

# Cosmetic Design Story for NEW S2400 Series (32" & 40")



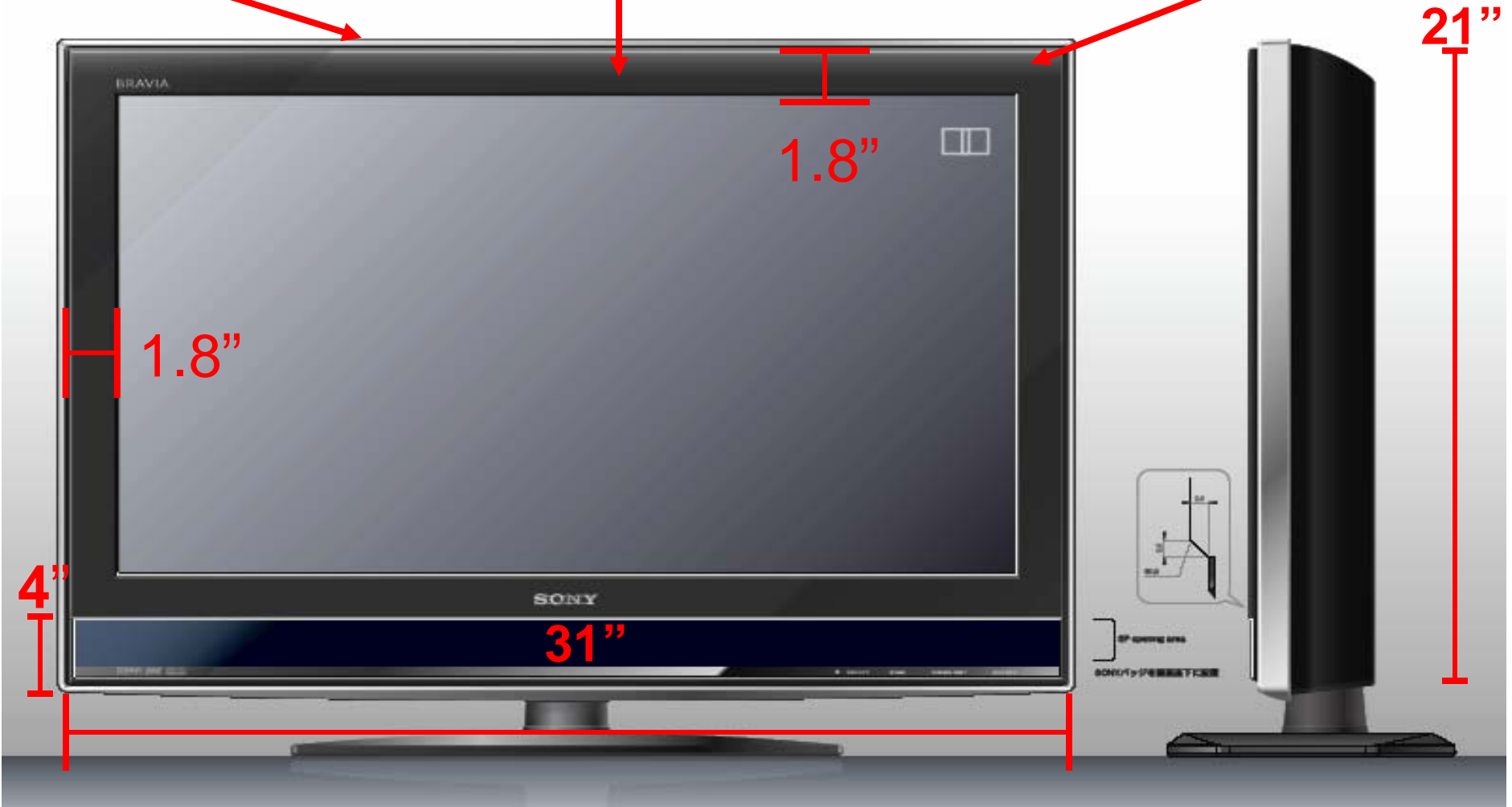
- Picture Frame Concept:
  - Sony will continue to use the “Picture Frame” concept design for TV category products.
- Using Bravia Engine Technology with the NEW bezel the picture becomes
  - more vivid with a higher contrast appearance
  - Outer bezel takes on a slimmer presence in relation to the screen
  - The black face is surrounded by a narrow silver frame, in order to emphasis the “slimness”,
- For this NEW model, Sony wants to shift the color from “medium silver” to “Metallic Black” with glossy finished speaker grille as a accent to the TV design.

# KDL-32NEW Design

Silver Accent

Metallic Black Color

Picture Frame Design



There are two types of contrast ratios that manufacturers are adopting:

**Dynamic Contrast Ratio** is the ratio of the luminosity of the brightest and the darkest color the system is capable of producing over time. It takes one measurement at all white and another measurement of all black and compares the values.

**So What Does This Mean?**

The competition uses this system to show a high contrast ratio but in the real world almost none of your viewing is ALL Black or All White



**Contrast Ratio (VESA)** is the ratio of the luminosity of the brightest and the darkest color the system is capable of producing simultaneously at any instant of time. The white and black values are measured at one time on one image.

**So What Does This Mean?**

Sony uses a combination of both system to get the best of each technology and a more realistic picture contrast



White : Black

SONY

like.no.other

# Advanced Contrast Enhancement



KDL-32S2000 (CURRENT)

KDL-32NEW  
KDL-40NEW

Competition

On-screen contrast is higher on BRAVIA due to increased brightness of the moonlight