

By May 2008chin, Technology Editor

## [Sony's New Bravia V4500 Series Offers Style, HD-Grade Images](#)

### *Three new models for your viewing pleasure*

As you might have heard from one of our previous [articles on the subject](#), Sony's got some pretty big plans for Europe, as it has seriously increased its production capacities in this particular area. And one of the first series of models that will be rolled out from the new plant is the Bravia V4500, a family of LCD HDTVs that come packed with their own HD tuners right out of the box. First and foremost, it's interesting to note that the V4500 series showcases Sony's innovative new draw the LINE design concept. This very special styling philosophy enhances the total TV viewing experience without distracting from what's on the screen. Accented by a dark silver speaker, the set's deep piano black finish creates an effortlessly contemporary look to flatter any living space. 26-inch, 32-inch and 37-inch models all feature a swiveling stand for comfortable viewing from wherever you're sitting in the room. Moreover, all screen size models feature an integrated MPEG-4 AVC HD tuner, allowing you to enjoy terrestrial HDTV programs where compatible DVB-T/DVB-C services are available. Additionally, the HD picture quality is quite OK, thanks to latest-generation Bravia Engine 2 technology that helps generate images with a resolution of up to 1360 x 768 pixels and a very high dynamic contrast ratio of 33000:1 (26-inch and 32-inch models). Additionally, 24p True Cinema technology guarantees that movies on Blu-ray Disc are presented at their best quality levels. Operation is very simple and intuitive, thanks to Sony's XMB (Xross Media Bar) on-screen interface that simplifies browsing TV channels, selecting inputs, Picture Frame Mode and other functions. Furthermore, the Bravia Sync controls the complete home theater system from the TV remote. At the touch of a button, everything is powered up and ready to play, with no need to juggle several different remotes to switch on other devices, select inputs and adjust levels. "The superbly styled, easy to use BRAVIA V4500 series gives everyone a more satisfying home entertainment experience, whether they're into TV, movies or games", comments Hiroshi Sakamoto, Marketing and Product Planning Vice President, TV Operations Europe, Sony Europe. "And now with the inclusion of an HD tuner, there are even more options for enjoying great-looking HD images with breathtaking quality." Unfortunately, Sony has not provided any pricing or local availability details at least for the time being, but the new Bravia V4500 LCD HDTVs are most likely to arrive pretty soon at Sony dealerships near you. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .