FY17 (Q1) TV Certification - Evaluation

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. Why Should I Buy a Sony 4K HDR TV? Think Pro² : Professional + Processing

Key phrases and concepts	Was Behavior Observed	
	Yes	No
KEY STATEMENT – Professional Experience + Processing *"Sony knows how to make the very best picture possible because we combine professional experience in movies and TV with powerful processing knowledge that the pros use."*		
Professional/industry footprint like no other TV manufacturer: every major movie studio and now game developers use Sony monitors for color and graphics referencing. This color technology is our TRILUMINOS Display in our TVs.		
Processing is the KEY factor in determining picture quality. Our X1 and X1 Extreme are the most powerful picture processing chips in the industry.		
Our 4K HDR TVs use separate processors for picture quality, Android/Google, and menu navigation. This allows the X1 & X1 Extreme to focus ONLY on picture quality. *(CPU controls operating system; GPU controls graphics)*		

2. X1 & X1 Extreme Key Picture Technologies

Key phrases and concepts	Was Behavior Observed	
	Yes	No
KEY STATEMENT – The Most Powerful Processors *"X1 & X1 Extreme are the most powerful TV processors today. The TV can work faster, allowing it to execute very complex picture-enhancing algorithms."*		
Object-based HDR remastering Treats objects on-screen *individually* for HDR processing, instead of applying a single HDR contrast curve to the whole screen at once.		
Super bit-mapping 14-bit signal processing is extremely detailed, allowing the TV to recognize subtle gradients and eliminate the banding you'll see in other sets.		
Dual-database processing (X1 Extreme only) One database cleans up picture noise, the other enhances detail to produce the "best of both worlds" with no compromise: less noise AND sharper detail.		
HERE'S HOW POWERFUL THEY ARE: Dolby Vision Dolby Vision requires most TVs to have separate hardware installed to run it. X1 Extreme is so powerful it runs DV *easily,* while still running our HDR processing. In fact, X1E running DV is like "running a calculator program on a MacBook Pro."		

3. Google Home and Smart Home Compatibility

Key phrases and concepts	Was Behavior Observed	
	Yes	No
KEY STATEMENT – Connected Home *"For the connected home, our premium Android TVs let you do everything with your voice."*		
What is Google Home? It is a voice-activated speaker powered by the Google Assistant. A simple voice request triggers Google Home to control IoT devices in your home.		
GONDOLA DEMOS: RSS should give one example of Google Home functionality and then say "I'll show you on the gondola." For certification, RSS just indicates s/he knows there will be demos in-store.		
Sony is THE preferred TV for integrated home partners like Savant and Logitech Harmony. In fact, Savant uses Sony TVs at their show booths to demo their home automation and guarantee 100% integration performance.		

4. Android N (Nougat)

Key phrases and concepts	Was Behavior Observed	
	Yes	**No**
KEY STATEMENT – Robust Voice Search *"Nougat is the latest Android OS and features a massively improved version of voice search—you can literally talk to it like you're having a normal conversation."*		
Android Nougat makes Google Home's operation more robust and reliable because its voice-recognition is so good.		
Nougat pulls up results in more places now—search results include YouTube, Netflix, Hulu, etc.		
We partner with Android for our TV's OS because it allows your TV to expand in functionality as Android expands with more apps, just like your phone or tablet.		

5. Points of Control & Backlighting Systems

Backlight **MASTER**Drive   **SLIM** Backlight DrivePLUS

Key phrases and concepts	Was Behavior Observed	
	Yes	No
KEY STATEMENT – "Points of Control" *"In 2017 it doesn't matter where the light is coming from—what matters is **points of control**. The more powerful your processing, the more points of light you can control."*		
Backlight Master Drive – Z9D • Called "Master" because it is based on our Trimaster EL color reference monitors • Each LED is controlled individually—there are "no zones," hence, the Z9D has the MOST points of control of any Sony TV for **16x contrast of conventional TV** • "Calibrated-beam LED" harnesses and focuses the light beam in a tighter pattern • Smaller points of light + incredibly dense array = contrast control like no other TV		
Full Array with Precision Local Dimming & Boosting – X940E • X940E has Precision Full Array LED backlight • Very dense points of control; quite close to Z9D in contrast • X-tended Dynamic Range™ PRO for **10x contrast vs. conventional backlight TV**		
Slim Backlight Drive Plus – X930E • Discrete, "grid array" backlight: provides local dimming without a backlight directly behind the panel! • No compromise: direct backlighting precision AND super-slim TV profile—nearly identical points of control as X940E • X-tended Dynamic Range™ PRO and 10x contrast versus conventional backlight TV, AND **more contrast than most Full Array LED TVs**		
Full Array with Local Dimming & Boosting – X900E • X900E has Full Array LED backlighting • X-tended Dynamic Range™ PRO with **5x contrast vs. conventional backlight TV**		

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6. Respond to comparisons with other TV manufacturers

We're not getting caught up in competitive comparisons this year—it's all about <u>what Sony does</u>. STEER THE CONVERSATION TO OUR PROCESSING.	Was Behavior Observed	
	Yes	**No**
KEY STATEMENT *"The #1 determining factor in a TV's picture quality today is **processing expertise**."*		
"Samsung QLED can hit 99% of the color space—how do you compare? 99% is a great-sounding spec and TVs certainly can be calibrated to hit that number. However, specs obtained in testing labs usually have little to do with your enjoyment at home. The TV's processing is what it's all about.		
"They're saying QLED is the alternative to OLED." That's great. QLED is basically quantum dot technology, which has been around a while. No matter what the panel or lighting system you use--OLED, LCD, QLED, whatever—those are secondary to the processing knowledge you apply to them. Sony focuses as much or more on the processing piece than anything else.		
"Does Sony use LG OLED panels?" RESPONSE A: I'm not sure that's true because they don't tell us where the panels come from. To be honest with you, the panel is just a component of the whole product anyway; it doesn't make or break the experience. The processing *does*, however. 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 100% a result of Apple's processing.		
RESPONDING TO STATEMENTS ABOUT SPECS [That _____ spec] is a nice-sounding number. All manufacturers measure specs differently in controlled situations, so they end up not meaning much in reality. Processing knowledge is not a spec and means much more. Put another way: A 200 horsepower Honda and a 200 horsepower BMW have the same power spec. But they're not the same car are they? That's processing.		

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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. Why Should I Buy Sony 4K HDR? Think Pro[2]: Professional + Processing		
2. X1 & X1 Extreme Key Picture Technologies		
3. Google Home and Smart Home Compatibility		
4. Android N (Nougat)		
5. The Different Backlighting Systems		
6. Respond to comparisons with other TV manufacturers		

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: _____