

Sony launches the world's first Bravia XR TV with human awareness

Sony has announced the Bravia XR 2021 TV series. According to the Japanese manufacturer, these are the first TVs in the world to incorporate cognitive intelligence (cognitive intelligence).

The Bravia XR 2021 line of TVs includes models with 4K, 8K, and 4K OLED screens, all equipped with a Cognitive XR processor. Sony said the new chip can "perceive" to act like the human brain, allowing to create the most realistic picture and sound.

Sony explained: While conventional AI (artificial intelligence) can only detect and analyze elements of an image such as color, contrast, and individual detail, the new processor with intelligence Cognitive intelligence can cross-analyze a variety of factors at the same time, so each element will be tuned to make everything in sync and lifelike, something conventional AI can't do.

More details about the products of the Bravia XR 2021 TV series:

Z9J Master Series 8K (LCD)

1. 85-inch
2. 75-inch

A90J Master Series 4K (OLED)

1. 83-inch
2. 65-inch
3. 55-inch

A80J 4K (OLED)

1. 77-inch
2. 65-inch
3. 55-inch

X95J 4K (LCD)

1. 85-inch
2. 75-inch
3. 65-inch

X90J 4K (LCD)

1. 100-inch

2. 75-inch
3. 65-inch
4. 55-inch
5. 50-inch

Not only cognitive intelligence, Bravia XR 2021 TV series also has a new Google TV interface, HDMI 2.1 port, e-ARC compatibility, supports 4K content playback at 120 frames / sec, features VRR and ALLM. Of course, Sony's new TV products also support Google Assistant and Amazon Alexa.



Sony just introduced the product, information about the price and time to be released will be revealed in the near future.

Another good news for game lovers: Sony announced that PS4 and PS5 will support online apps like Apple TV. This means SP4 and SP5 users will both be able to enjoy Apple Originals such as Mythic Quest: Raven's Banquet, Ted Lasso and The Morning Show through Apple TV +.

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