

10 April 2008

By: Alex Vochin, Technology Editor



The E4000 series
Sony

When HDTV Meets Style: Sony's Bravia E4000 Series

A new line of very attractive LCD TV sets

One thing's for sure about the Japanese electronics' giant, Sony: it has some pretty inventive and talented designers. Most of the products the company has rolled out over the past few years have very eye-catching designs, and that's also the case with the new Bravia E4000 Series of high-definition TV sets, which can compliment just about any type of interior décor. "Inspired by the new Draw the LINE design concept by Sony, its clean, understated lines enhance environment without distracting from enjoyment of the total viewing experience," reads the company's statement, pointing out that the design is, in fact, the main selling point of the new E4000 series. Furthermore, the device offers quite a wide array of color frames namely Midnight Sky, Aluminium, Pearly White and Dark Walnut, designed to meet any person's tastes. The 32-inch and 40-inch Full HD models are supplied with a stand, or can be wall mounted to become an integral part of one's personal living space alongside other framed works of art. They're complemented by a smaller 26-inch model - also wall mountable - that's ideal for freestanding on a desk or table top with family photos. The E4000 series features Picture Frame Mode, displaying one's favorite image on screen to suit the user's mood or the ambience of the room. By default, users can select from a gallery of six artistic masterpieces stored in the television's memory, ranging from beautiful landscapes to Pop Art and van Gogh. Alternatively, Picture Frame Mode is a very good solution for showing one's favorite photo, since images can be displayed from any connected USB flash memory device such as a Micro Vault Tiny that slips discreetly into a socket on the side of the TV set. Furthermore, it's also interesting to note that the range-topping 40-inch model features x.v.Colour for displaying an extended, more lifelike color palette with compatible sources. The same model also supports PhotoTV HD mode, ensuring a very lifelike reproduction of still photos from a connected compatible Cyber-shot or a compatible Alpha digital SLR camera. "Once again Sony is reinventing ideas about your television's role in the living room," says Hiroshi Sakamoto, Marketing and Product Planning Vice President, TV Operations Europe, Sony Europe. "The BRAVIA E4000 series blurs boundaries between consumer electronics and fine art. This innovative, gorgeously styled television set looks as good on your wall as the pictures it displays." Unfortunately, no pricing or availability information regarding the Bravia E4000 series has been provided for the time being, but the first models will most likely arrive in stores around Europe at some point over the next few months. 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 .