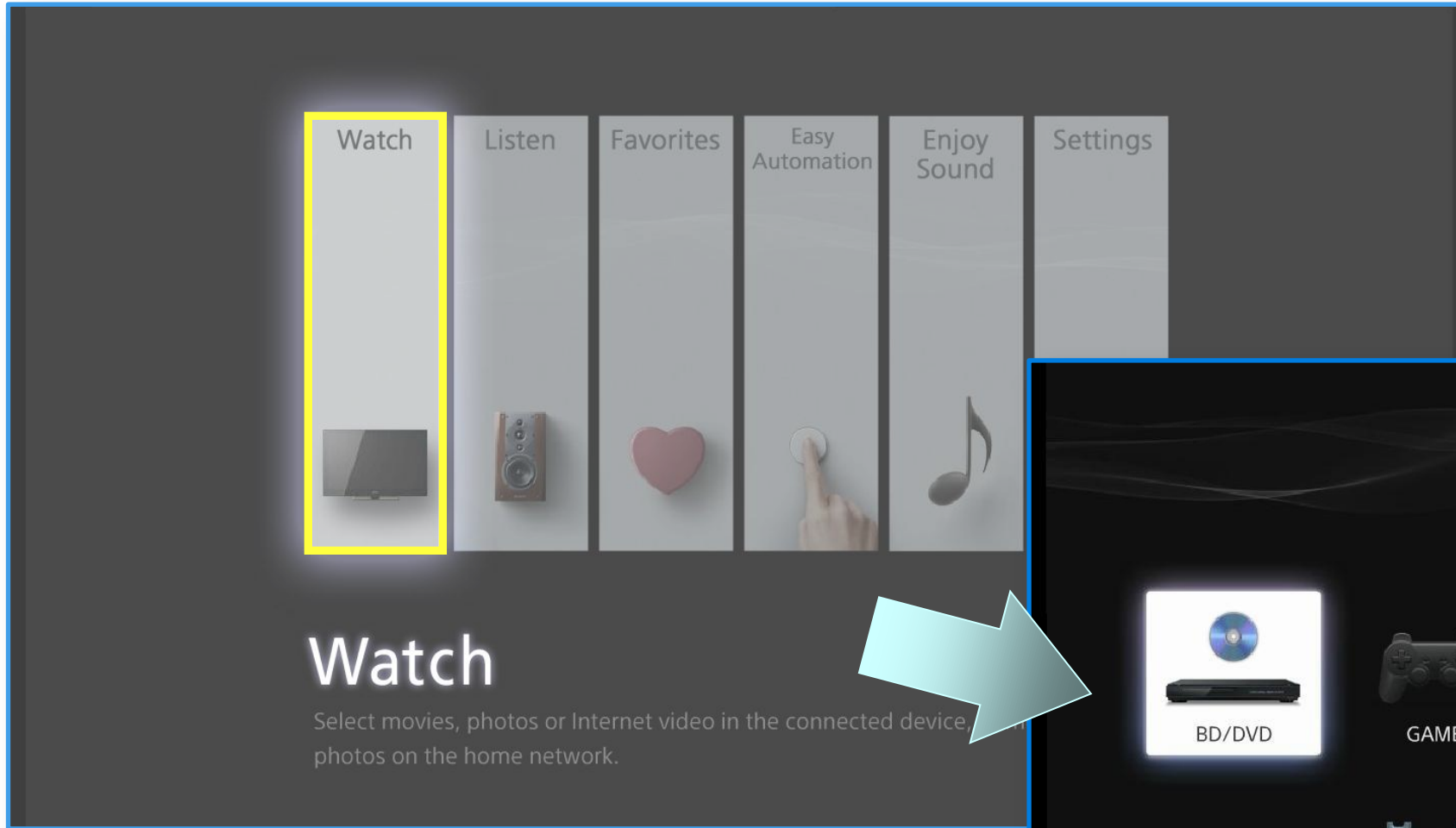
Activity Based User Interface



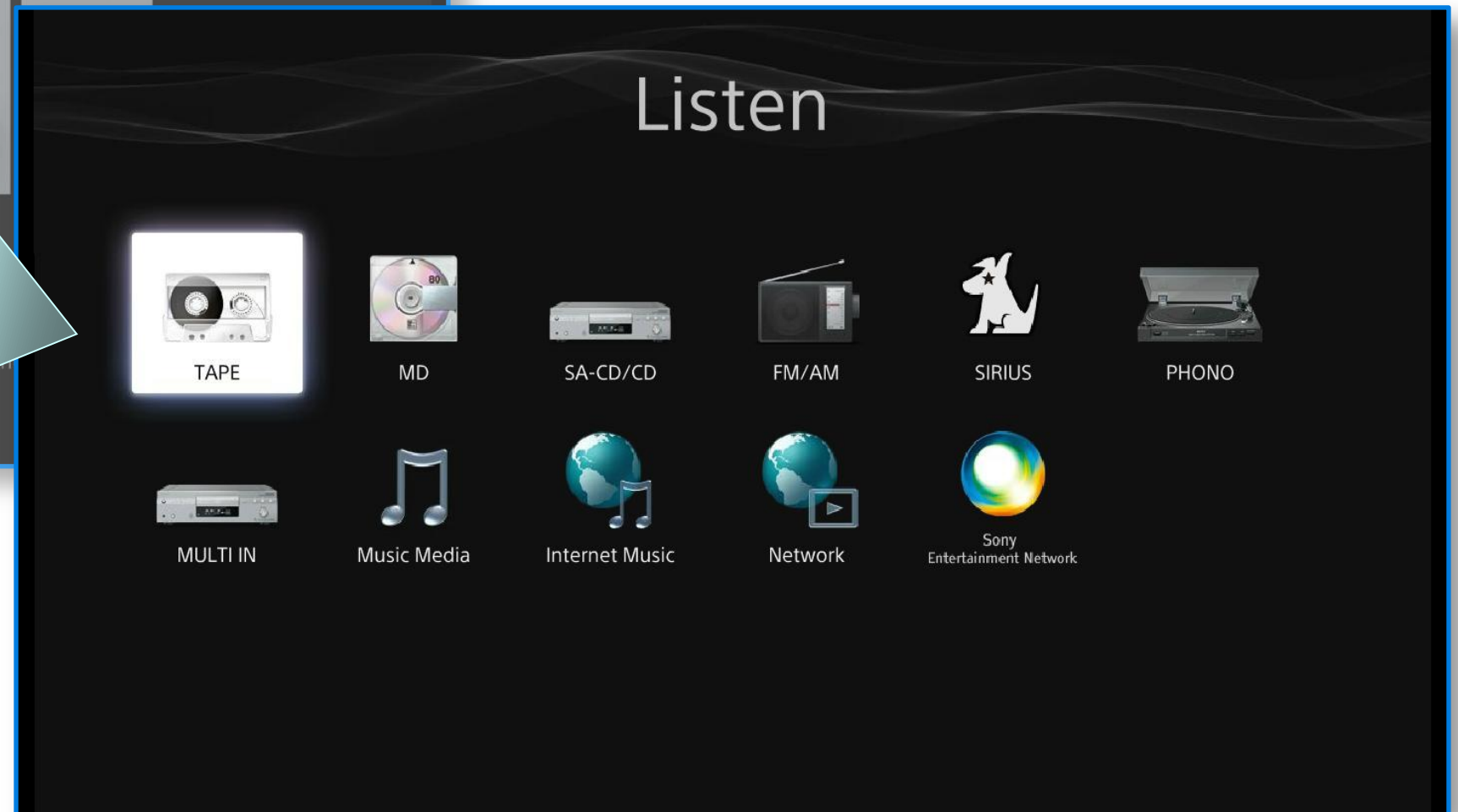
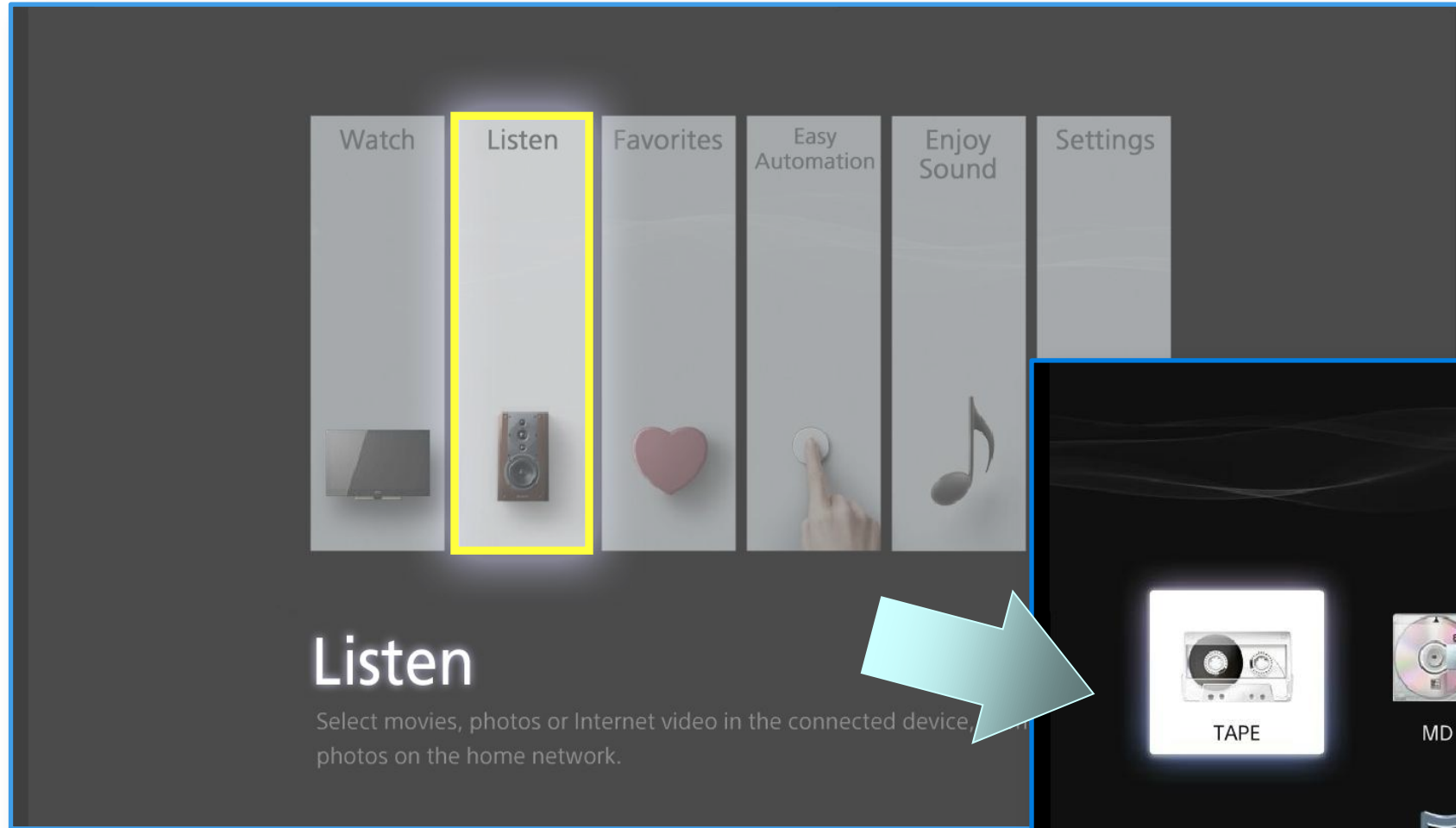
Watch

Select movies, photos or Internet video in the connected device, or movies or photos on the home network.

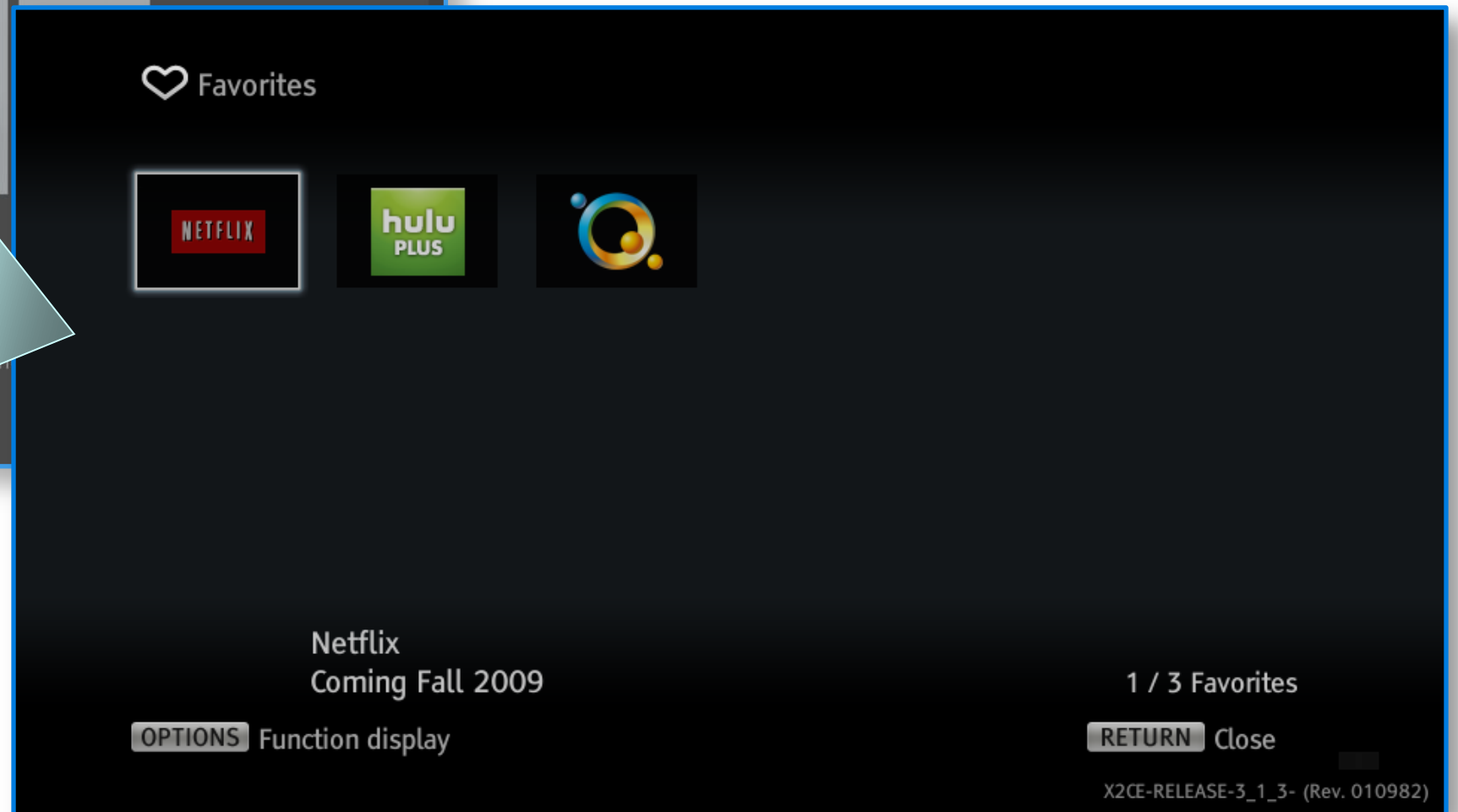
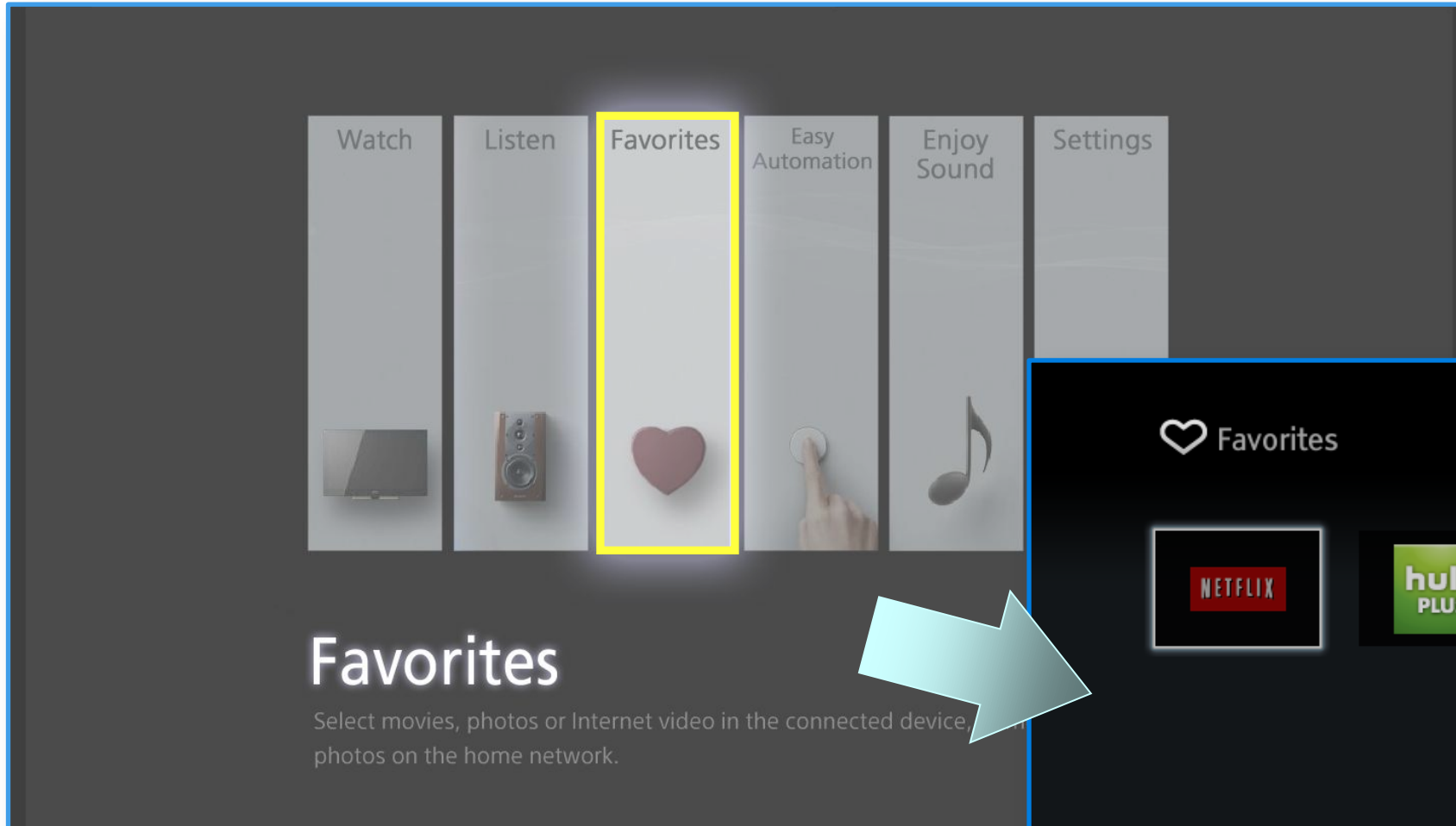
Graphical – Device Based vs. Input Based



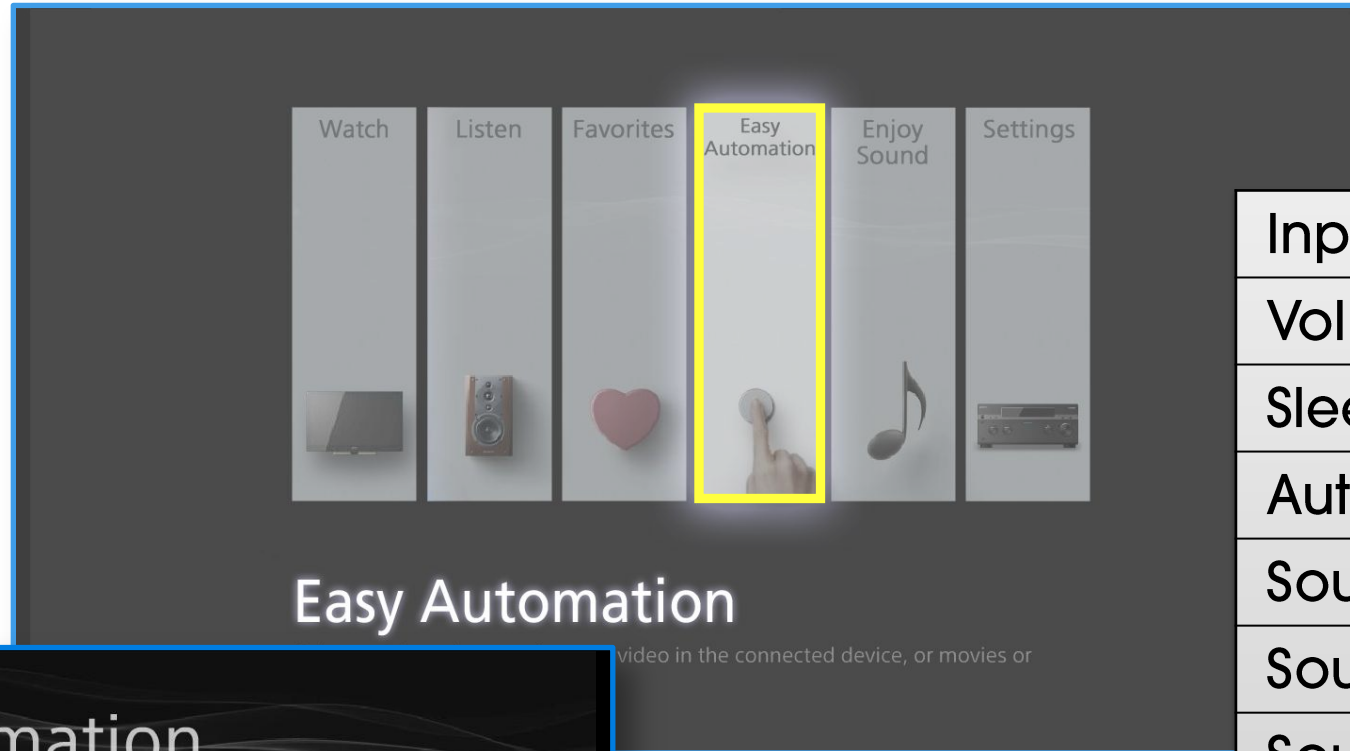
Graphical – Device Based vs. Input Based



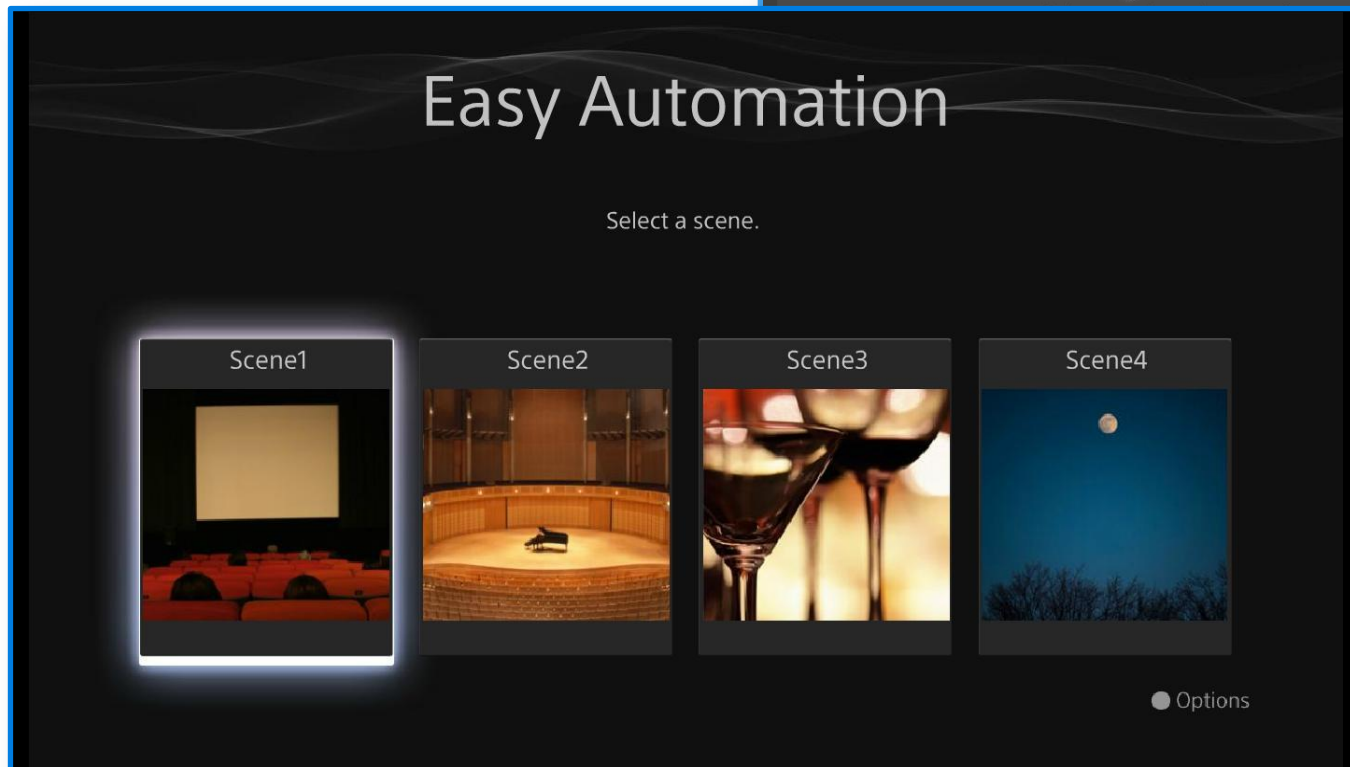
Favorites – up to 18



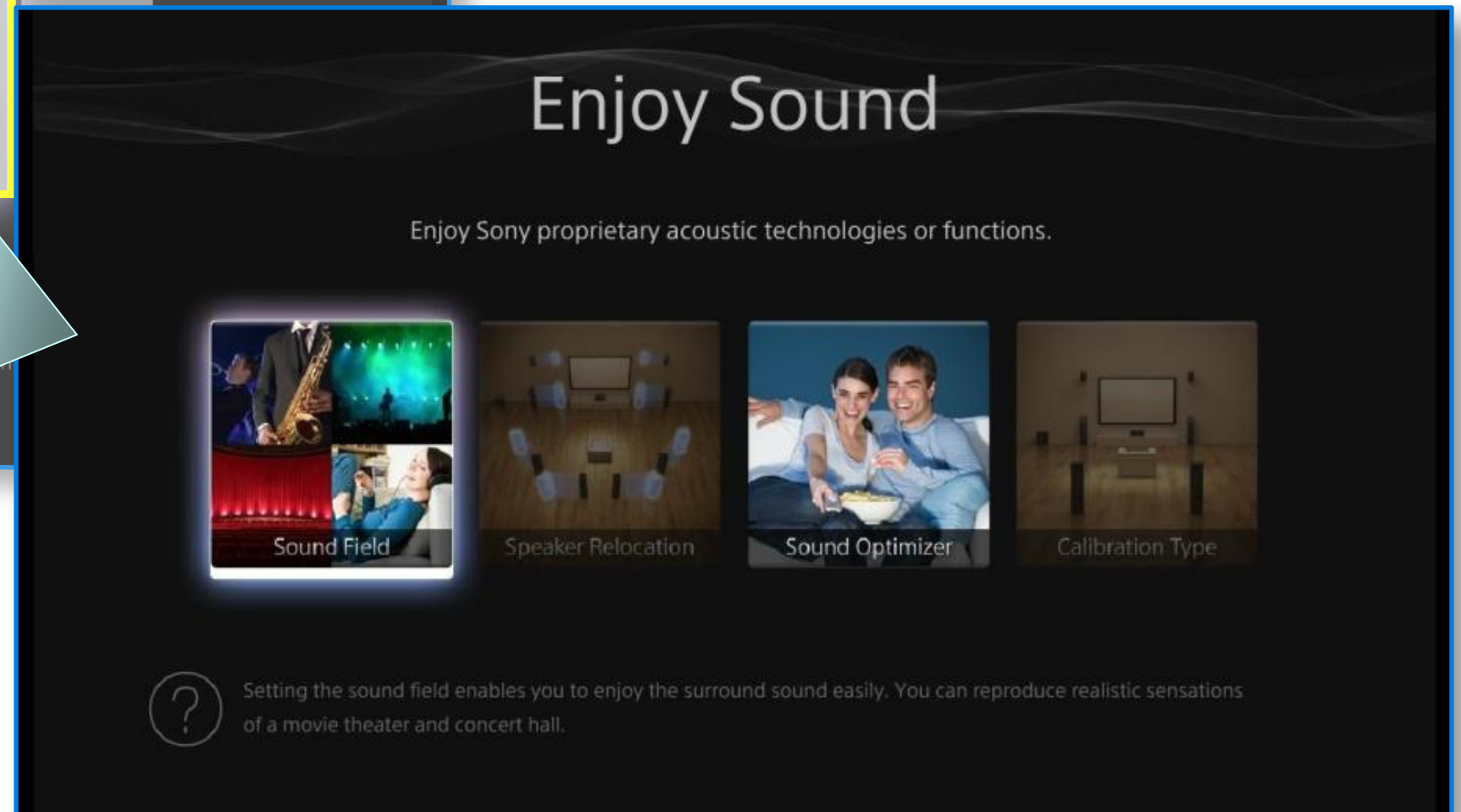
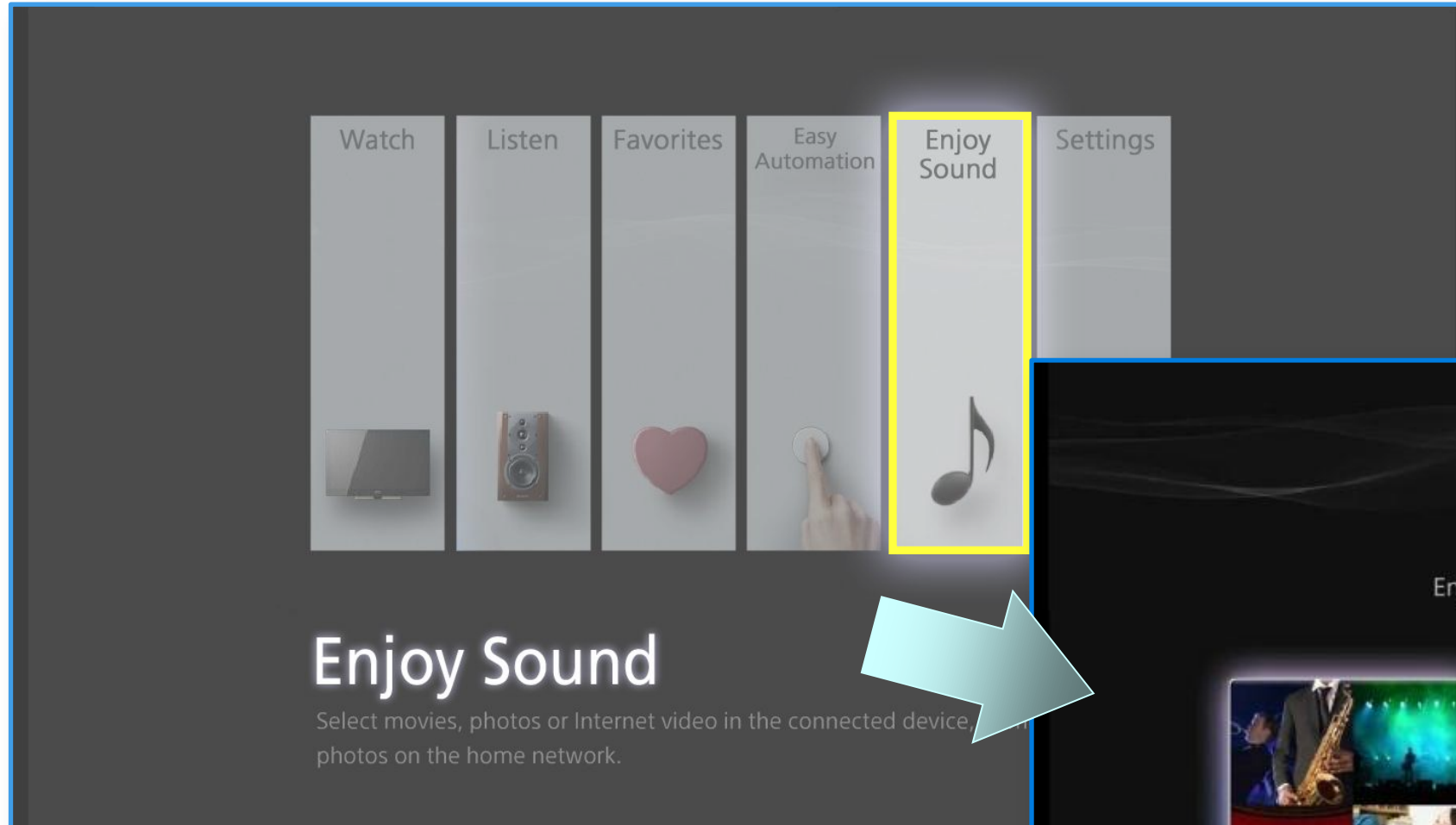
Easy Automation / Scene Selection



Input
Volume
Sleep
Auto Cal. Type
Sound Optimizer
Sound Field
Sound Field Mode
Equalizer (Front)
Equalizer (Center)
Equalizer (Surround)
Equalizer (Front-High)
HDMI Out
AV Sync
D.L.L.



Easy Automation / Scene Selection



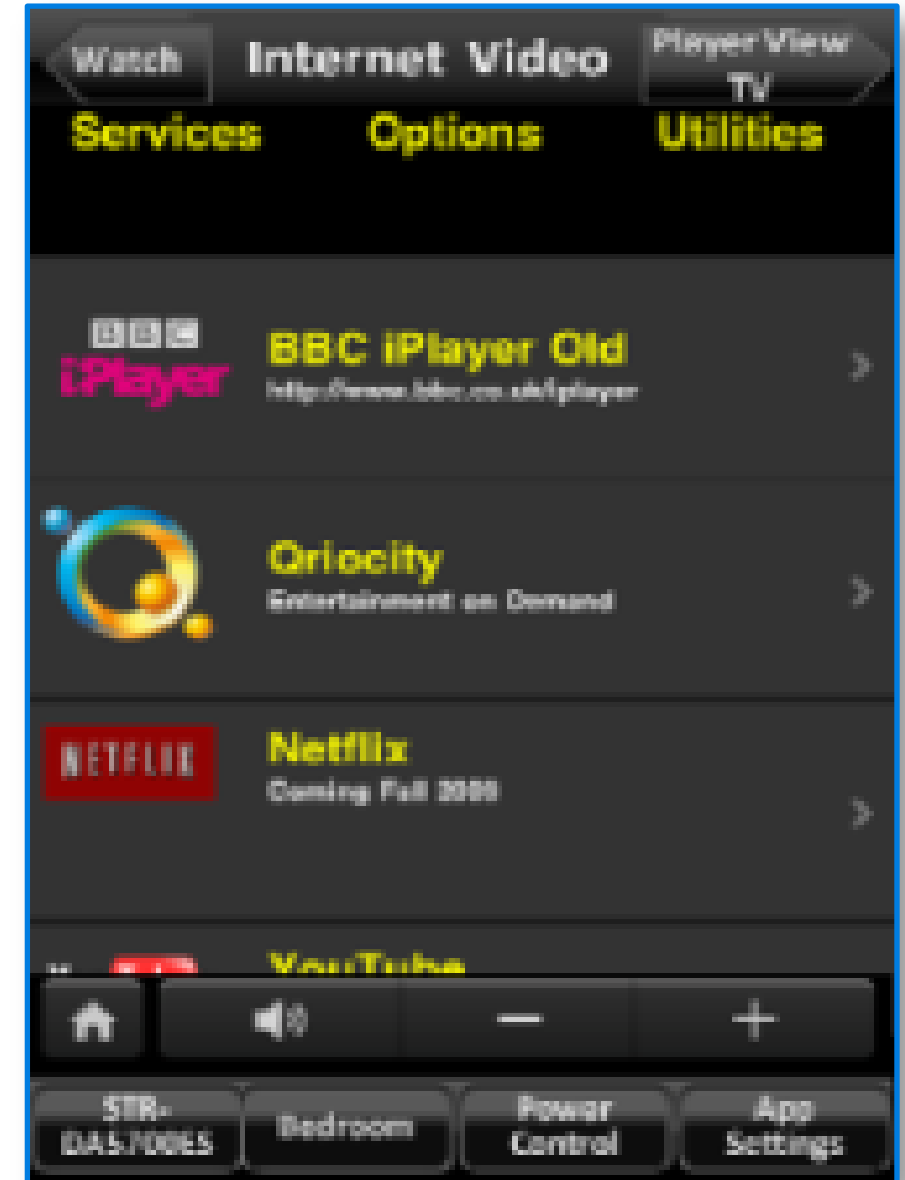
ES Remote – for iOS and Android



Same activity based UI as on screen display

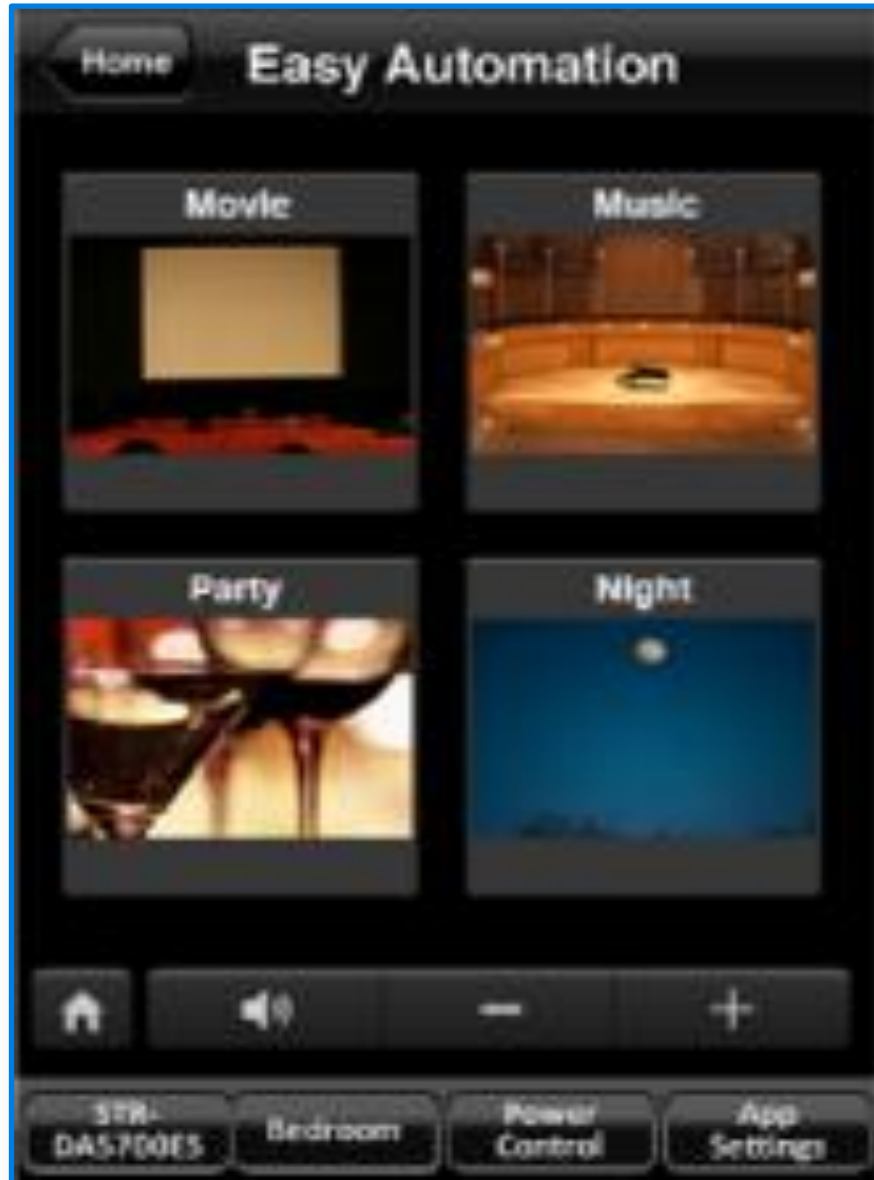


Graphical icons



Selection of streaming content

ES Remote – for iOS and Android



Easy automation scene selection



Simple sound adjustments – including soundfields

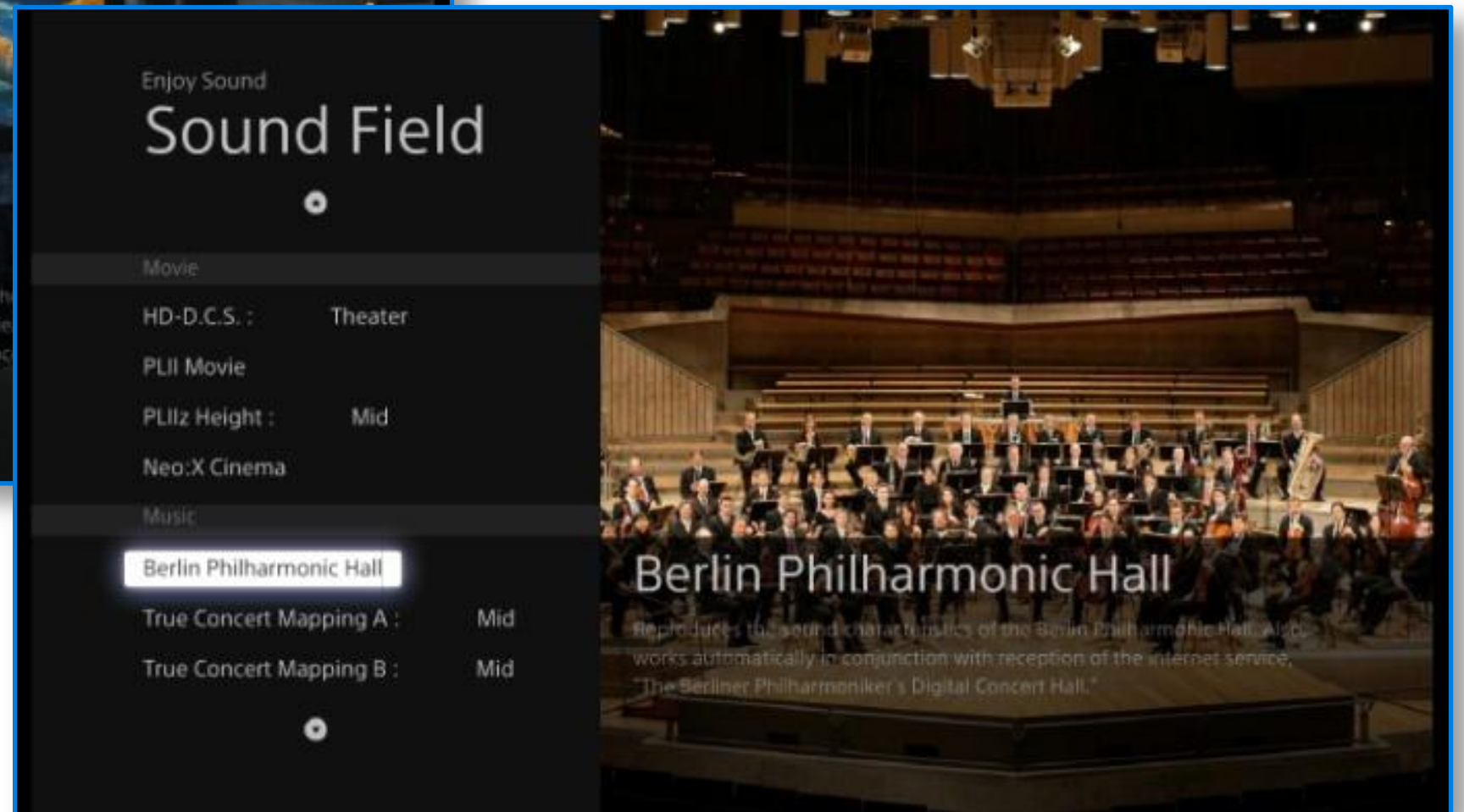
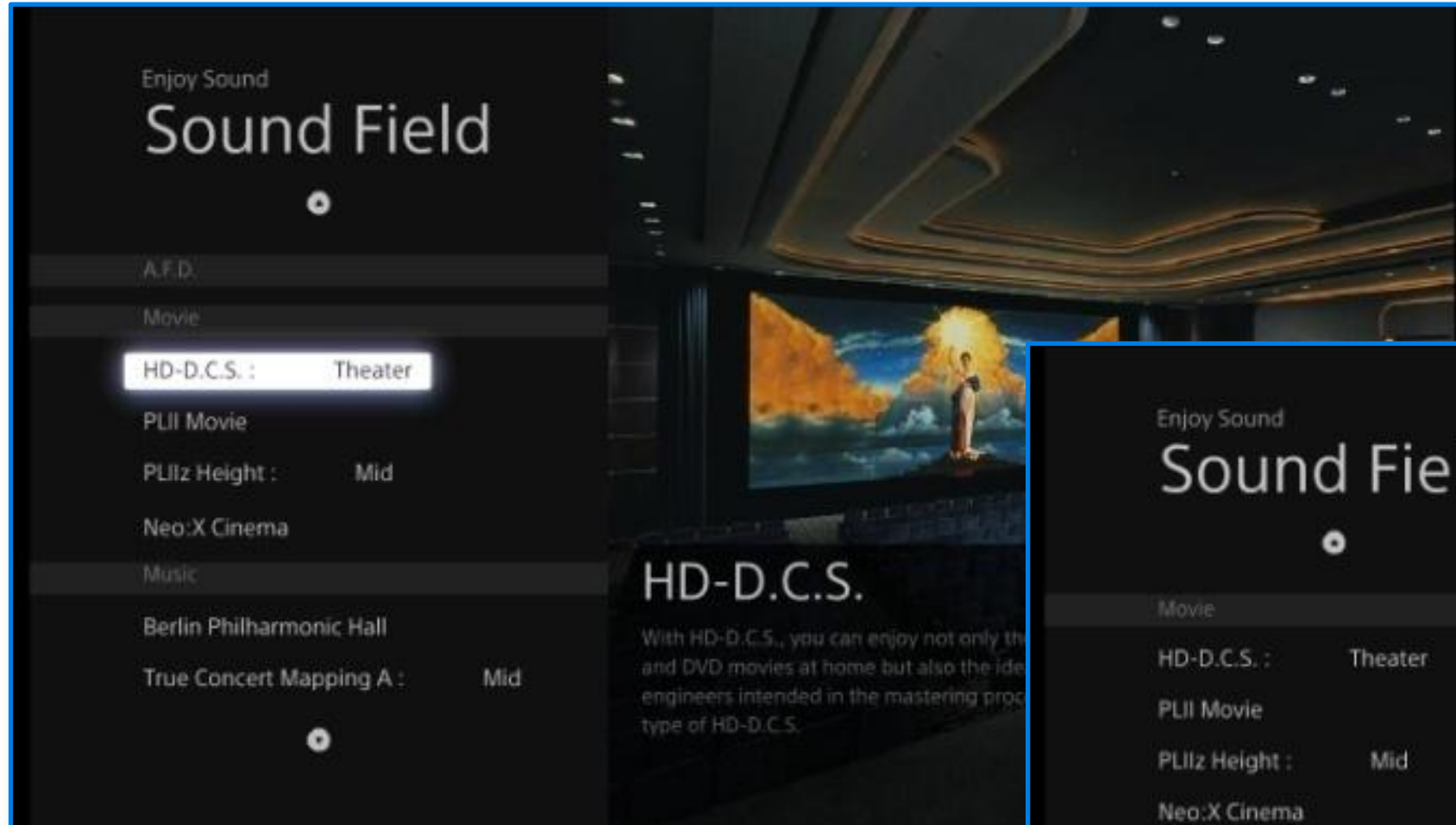


Multi-zone control

Soundfields



Sound Field Selection



Discrete codes are available for all soundfields.

Berlin Philharmonic Hall Mode

Berliner Philharmonic is the principal concert hall of the Berliner Philharmoniker, one of the world's premiere orchestras.



Now, the sound field of the Berliner Philharmonic can be simulated in your living room as one of your acoustic effect choices. When playing the Berliner Philharmoniker's Digital Concert Hall program, the AVR automatically switches to this mode.



© Matthias Heyde / Berliner Philharmoniker

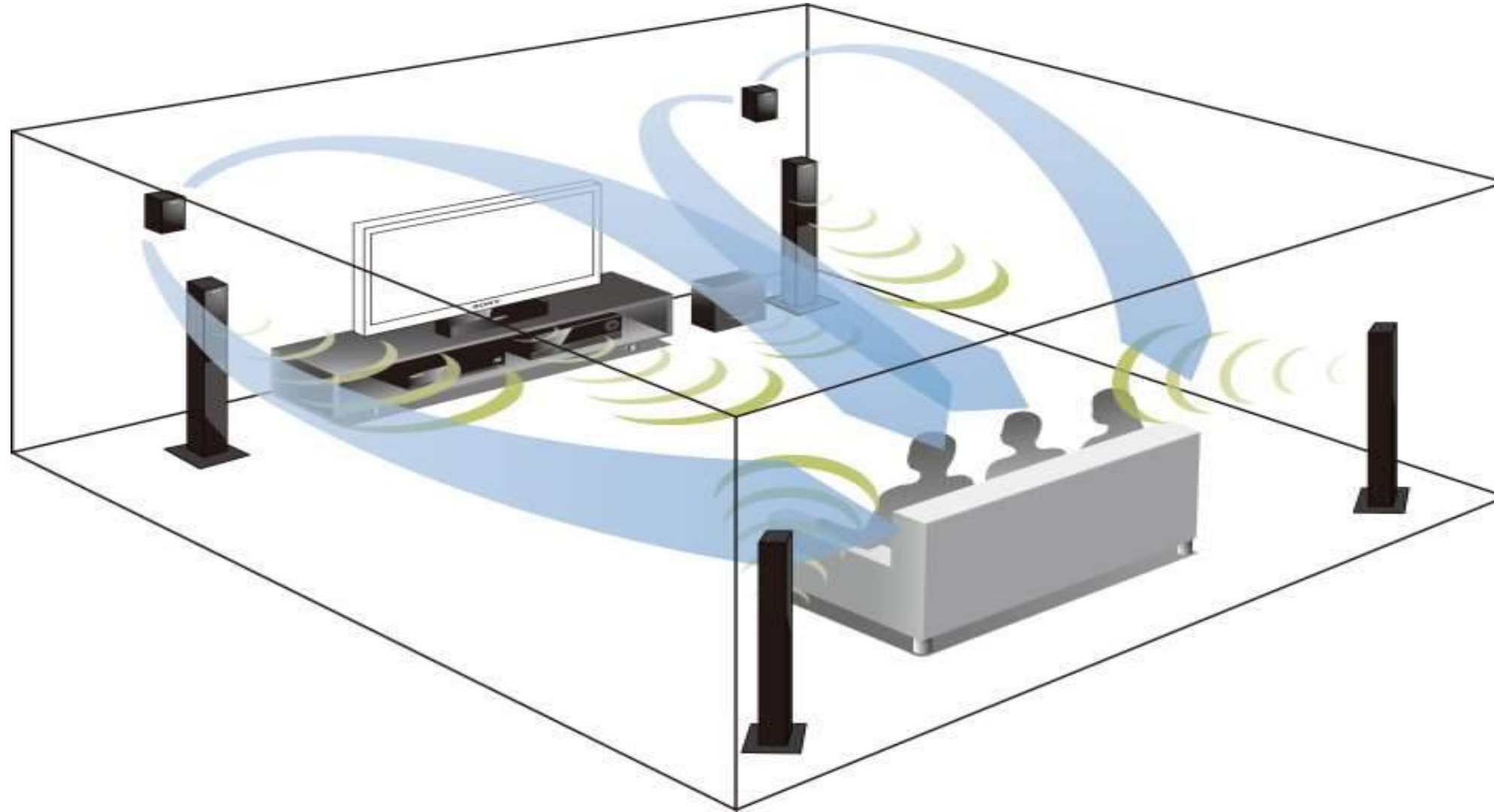


© Schirmer / Berliner Philharmoniker

DTS Neo:X & Dolby PLIIz

Both DTS Neo:X and Dolby PLIIz add front high speakers to the traditional 7.1 setup. Front high speakers create depth and dimension of a lifelike soundstage.

The speakers mounted just above the main speakers on the front left and right introduce a vertical component to the horizontal sound field for a more 3 dimensional sound.



HD-D.C.S. with Front High Speakers



8 point proximity mic

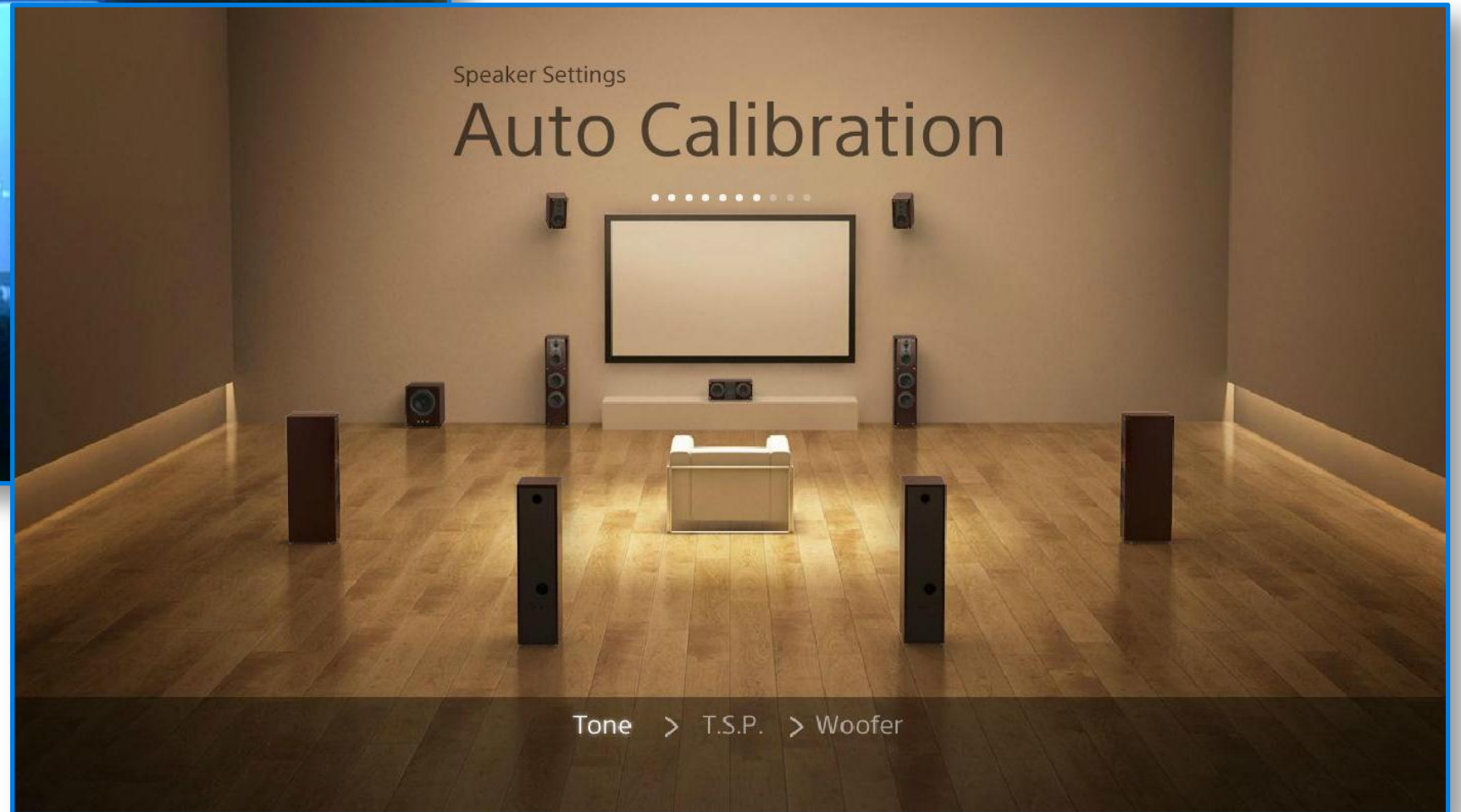
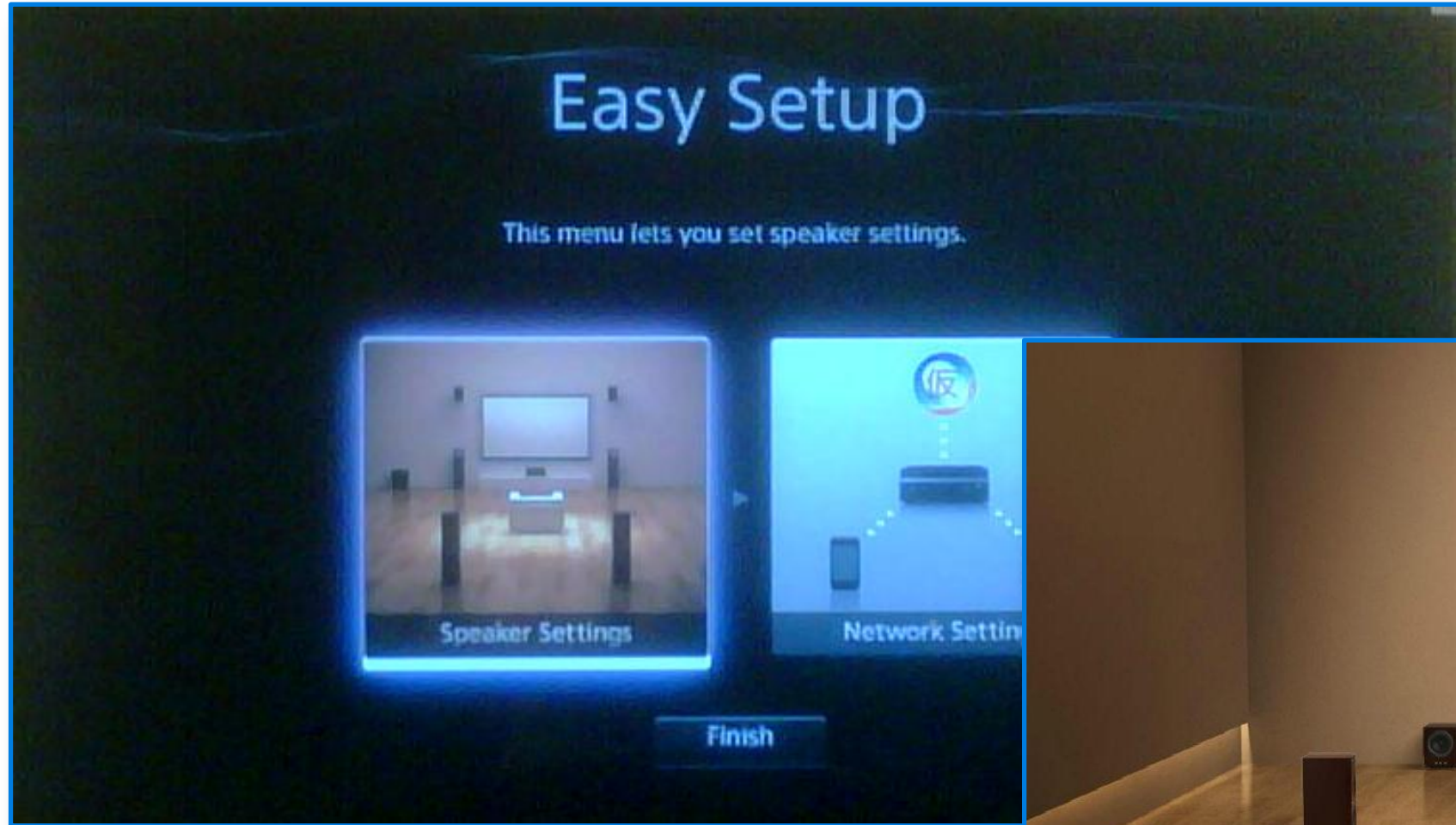


Sony Electronics Engineers, in collaboration with Sony Entertainment Audio Engineers, introduced HD-Digital Cinema Sound (HD-D.C.S). Using advanced measuring techniques, engineers were able to re-create the sound characteristics found in the Cary Grant Theater, where many of Hollywood's hottest movies are mastered, and faithfully reproduce those characteristics in the home environment.

Increased Ease of Setup



Easy Setup Wizard



Digital Cinema Auto Calibration

Automatic Phase Matching

Current Speaker Condition

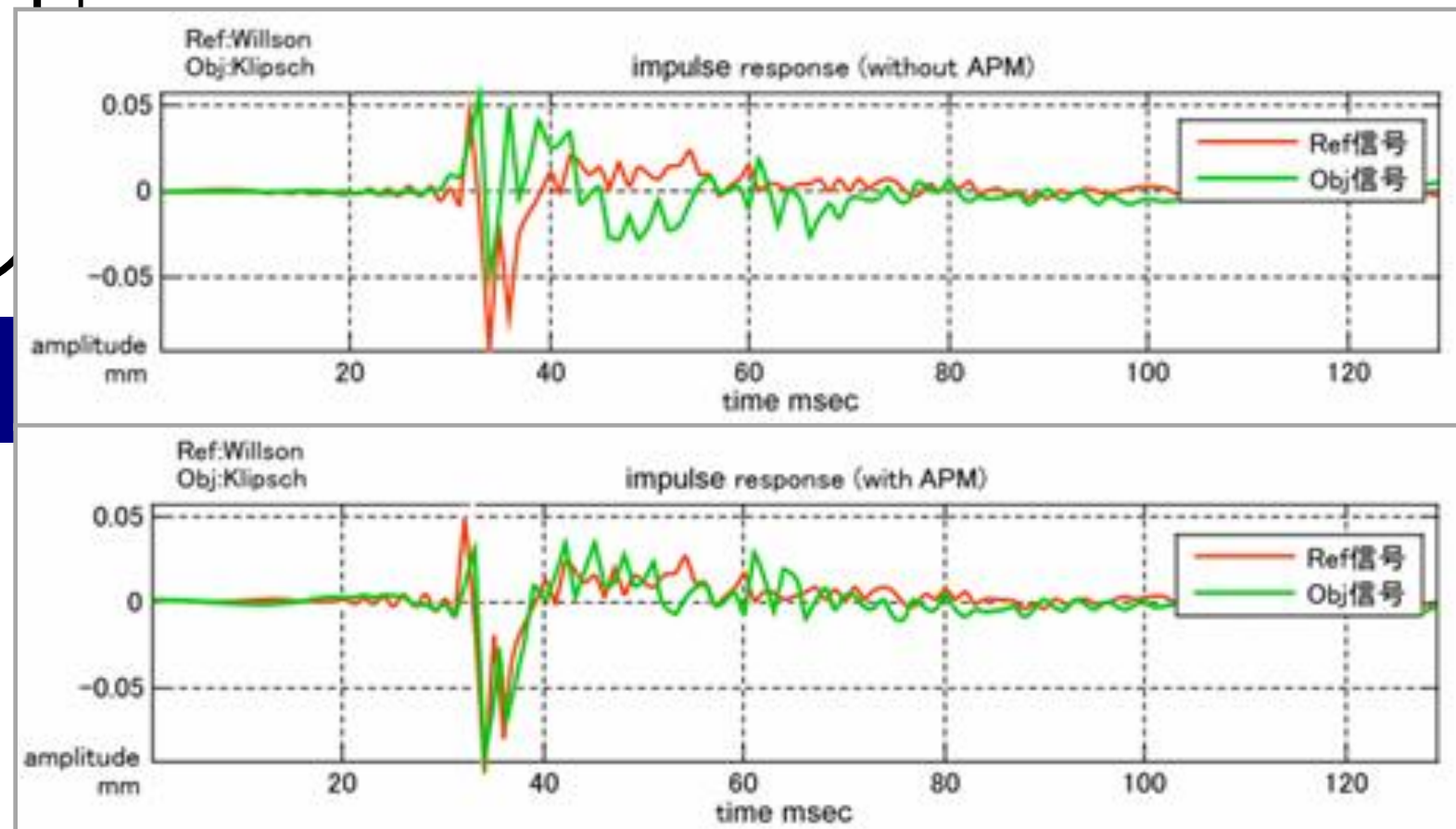


APM ON



Corrects the phase of the rear and center speakers to match the front speakers

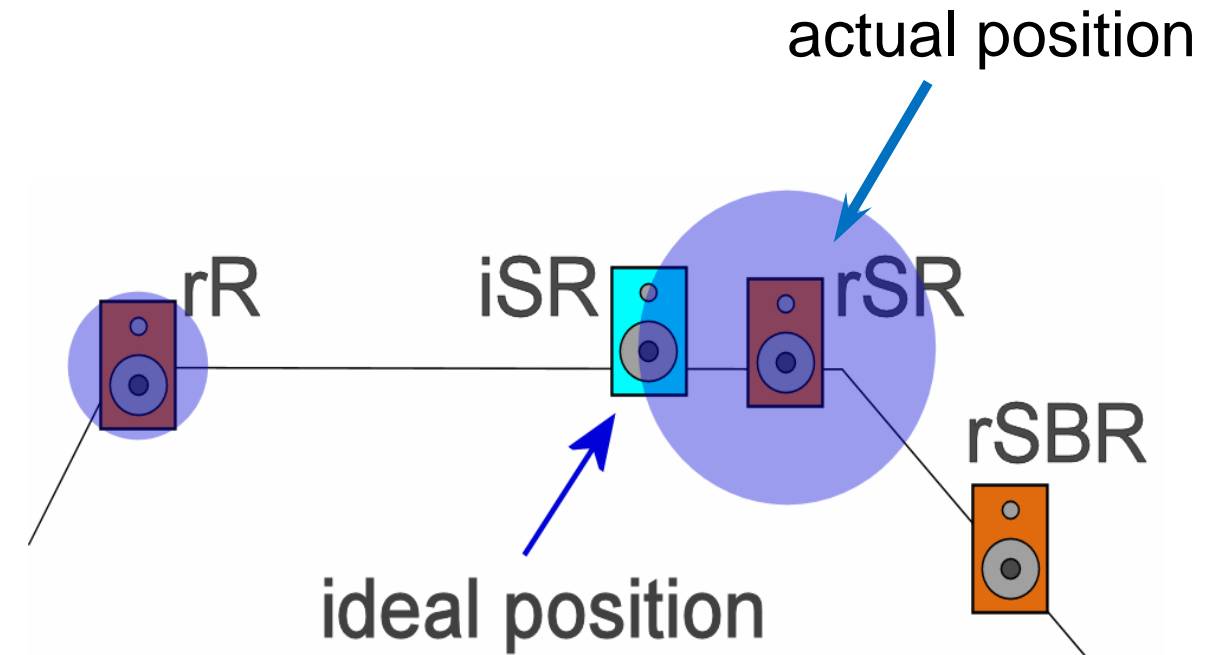
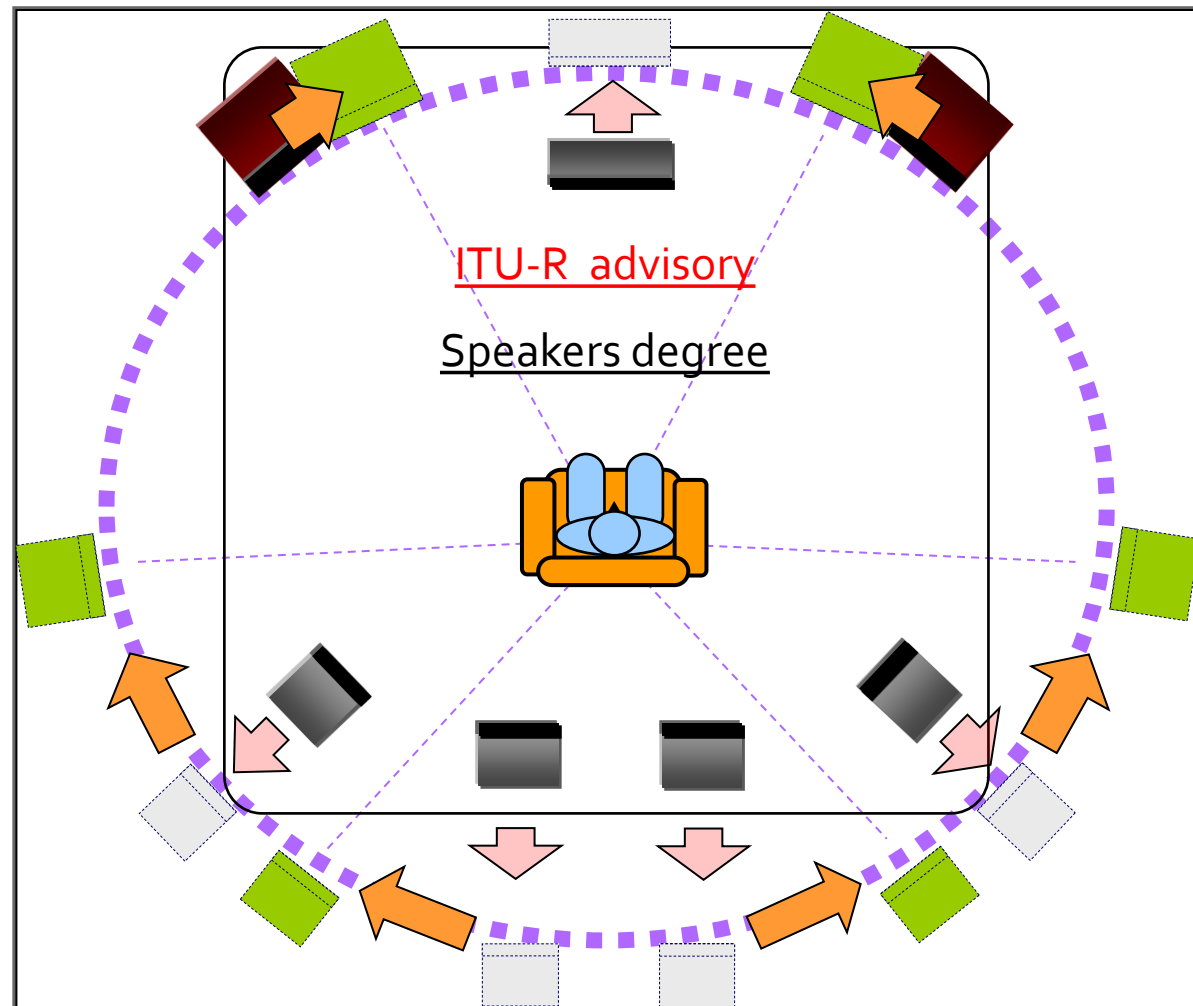
- Speaker's "Distance" & "Characteristic"
- Room's Frequency
- Automatic Phase Matching



Digital Cinema Auto Calibration EX (5700ES Only)

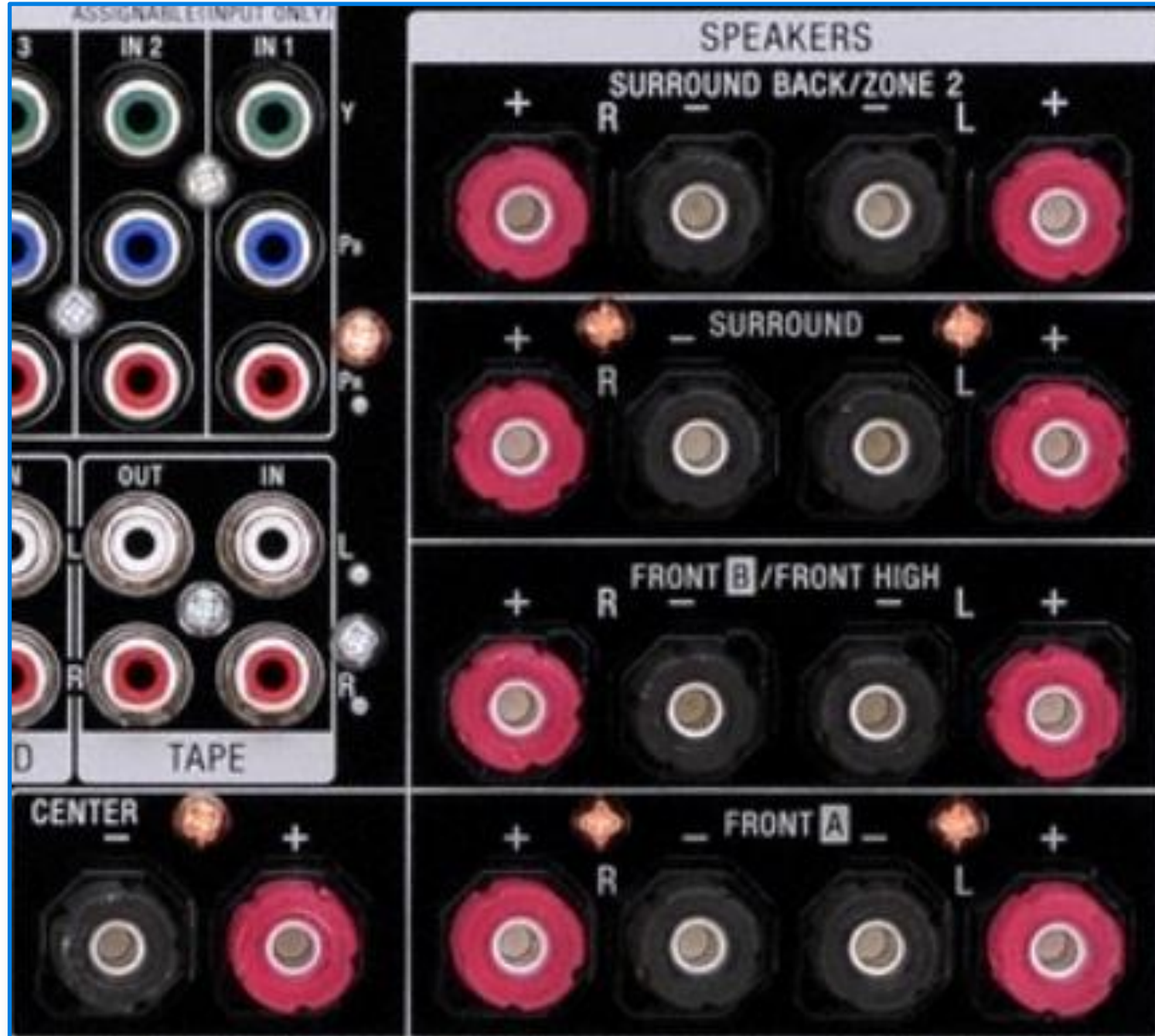
Speaker Relocation

Adjusts the speaker distance and degree to create an acoustically ideal environment.

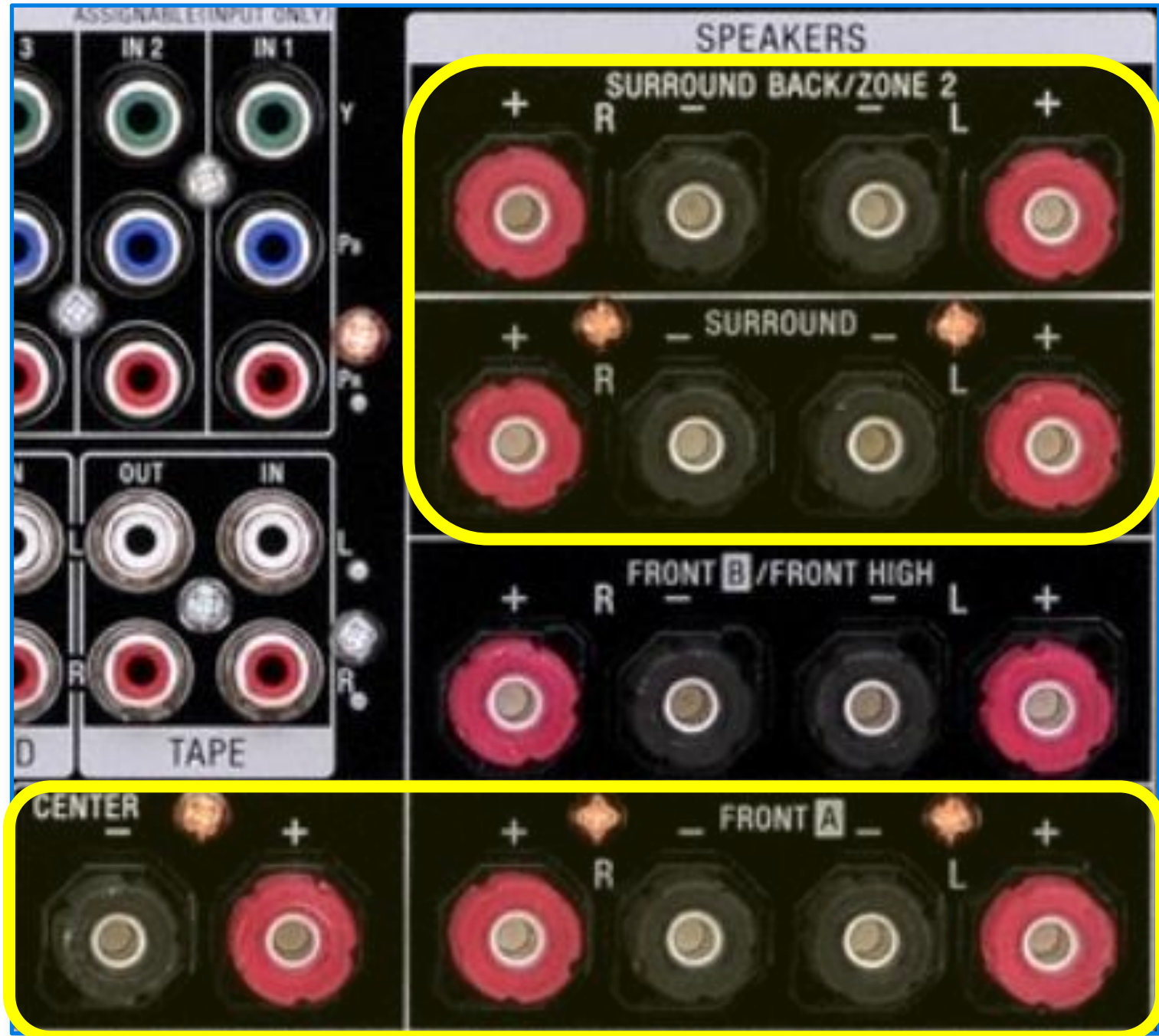


Works from “Speaker Phantoming”:
The volume of rR is reduced and the delta is played from rSR causing it to sound like it oriented at the iSR position

Flexible Speaker Configurations

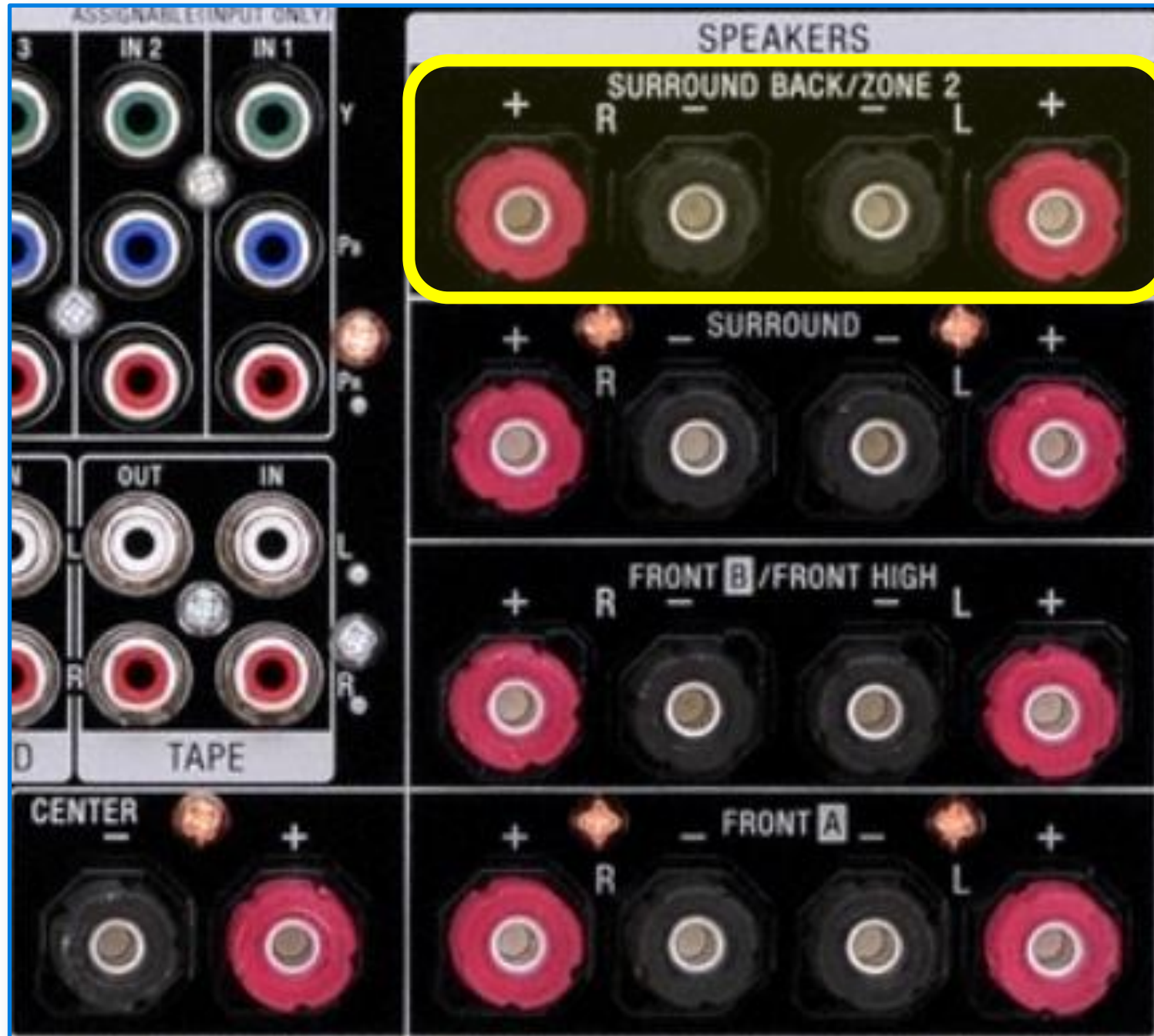


Flexible Speaker Configurations



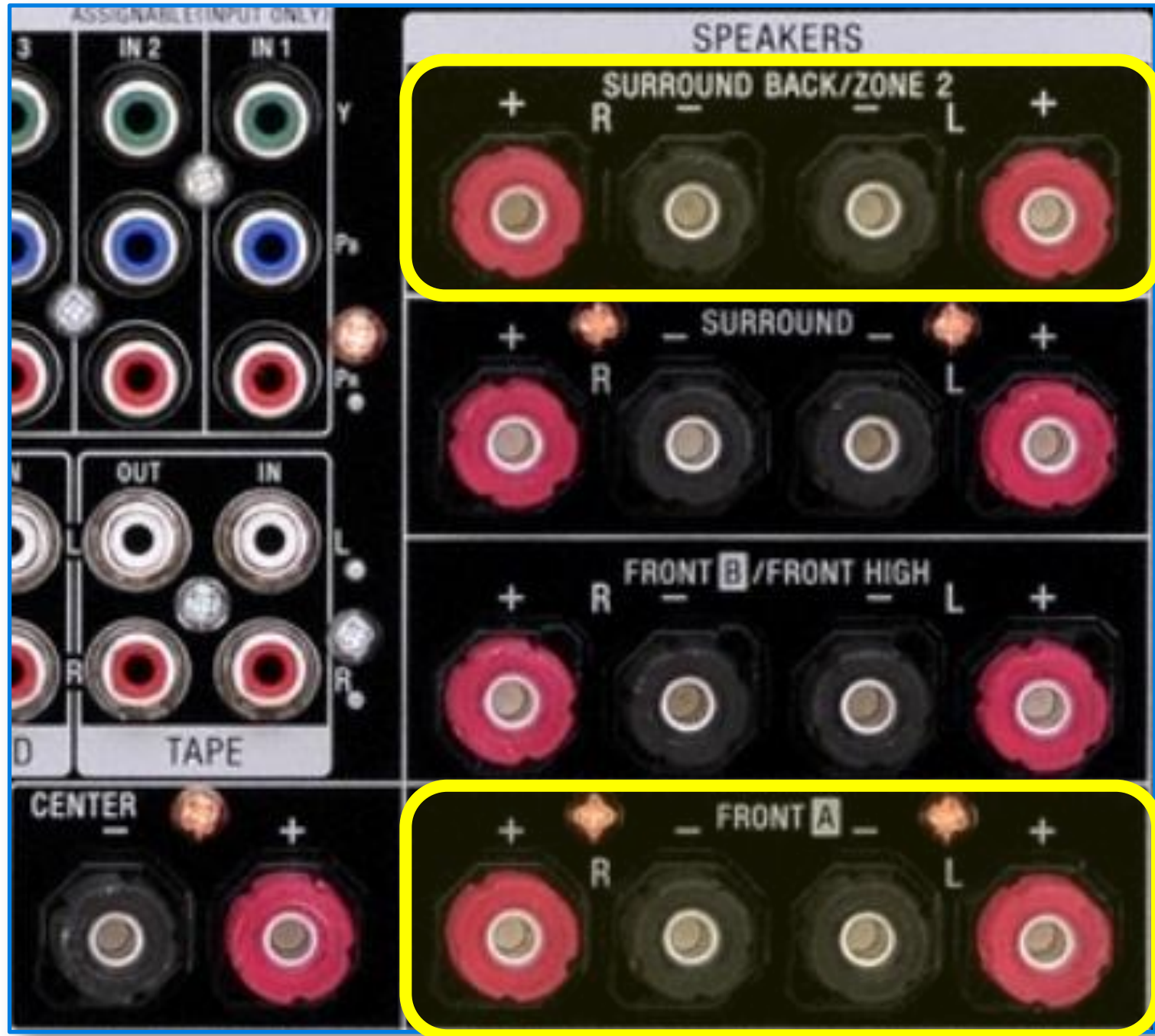
7.2

Flexible Speaker Configurations



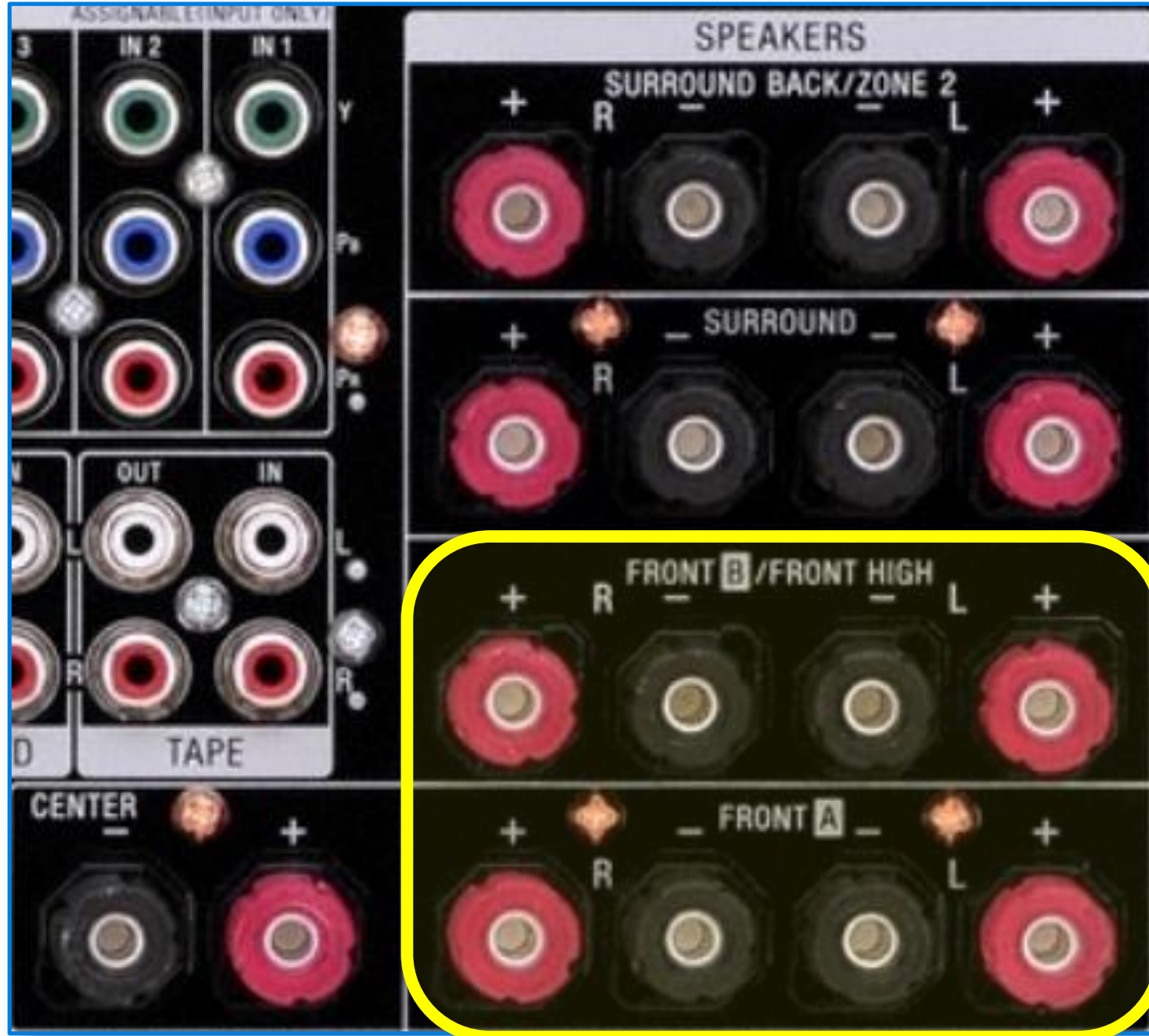
Zone 2

Flexible Speaker Configurations



Bi-Amp

Flexible Speaker Configurations



Dual Front
Speakers/
Front High

Network Features



Connections and Video Assignments



Ethernet Switch

4 Ports, 10/100 Mbps



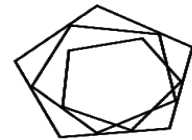
Ethernet Cable

Ethernet Cable



BRAVIA Internet Video

The Widest Variety of Audio



BERLINER
PHILHARMONIKER
DIGITAL CONCERT HALL



BRAVIA Internet Video

...and VIDEO Content



Sony ES *Support*



ES Market Training Specialists

marketstar
Proven & Profitable
Created by D.R. 62911

Specialist Name	Location
Chris Brunhaver	Seattle
Jorge Ocampo	New York
Matt Griesert	Bay Area
Simon Beaumont	Washington DC
Jayson Savage	LA/San Diego
Andrew Turner	Dallas
Ben Cano	Chicago
Mike Miller	Atlanta
Carlos Giraldo	Florida

ES Support Hotline



Product Experts

Located in San Diego, CA

CEDIA trained

Control4 & AMX Certified Installers

Full lab of equipment for testing
and troubleshooting

installsupport@am.sony.com

1-866-924-7669

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