

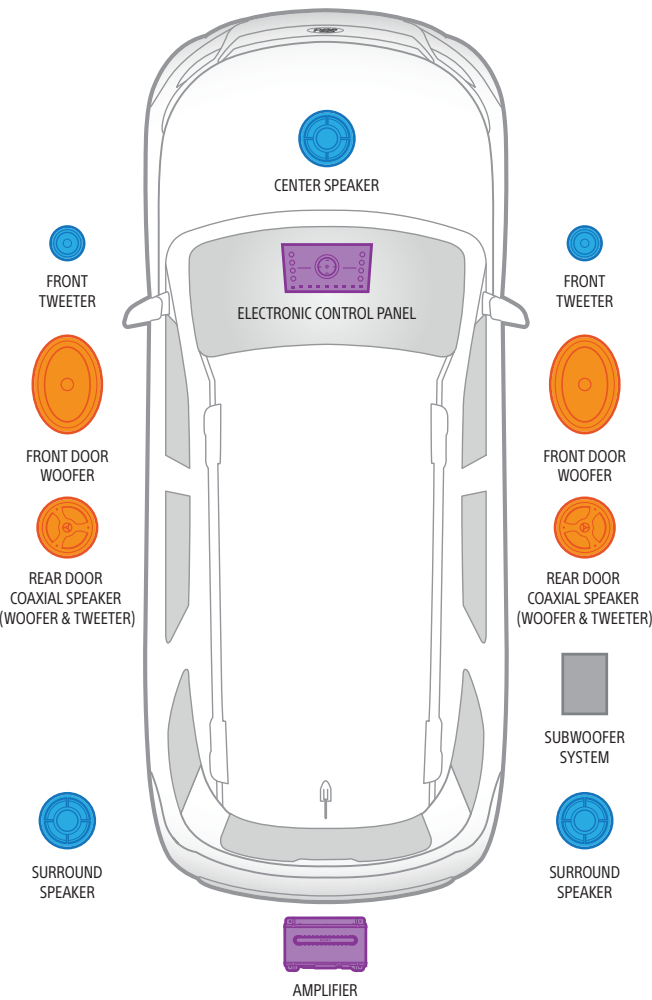
Get inside sophisticated sound

The Premium Audio System by Sony with Clear Phase™ and Live Acoustics™ technologies is outfitted with leading-edge audio components for outstanding sound.

At the core of the system are twelve perfectly placed, high-power speakers that produce crystal clear music like you'd hear at a live concert. And the new 500-Watt, high-power amplifier with high-performance DSP complements the system with an efficient power source that drives speaker output without straining.

Every speaker is optimized for sensitivity, including the center and surround speakers, a subwoofer with an 8-inch driver and 12-liter enclosure for tight and full bass, door woofers, and chrome tweeters with acoustically transparent speaker grills that preserve sound integrity.

We also built a host of supporting elements into the system in order to maximize sound quality and entertainment in your vehicle.



THE 2016 FORD EXPLORER PLATINUM MODEL COMBINES AUTHENTIC LUXURY WITH ADVANCED CAPABILITY

The first-ever Explorer Platinum model delivers a new level of style and comfort to the sharply redesigned Ford SUV. Interior design touches include real wood accents and aluminum appliques.

Premium leather is everywhere in the new Platinum interior. Leather-trimmed seats with quilted inserts feature multi-contour functionality. The leather-wrapped instrument panel and steering wheel are styled with contrast stitching. The Premium Audio System from Sony® features a 500-Watt amplifier that delivers continuous power through the combination of 12 speakers, including a subwoofer.

Of course, this world-class style complements the legendary Ford Explorer capability, which is enhanced with new technologies for 2016.

The Platinum model is equipped with the powerful 3.5L EcoBoost® V6 engine and Intelligent 4WD with the Terrain Management System,™ which lets you dial in specific terrain settings to maximize confidence and traction in all conditions. A new front 180-degree

camera helps you see around corners at slow speeds. And with the large, adaptable cabin space, up to seven passengers can enjoy the highest level of style, comfort, performance and technology that Explorer has to offer.



CORE TECHNOLOGIES	
Clear Phase™ technology	For crystal-clear music as the artist intended
Live Acoustics™ technology	For a true concert hall experience
KEY FEATURES	
Electronic Control Panel Styled by Sony	Chrome accents, ‘water droplet’ buttons and silky black finish for elegance and ease-of-use
Dedicated Sound Tuning	15 years of experience working with Ford enabled our engineers to bring Clear Phase™ and Live Acoustics™ to the the 2016 Ford Explorer Platinum
AUDIO SYSTEM COMPONENTS	
Twelve Speakers in ten locations	Two 1-inch dome tweeters
	Two 6 x 9-inch door woofers
	One 80mm center speaker
	Two coaxial (1-inch tweeter + 6.5-inch woofer) speakers
	Two 80mm surround speakers
Amplifier	One subwoofer System (12-liter Encloser with 8-inch Driver)
	500-Watt High power amplifier with High-Performance DSP
AUDIO SYSTEM ATTRIBUTES	
Domed Tweeters	Translucent speaker grills preserve sound integrity
Square Coil Wire Speakers	Square coils for greater efficiency and heat dissipation
Subwoofer System (12-liter Enclosure with 8-inch Driver)	For tight, full bass and minimal vibration



The Premium Audio System from Sony® with Clear Phase™ and Live Acoustics™

FOR THE 2016 FORD EXPLORER PLATINUM



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An extraordinary musical experience

The simple twang of a guitar. The massive cascade of a full orchestra. A pulsing, relentless beat. A lonely horn rising above the rhythm section. One breathtaking voice.

No matter our tastes, we all love music. The Premium Car Audio System by Sony – built specifically for Ford – allows you to enjoy your favorite music on the road like never before.

Two Sony technologies, Clear Phase™ and Live Acoustics™, make this captivating listening experience possible. Clear Phase™ eliminates sound dispersion throughout the vehicle, so the music you hear is precisely pinpointed, just like the artist intended. Live Acoustics™ technology recreates the sound dynamics of some of the world’s greatest concert halls, for a more enveloping and “realistic” sound.



BUILT FOR THE 2016 FORD EXPLORER PLATINUM

Because we’ve integrated audio systems into Ford vehicles for more than 15 years, our engineers are highly skilled at perfectly tuning each audio system to the design of each new Ford vehicle. In fact, our expert engineers worked in Sony’s world class sound labs to apply Clear Phase™ and Live Acoustics™ technologies for the first time ever in a vehicle. This allowed our sound engineers who tuned the 2016 Ford Explorer Platinum to consider the specific intricacies of the vehicle – with the goal of delivering the finest audio experience on the road.

Clear Phase™ technology

EVERY SOUND IN ITS PROPER PLACE

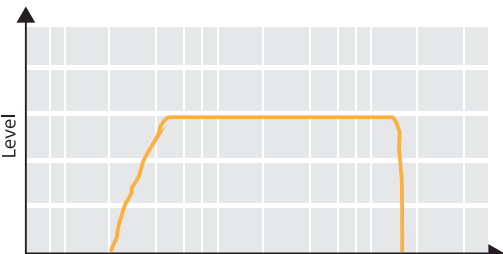
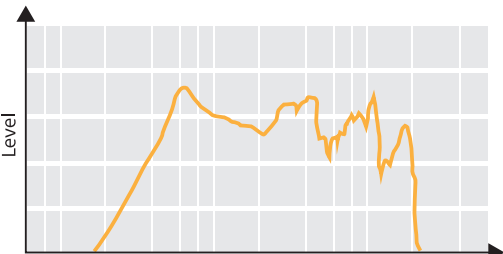
When music is recorded, whether it’s live, in a studio, or on someone’s computer, the best recording engineers always take great care to establish a full sound stage. When listening to the music on a high-quality audio system, each instrument occupies a specific space in front of you, as if you were at a live concert. The music feels more real, tactile, and three-dimensional. It’s very literally there.

With Clear Phase™ technology, Sony optimizes the soundstage inside your vehicle to make the music feel as though it’s coming from a stage right in front of you. Every instrument is located in its proper place, and vocals are clarified instead of lost behind distorted sound.

Because Clear Phase™ technology eliminates sound dispersion music is properly focused in specific areas of the sound stage. In addition, by flattening amplitude and correcting phase characteristics to attain linearity, music will open up for crystal clear listening, and reveal nuances in your favorite songs you never noticed before.



The all new amplifier with high-performance DSP features, Clear Phase™ and Live Acoustics™, and is capable of delivering up to 500-Watts. Every speaker in the system was designed to work seamlessly with this amplifier to deliver crisp, clean sound even at higher volumes.



Clear Phase™ technology eliminates sound dispersion throughout the vehicle by flattening amplitude and correcting phase characteristics to attain linearity.



Live Acoustics™ technology

INCREDIBLE CONCERT HALL SOUND

There’s something magical about listening to live music, especially live music that you love. Even more magical is listening to it in an environment that’s been painstakingly designed to deliver the perfect live experience. With Live Acoustics™ technology, we’ve added that perfectly designed experience to the inside of your vehicle.

To reproduce the exquisite sound quality and signature ambience of three of the world’s greatest concert halls, our sound engineers – lead by Sony Philharmonic violin player, Goro Shiraishi – hung microphones throughout the sound stage and seating areas to measure their precise acoustic qualities.

Next, Shiraishi-san and his team analyzed their sound measurements and developed a proprietary algorithm that reproduces the celebrated acoustics from those famous venues. After minute adjustments and extensive testing, they applied this sophisticated algorithm to your car audio system in order to transport your listening experience to among the world’s finest.



Acoustics refers to the way that sound behaves in an enclosed space, and the precise balance of volume, equalization and reverberation determines the quality of sound that reaches our ears. To ensure that the music you hear in your car every day sounds natural, comfortable and accurate to the live version, we chose to measure the precise acoustic qualities of three world-renowned concert halls and then engineered this sound system to those exact specifications.

