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Sony Debuts Two New Audio/Video Receivers at CEDIA 2009

The STR-DA5500ES and STR-DA3500ES models

Sony STR-DA5500ES
Sony

This period has been a pretty busy one for Sony, the Japanese company being forced to carefully consider its product launch sequence, given the fact that it had to attend several major trade shows. And while we've covered its IFA lineup pretty extensively, it's now time to take a look at some of the products it prepared for the CEDIA event, including here the STR-DA5500ES and STR-DA3500ES "Elevated Standard" (ES) audio/video receivers.

The STR-DA5500ES model offers a 120-watt power amplifier x 7 (8 ohms, 20 Hz - 20 kHz, .09 percent THD) and a variety of high definition connections, including six HDMI inputs (five rear, one front) and two HDMI outputs. Plus, this model also supports 1080/24p video signals and x.v.Color and Deep Color video codecs, as well as all the latest audio formats (Dolby Digital Plus, Dolby TrueHD, DTS HD, DTS ES, Dolby Digital EX, Dolby Pro Logic IIx and 8 channel Linear PCM).

The STR-DA5500ES also offers Faroudja chip up-scaling of all sources to 1080p in the main zone and 1080i in a second zone, ensuring a consistent, sharp picture. Furthermore, each connected video zone has a high-grade, icon-driven menu system that allows for simple device and content navigation. Audio can also be expanded into a third zone.

The new STR-DA5500ES model features IP network control, allowing installers to easily integrate into Control4 home automation systems. It will also support special Control4 developed and certified IP network applications, such as advanced configuration and diagnostic tools for dealers, email and text alerts, and more. Additionally, the receiver is the company's first to feature Automatic Phase Matching (APM), which corrects for phase differentiation between front, center, and surround speakers, ensuring an ideal sound stage regardless of speaker type.

The second receiver introduced by Sony is the new STR-DA3500ES 7.1 channel A/V, featuring a 100-watt amplifier x 7 (8 ohms, 20Hz - 20 kHz, .09 percent THD) and four HDMI inputs. The model supports the latest audio codecs, as well as HD Digital Cinema Sound, 1080/24p video output and Deep Color and x.v.Color.

The STR-DA3500ES receiver also features 1080p up-scaling with Faroudja processing in the main room, and in total can support two zones of high-definition video and a third zone of audio. It is fully compatible with Control 4 applications, and utilizes an icon-driven menu system for content navigation and a Digital Media Port connection for easy connection to iPod. This new receiver is both XM and Sirius radio ready.

Both of these new A/V receivers should hit the shelves next month, the estimated retail price for the STR-DA5500ES is set at around $2,000, while the STR-DA3500ES will be a bit more affordable, selling for somewhere in the vicinity of $1,000.

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