

## FY17 (Q1) TV Certification #2 - A1E Series OLED

**Participant:** \_\_\_\_\_

**Assessor:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Form Instructions:**

Complete this checklist of “Expected Behaviors” while facilitating a sales role-play. Participant must mention all key phrases and concepts in each section and score ‘YES’ on all topics to become certified.

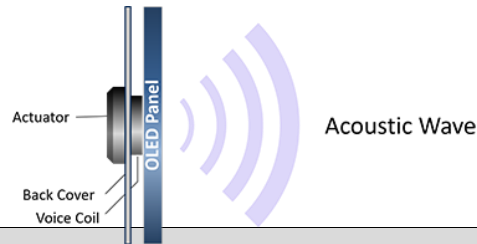
If Participant scores ‘NO’ on any topic: Wait until the end of the role-play and then come back to the problematic area(s). Provide coaching and feedback and then re-test to pass the Participant.

If there are excessive challenges certifying, mark “Did not pass” at the end of this document and attempt to re-test and certify at a later date (within two weeks of today’s date.)



### 1. OLED Technology Overview & Sony-Unique Story

Key phrases and concepts	Was Behavior Observed	
	Yes	No
<b>KEY STATEMENT</b> – “OLED from the company that makes the OLED pros use.” OR... “Whether OLED or LCD, Sony now gives customers the best picture in both options.”		
<b>OLED tech:</b> Self-illuminating pixels—when they’re off, they’re completely turned off. This gives OLED its famous black-level. Perceived contrast is also enhanced.		
<b>OLED tech:</b> Besides black level, OLED has superior off-axis viewing angle compared to LCD.		
<b>The OLED “look”:</b> Better blacks than LCD but typically not as much brightness, OLED and LCD have different looks (e.g., OLED might look more “cinematic”; LCD might look more “realistic”). Customers may state that they prefer one over the other.		
<b>Sony Pro<sup>2</sup>: PROfessional</b> footprint like no other TV manufacturer. Almost every major movie director uses Sony OLED monitors for color grading and reference. In fact our BVM-X300 is the de-facto reference monitor for most pros.		
<b>Sony Pro<sup>2</sup>: PROcessing</b> is the KEY factor in determining picture quality. Our X1 and X1 Extreme are the most powerful picture processing chips in the industry.		



## 2. Acoustic Surface

Key phrases and concepts	Was Behavior Observed	
	Yes	No
<b>KEY STATEMENT</b> – <i>“The screen is the sound source; there are no speakers. The TV panel itself is a huge, active speaker directing sound right at you.”</i>		
<b>Unique viewer benefit:</b> <u>A sense of realism</u> like no other TV because the audio comes from the sound source’s location—where the subject appears in the frame.		
<b>Tech:</b> Two “actuators” are placed on the panel’s rear that vibrate the panel with audio signals. The panel amplifies the audio like a big speaker.		
<b>Sound quality:</b> A subwoofer built into the rear support provides low-end power, expands the audio frequency balance and increases overall volume.		
<b>The screen vibrates? Won’t that mess up the picture?</b> In a word...no. Consider a typical 5” speaker...those can get pretty loud but you can barely see the cone moving. Now think about a 55” TV screen. A surface that size needs to vibrate much less to move the same amount of air. You can’t see it moving, even up close.		



## 3. No Stand (Easel Design & ‘the Tilt’)

Key phrases and concepts	Was Behavior Observed	
	Yes	No
<b>KEY STATEMENT</b> - <i>“By removing the stand from view, we made a 100% distraction-less TV: nothing distracts your eyes from the screen.”</i>		
<b>What about the tilt...doesn’t that affect the viewing angle?</b> In a word...no. Here are responses to the tilt question:		
“Think about museums. They always display paintings to be viewed at angles.”		
“Picture your current TV, or watching at a friend’s house...where do you sit? Do you look at the TV perfectly square, exactly in the dead center with no angle?”		
“The fact is, almost every viewing situation in people’s homes, in theaters, in sports bars has the viewer watching at slight angles and it doesn’t make a difference. People have just never thought about it until they see the A1E.”		



## 4. X1 Extreme & A1E OLED Picture Technologies

Key phrases and concepts	Was Behavior Observed	
	Yes	No
<b>KEY STATEMENT</b> – <i>“The X1 Extreme processor enables precise control over the OLED panel for a picture with amazing detail, pro-level HDR and deep color volume.”</i>		
<b>CLARITY: Dual Database Processing</b> uses one processor to increase detail, and another to distinguish noise and greatly reduce it. In other words, it creates more perfect blacks and more clarity.		
<b>CONTRAST: Object-Based HDR Remastering</b> treats objects on-screen <i>individually</i> for HDR processing. Typical HDR processing applies a single HDR contrast curve to the whole screen at once.		
<b>COLOR: Super Bit-Mapping</b> and <b>TRILUMINOS Display</b> together are all about more colors. <ul style="list-style-type: none"> <li>• TRILUMINOS is our wide color volume processing, which gets the most from wide color-gamut panels including OLED</li> <li>• Super Bit-Mapping is process-intensive 14-bit color mapping that virtually eliminates banding because it is able to display constant smooth color gradients</li> </ul> Super Bit-Mapping is so effective because it maximizes TRILUMINOS color.		
<b>Perfect blacks from imperfect sources.</b> Typical OLED identifies noise as part of the signal and turns the noise “gray”. X1 Extreme correctly identifies noise in dark areas and turns the LEDs off to produce proper black levels.		
<b>Pixel Shifting and reduced image retention</b> – X1 Extreme <u>helps reduce the effects of image retention common to OLED</u> . “Pixel shifting” senses the hard borders between black and bright objects and moves the edges back and forth one or two pixels to help reduce image retention on the OLED screen.		

## 5. Addressing Some Tough Questions about Sony OLED

<p><b>“Does Sony use LG OLED panels?”</b></p> <p>RESPONSE A: Sony’s official position is not to disclose where the panel—or any components—come from. And to be honest with you, it doesn’t really matter because the panel is just a component of the whole product anyway. Processing knowledge is what matters most to a great picture, not individual components.</p> <p>RESPONSE B (If they insist): Competing manufacturers buy components from each other all the time—did you know Sony makes the image sensors for the iPhone? But you don’t buy an iPhone for the Sony sensor, you buy it for the iPhone experience, right? That experience is a result of Apple’s processing knowledge.</p>		
<p><b>“Is the A1E BRAVIA OLED now Sony’s best television?”</b></p> <p>RESPONSE: Z9D Master LED is still the flagship Sony HDR 4K TV. A1E is, however, a flagship-level OLED. Look at both and decide which you like better. People often have a preference one way or the other.</p> <p>The X940E/X930E is our flagship LCD. The Z9D is our prosumer piece with the highest brightness and contrast, for customers who want what the pros use.</p>		
<p><b>“Why did Sony decide to make an OLED now?”</b></p> <p>RESPOND WITH THREE KEY REASONS:</p> <ol style="list-style-type: none"> <li>1. Both customers and sales associates pretty much demanded it, so we built it</li> <li>2. We wanted to offer both LCD and OLED, so that consumers had a choice of the best TV whether LCD or OLED was their preference.</li> <li>3. We felt we could effectively address traditional OLED issues such as “gray noise” and image retention and lower their negative effects. With the X1 Extreme processor we feel we’ve done that.</li> </ol>		

***End of A1E OLED section – Complete this FY17 TV Certification #2 by assessing Sound Bar Attachment knowledge as described in Section 6 below.***



## 6. Attaching Sound Bar to the TV Sale

Every TV sale should include a discussion about audio! Here are three proven methods to use—“teach them back” to your certifying rep.	Was Behavior Observed	
	Yes	No
<b>KEY STATEMENT</b> - <i>“The picture on this TV you’re buying is so great, we want to make sure your audio experience is equal to your visual experience.”</i>		
<p><b>METHOD #1 – The percentage method</b></p> <ol style="list-style-type: none"> <li>1. Say, “I understand you’re looking for a TV today. I’d love to show you a quick demonstration so I can understand how to tailor the TV purchase specifically to what you’re looking for.”</li> <li>2. Start with picture on, but no sound, and then say, “Now we’re going to turn the picture off and just listen to the sound.” (Turn on audio only.)</li> <li>3. After listening to audio only, ask the customer, “What percentage of excitement or importance would you give to audio?”</li> <li>4. Most will say 50-50 or 60-40 or even 70-30. Do the math for them and apply to picture and sound. Say, “We want to set aside a certain amount for sound. I think 50% might be too much, let’s say we consider 30%...”</li> </ol>		
<p><b>METHOD #2 – Introduce the audio topic at the beginning of the discussion</b></p> <ol style="list-style-type: none"> <li>1. Say, “You know, the TVs today are so thin—they’re just gorgeous—but there’s no room for good speakers.”</li> <li>2. Say, “Since sound is such a critical part of the TV viewing experience, I want to make sure we’re considering audio as we go through the TVs.”</li> <li>3. Say, “What kind of audio setup do you currently have with your TV?”</li> <li>4. Adjust your response to what the customer says about their current audio setup.</li> <li>5. Once the TV is decided on, say “OK, we’ve got your TV, let’s talk about sound.”</li> </ol>		
<p><b>METHOD #3 – Start the TV discussion first, then take the sound away</b></p> <ol style="list-style-type: none"> <li>1. Walk over to a TV that is already playing some great sound bar audio content.</li> <li>2. Talk a little about the TV, mention how great the experience is and then turn off the sound bar without warning.</li> <li>3. Ask the customer “how it felt” when you took the sound away.</li> <li>4. Say “This is something a lot of people don’t think too much about, but as you can see and hear, it’s very important.”</li> </ol>		

## Certification Section Scores

Based upon the results from the observed role plays, indicate whether each section was passed with all 'YES' answers. For 'NO' answers, return to those areas, provide coaching, and re-test Participant.

Section	Section Passed	
	YES	NO
1. OLED technology overview & Sony-unique story		
2. Acoustic Surface audio technology		
3. "Distraction-less TV" easel stand design		
4. X1 Extreme picture processing technologies: COLOR, CLARITY, CONTRAST		
5. Attaching sound bar to the TV sale		
6. Addressing tough questions		

## Certification Results (Check one)

**Pass:** Participant met expectations on all rating items.

**Did not pass:** Participant did not meet expectations on one or more items and will be re-tested within 2 weeks.

**Participant Signature:** \_\_\_\_\_

**Assessor Signature:** \_\_\_\_\_