



The Sony picture book

Autumn 1977

Over the following pages we'd like to introduce you to the whole range of Sony Televisions.

From our portable black and white sets through to colour televisions using the unique and famous Trinitron system.

These range from a real star of the small screen, an 8" colour portable to our big 20" sets.

As you browse through, you'll notice none of the sets have pictures on the screens.

As far as the colour sets are concerned, it's for a very good reason.

Although colour printing is excellent nowadays, this brochure still couldn't do justice to our truly life-like colour picture.

If you don't believe us, you'll have to go along to your local Sony dealer for a demonstration or take a trip down to our showrooms at 134 Regent Street.

Once you've seen the picture you'll see what we mean.

But for the time being you'll have to make do with this brochure, so on with the show.

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TV 110UK/TV 144UK Sony black and white portables come in two sizes and two colours. An 11" or 14" tube. And a classy white or sleek black cabinet.

Below is the TV 110. A solid state set weighing in at 15 lbs 7 oz. On the opposite page is the TV 144. Another solid state set that weighs just 18 lbs 12 oz.

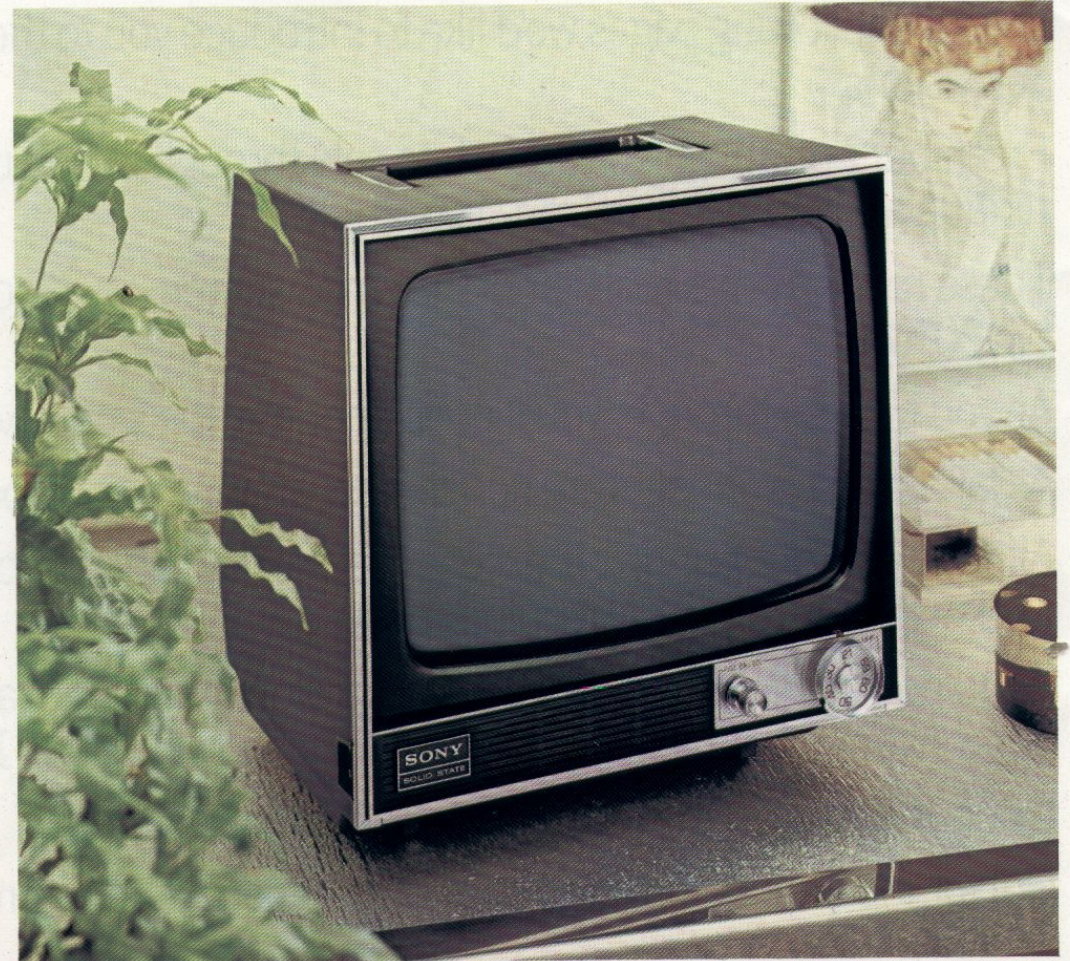
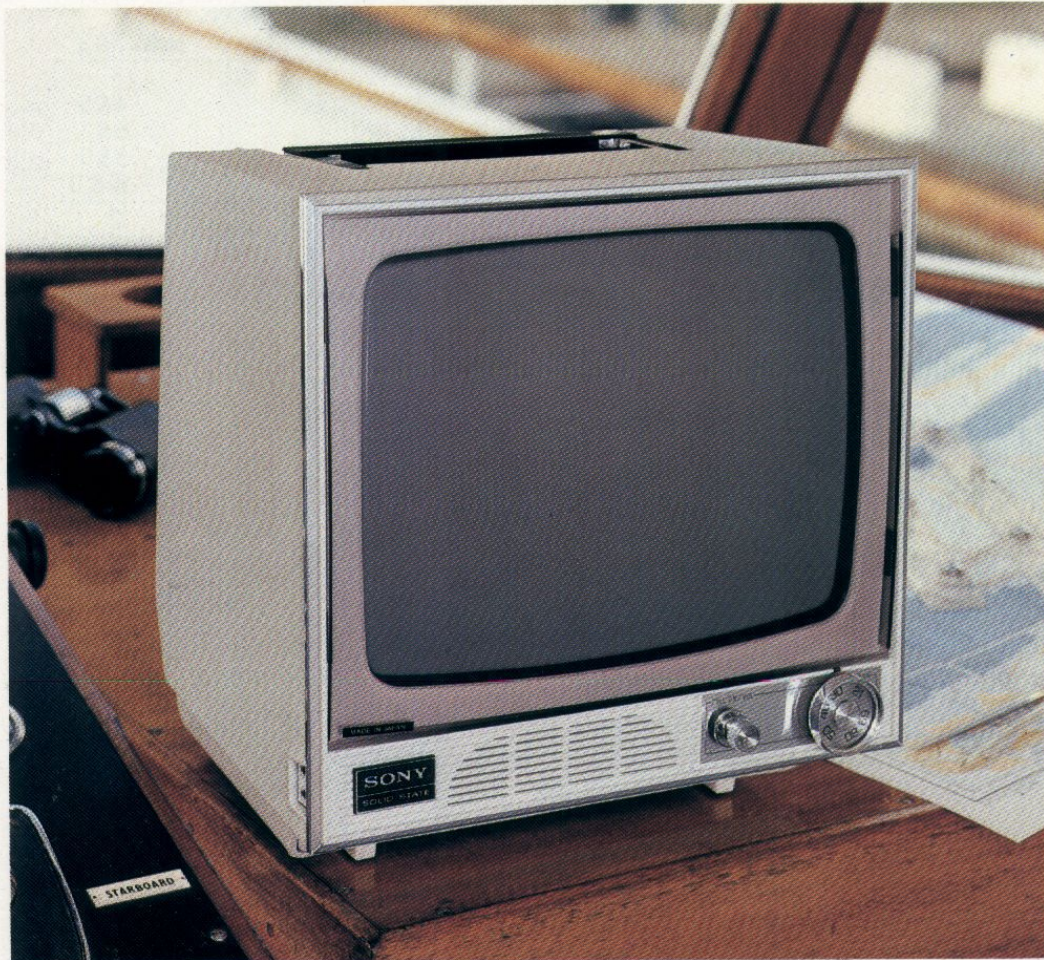
Which means you won't have to buy a body building course before you buy either of our sets. They really are easy to carry around.

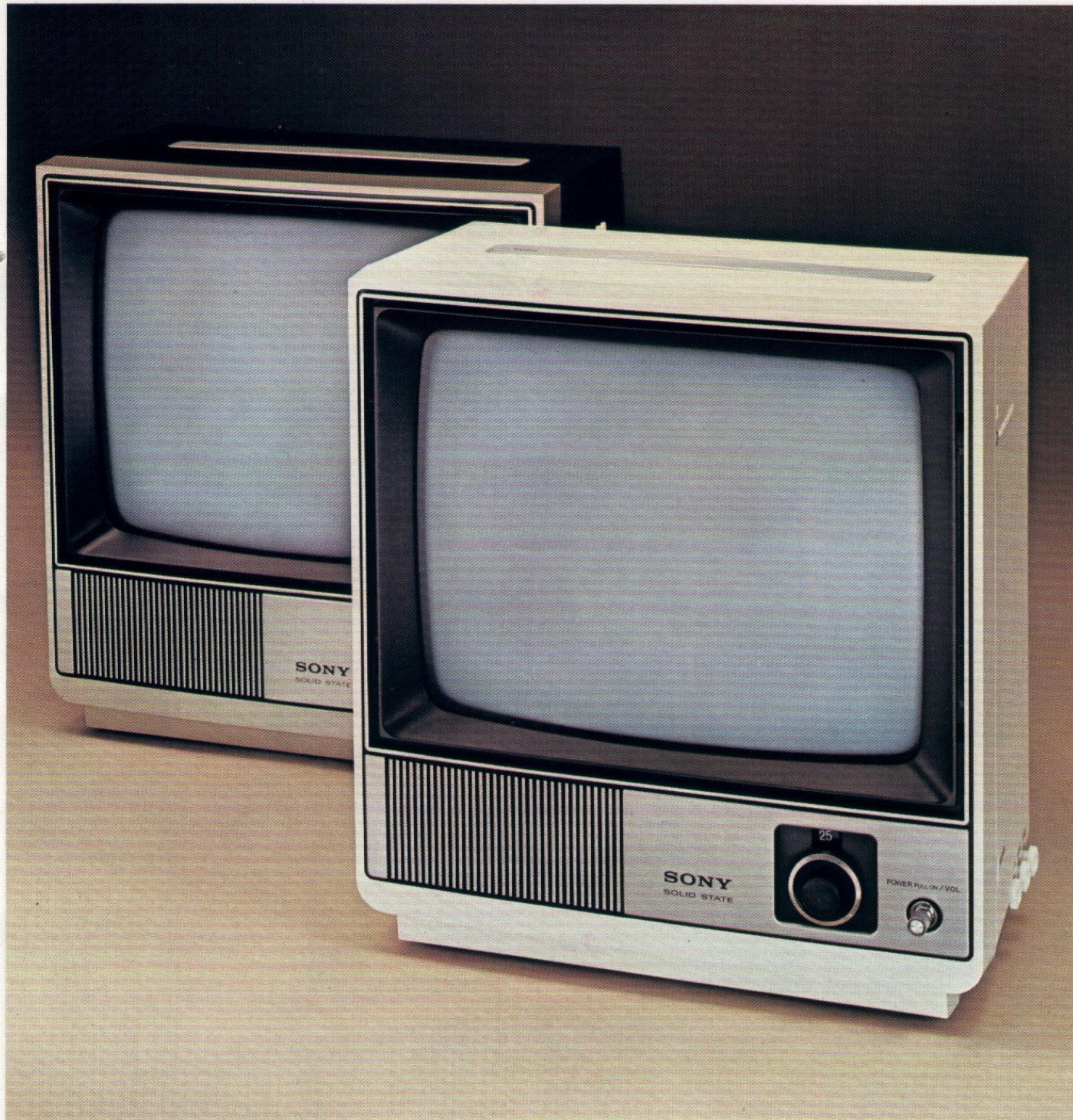
So you can have television in the living room, television in the kitchen, even the midnight movie in the bedroom.

And if your other half wants to get some shut eye, don't worry. All our black and white portables come with a personal earphone. You can even take our little tellys out in to the wild.

Because whether you're cruising down the river or just out cruising in the car, when you pull up you'll find our tellys run off a 12 volt battery as well as mains or can be plugged into the cigarette lighter socket in your car when used with our optional DCC 2AW car battery cord.

Finally, they all have a special loop antennae and an external aerial socket to receive all three channels loud and clear.





Model:
TV 110UK Black and White
Television.
Specifications:
British UHF TV standards.
Channel coverage:
UHF 21-68.
Picture tube:
11" measured diagonally (approx.),
10% screen measured diagonally
(approx.).
Aerial:
Equipped with loop aerial-
terminal-300 ohm. External aerial
75 ohm.
Speaker: 80 x 120 mm.
Audio output: 0.8 W.

Power requirements:
240 VAC, 50 Hz, 29 W;
12 V DC, 17 W.
With Sony rechargeable battery
pack BP 7/564 (optional).
Car battery with car battery cord
DCC 2AW (optional) via cigar
lighter socket.
Dimensions (approx.):
286 (W) x 295 (H) x 302 (D) mm.
Weight (approx.): 7 kg.
Cabinet colour: Black or white.
Supplied accessories:
1 x earpiece ME 20B, 1 x UHF loop
aerial, 1 x suction rubber.
Supplied with fully detailed
instruction manual.



Model:
TV 144UK Black and White
Television.
Specifications:
British UHF TV standards.
Channel coverage:
UHF channels 21-68.
Picture tube:
35.6 cm, 14" measured diagonally,
90° deflection.
Aerial:
75-ohm, co-axial aerial socket,
300-ohm loop aerial terminals.

Audio output: 0.8 W.
Speaker: 120 x 80 mm oval, 8.
Power requirements:
240 VAC, 50 Hz; 12 V DC.
Power consumption:
33 W (max.) AC, 18 W (average) DC.
Dimensions (approx.):
342 (W) x 373 (H) x 331.5 (D) mm.
Net weight (approx.): 8.5 kg.
Supplied accessories:
Earpiece ME 20B, UHF loop
aerial AN 8, instruction manual.

KV 9000UB The real star of the small screen.

Introducing our biggest breakthrough yet. Our smallest colour television yet.

The KV 9000. A totally portable colour television with a tube that measures just 8"

(This really is one you've got to get along to the showroom to see.)

Like all Sony colour televisions, it uses the famous Trinitron system that gives you a clear, sharp and truly lifelike picture.

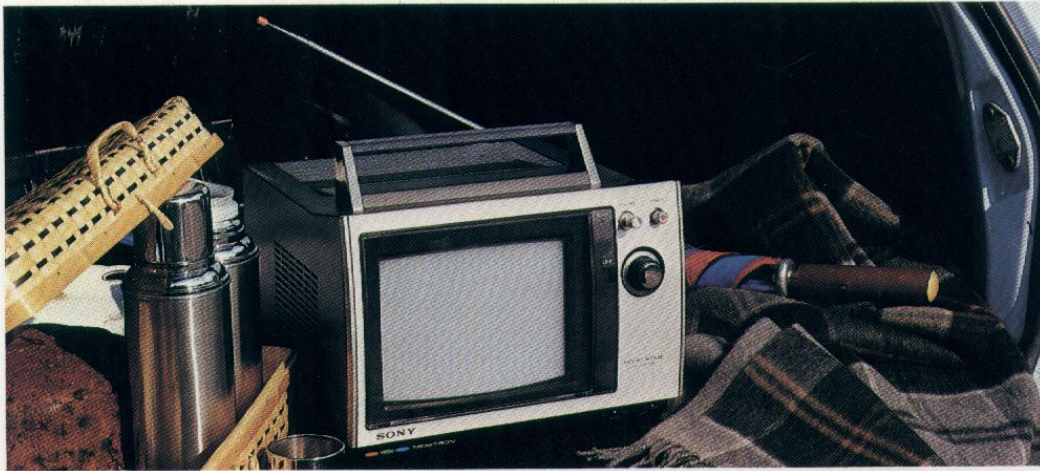
And what's more, it's as portable as our black and white portables.

It can run off a car/boat battery or optional rechargeable battery pack (as illustrated on the facing page). And since it weighs just 20lbs (without battery pack), you don't have to be a bionic man to carry it.

It comes with a telescopic aerial, personal earpiece and mains lead. And it has all the controls our big sets have. Picture brightness, colour and hue controls and automatic colour and AFT switches to help you get the best reception possible.

You might buy the KV 9000 for a second set.

Somehow we think it'll probably be watched more than your first set.





Model:
KV 9000UB Colour Television.

Specifications:
British Colour TV standard
UHF 625 line.

Channel coverage:
UHF 21-68, colour and
monochrome.

Programme selector:
Dial tuning.

Picture tube:
Trinitron 8" (approx.) tube,
measured diagonally, 70°
deflection angle (approx.).

Aerial:
75-ohm co-axial aerial socket,
75-ohm 7 stage rod antenna.

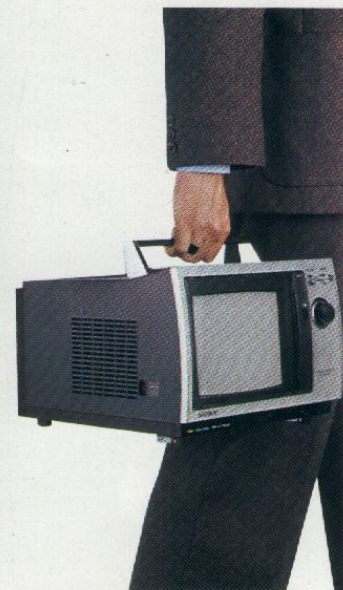
Speaker: 100 mm diameter (approx.).
Audio output: 0.9 watts.

Power requirements:
AC 240 V; DC 12 V from car or DC 24 V
boat battery via optional lead.
DC 24 V via optional battery pack.

Power consumption:
46 watts (mains) 30 watts 24V
36 watts 12 V.

300 (W) x 270 (H) x 343 (D) mm.
Weight: 9 kg.

Optional accessories:
DCC 16 car/boat battery lead,
re-chargeable battery pack BP80.



KV 1340UB Our 13" model isn't only great to watch, it's beautiful to look at. Because it comes in a white, satin silver or mustard cabinet. It gives you the opportunity to match your television to your own decor.

Features include push button tuning, neat side controls for picture brightness and colour and a childproof panel to keep the tuning controls out of the way of curious little hands.

The folding handle enables you to carry the set to any room in the house. And since you can use either of Sony's special parabolic aerials*, you're not tied to an aerial socket.

You can follow those mouth watering recipes in the kitchen.

You can have your Sunday lunch in the dining room without missing the Big Match.

You can watch the midnight movie in the bedroom. And fall asleep there instead of in your armchair.

*Check with your local dealer for details of reception in your area.





Model:
 KV1340UB Colour Television.

Specifications:
 British Colour TV Standard:
 UHF 625-line.
 Channel coverage:
 British UHF 21 to 68. Colour and
 monochrome.
 Picture tube:
 Trinitron 13" (approx.) tube,
 measured diagonally, 90° deflection
 angle (approx.).
Aerial:
 75-ohm, co-axial aerial socket.
Speaker: 8cm x 12cm.
Audio output: 1.2W

Power requirements:
 240V AC only. ~50Hz
Power consumption:
 85W (approx.).
Dimensions (approx.):
 13 $\frac{3}{8}$ " (w) x 13 $\frac{3}{4}$ " (h) x 15 $\frac{7}{8}$ " (d),
 (340 x 347 x 400mm).
Weight (approx.):
 29lb 12oz (13.5kg).
Supplied accessory:
 Earpiece.
Optional accessory:
 Parabolic aerial AN55-B2, B3.



KV 1820UB Our 18" model incorporates the new Trinitron Plus System.

Quite simply, this cuts down the amount of reflected light which is notorious for lessening the contrast on T.V. sets.

The result is a clearer, sharper picture.

The 2.30 at Newmarket will look just as good in a light room as the midnight movie does in a dark room.

And you may notice smaller things. Like a wrinkle in a newsreader's face you hadn't spotted before. (Our sincere apologies to all newsreaders.)

The set is available in a Teak or Rosewood finished cabinet and features push button tuning and sliding controls for volume and contrast.

Again, there is a childproof panel hiding colour, brightness and tone controls away from five year old would-be T.V. engineers.



Model:
KV1820UB Colour Television

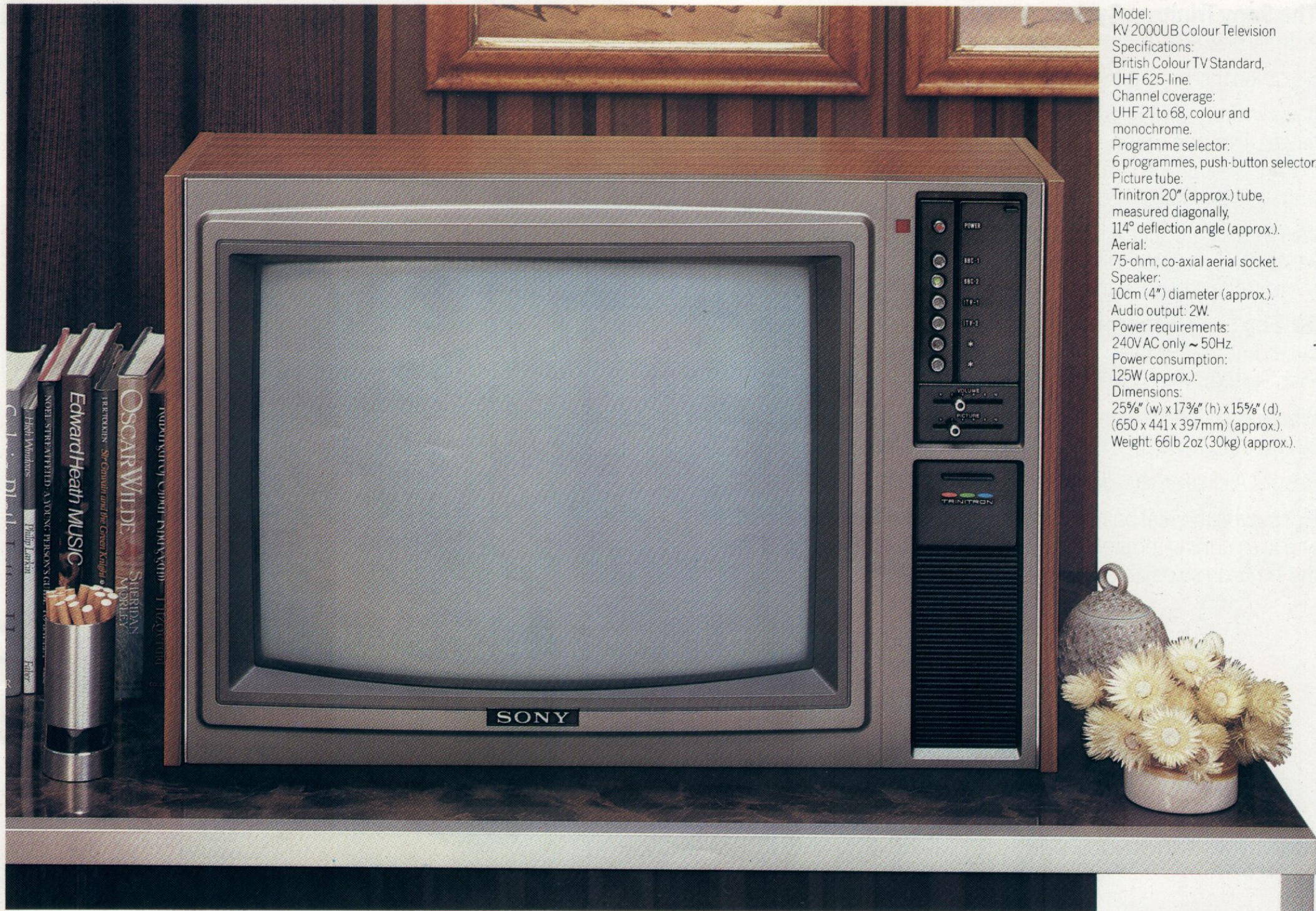
Specifications:
British Colour TV Standard,
UHF 625-line.
Channel coverage:
UHF 21 to 68, colour and
monochrome.
Programme selector:
6 programmes, push-button selector.
Picture tube:
Trinitron 18" (approx.) tube,
measured diagonally,
114° deflection angle (approx.).
Aerial:
75-ohm, co-axial aerial socket.
Speaker:
10cm (4") diameter (approx.).
Audio output: 2W.
Power requirements:
240V AC only ~ 50Hz.
Power consumption:
105W (approx.).
Dimensions:
22½" (w) x 16" (h) x 14½" (d),
(576 x 410 x 374mm) (approx.).
Weight: 57lb 3oz (26kg) (approx.).



KV 2000UB If you want a slightly bigger picture, maybe you should take a look at the KV 2000.

It's a 20" set available in either Teak or Rosewood finished cabinets.

Again, it incorporates the new Trinitron Plus System with features like push button tuning, sliding controls, a childproof panel hiding colour, brightness and tone controls.



Model:
KV 2000UB Colour Television
Specifications:
British Colour TV Standard,
UHF 625-line.
Channel coverage:
UHF 21 to 68, colour and
monochrome.
Programme selector:
6 programmes, push-button selector.
Picture tube:
Trinitron 20" (approx.) tube,
measured diagonally,
114° deflection angle (approx.).
Aerial:
75-ohm, co-axial aerial socket.
Speaker:
10cm (4") diameter (approx.).
Audio output: 2W.
Power requirements:
240V AC only ~ 50Hz.
Power consumption:
125W (approx.).
Dimensions:
25 $\frac{5}{8}$ " (w) x 17 $\frac{3}{8}$ " (h) x 15 $\frac{5}{8}$ " (d),
(650 x 441 x 397mm) (approx.).
Weight: 66lb 2oz (30kg) (approx.).

The Sony Trinitron System Nine years ago we invented an entirely new colour system and slapped a patent on it.

It's called the Trinitron System and only Sony can use it.

It works quite simply. Instead of the customary three small electron lenses, Trinitron uses just one large one. By focusing the colour beams through the centre of the lens, we can produce a picture unrivalled for sharpness and clarity.

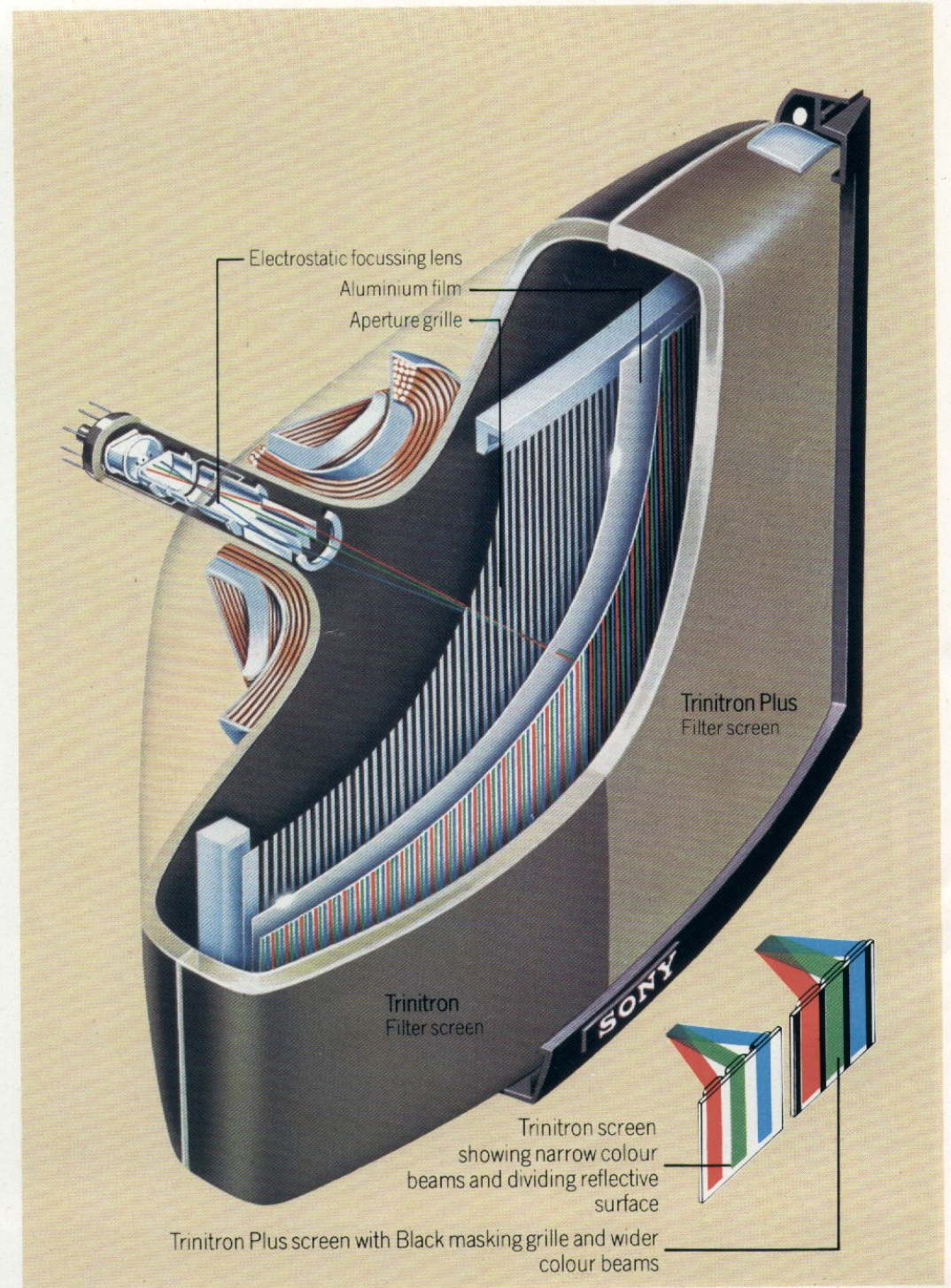
We can also produce a brighter picture. Because we have something we call an Aperture Grille. It's made up of slots, not holes, which allow more of the colour beams to reach the screen.

The Sony Trinitron Plus System On our larger sets to overcome the problem of reflected light, we use our new Trinitron Plus System which gives the picture even greater contrast.

What we've done is paint the finest black lines between the phosphor stripes and made the smoked filter screen lighter.

Result? A clearer, sharper picture, even in a bright room.

But maybe the real beauty of our system lies in its solid state circuitry and low running temperature. For it is these things that go to make the Trinitron so reliable.



Accessories These Sony accessories are designed specially to suit Sony Trinitron Colour televisions – beware of imitations.



AN 55-B2 Our unique independent parabolic aerial can be used on all the colour T.V.'s in this brochure. Also available is the AN 55-B3 which can be fitted to an aerial mount at the rear of the set. These aerials will give the best possible indoor performance.*

*Check with your local dealer for details of reception in your area.



SU 440-20 This modern T.V. stand is finished in brushed aluminium. With a reversible Teak/Rosewood cross tail it is designed for use with the KV 2000. Also available in the same design but for use with the KV 1820 is the SU 440-18.



SU 420-18 Another T.V. stand available in a Chrome and Teak/Rosewood finish, designed for use with the KV 1820. Also available in the same design, but for use with the KV 2000, is the SU 420-20.



SONY Regent Street

We believe that there is no substitute for actually listening to our equipment. It is for this reason that we have designed and built a special showroom at Regent Street, London. It gives you the freedom to look and listen to the products that interest you and our staff are on hand to answer any questions that you might have. If you see or hear something you really like, then we can tell you where your nearest SONY dealer is. However, if you can't make it to Regent Street, then just drop a line to our Consumer Information Service at the address below. They'll be pleased to advise you on any particular problems you might have such as the size of TV screen you require for your living room to building a hi-fi system to suit your home and pocket.

SONY Showroom
134 Regent Street, London W1R 6DJ

Dealer

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