

<http://www.pocket-lint.com/news/10480/sony-drive-sony-oled-television>

Sony Drive becomes XEL-1, world's first OLED television

With 1,000,000:1 contrast ratio

by Amy-Mae Elliott published on 1 October 2007

Well, what with the weekend and the Japanese time difference, we did not have to wait long for the mysterious Sony Drive to be revealed.

The mysterious product peeking from behind the green bow was an OLED television.

Due to go on sale in Japan on 1st December, the new TV boasts impressive specs, with an equally impressive price tag.

Sony is claiming a "world's first" for this product launch, as the first OLED television to go on sale to consumers.

The cost of the television in Japan will be 200,000 yen, which converts to around £850, which could be considered a lot for an 11-inch device.

An amazing 3mm thick, the TV boasts an incredible contrast ratio of 1,000,000:1, has a resolution of 960 x 540 and comes complete with TV tuner.

There's HDMI, USB and Ethernet input and S-Force sound for the integrated speakers too.

No word at this stage about a launch outside of Japan.

