Sony Introduces True RGB â?? The New Standard in TV Picture Quality

Description

Sony has introduced its proprietary **â??True RGBâ?•** technology â?? the naming convention behind the breakthrough display technology powering upcoming Sonyâ??s True RGB televisions and setting a new benchmark for RGB LED picture performance.

What is True RGB?

Unlike conventional approaches, Sonyâ??s True RGB uses independently controlled red, green, and blue light sources (diodes), delivering purer colour, greater brightness, and the largest colour volume ever achieved in Sonyâ??s home TV history. The result is a picture that looks more natural, more dimensional, and more accurate in real-world viewing environments â?? from bright living rooms to cinematic dark scenes.

The Technology Behind It

At the core of True RGB is Sonyâ??s proprietary optical structure and precision backlight control, driven by a new RGB backlight driver. This enables faithful colour reproduction from wider viewing angles while preserving creator-intended detail and contrast.

True RGB represents the culmination of more than 20 years of Sonyâ??s innovation in LED control, evolving from the RGB light sources first introduced in the QUALIA 005 (2004) through the flagship Backlight Master Drive technology launched in 2016. By combining the precision of individual RGB LEDs with the strengths of both Mini LED and OLED, Sony delivers picture quality defined by pure colour, high brightness, and consistent accuracy.

What This Means for Consumers

Simply put: Sonyâ??s RGB really is True RGB, and itâ??s paving the way for how people will watch content moving forward.

New BRAVIA TVs powered by Sonyâ??s True RGB technology are coming this spring. Additional details will be shared in the near future.

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