

Sony Unveils New Bravia 7 Mini LED TV Series

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What happened

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The Bravia 7 series introduces several models, including the X95R, mini LED, XR OLED, and XR Full Array LED. These current TVs come equipped with new features such as Acoustic Center Sync, which allows smooth integration with compatible Sony soundbars for improved audio performance.

Serving to diverse consumer needs, the series offers a range of screen sizes, including 85-inch, 75-inch, 65-inch, and 55-inch options. Pricing for the Bravia 7 series starts at INR2,29,990 for the 55-inch model, while the premium 85-inch variant is priced at INR7,99,990.

Sony has confirmed that the new Bravia 7 series will be available in all Sony centers across India beginning June 1, 2024. The company plans to release more detailed specifications and pricing information for individual models in the near future.

With features like XR Backlight Master Drive, Sony Picture Processor XR, and Acoustic Multi-Audio, the new series promises to deliver superior picture quality and immersive sound. The TVs also incorporate smart features and are compatible with various streaming platforms, enhancing the overall user experience.

As Sony continues to innovate in the television market, the Bravia 7 series is the company's commitment to providing high-quality, technologically advanced viewing options for consumers seeking premium home entertainment solutions.