

KDL-55HX729

55" Class (54.6" diag.) BRAVIA° LED HX729-Series smart TV

Enjoy 1080p picture quality even in 3D⁵ plus instant access to must have entertainment on your terms with new apps delivered automatically.¹ The Sony[®] HX729-Series LCD LED HDTV also features incredible motion clarity plus exclusive X-Reality[™] PRO technology that analyzes and perfects picture detail in everything you watch including lowresolution web videos.



RS-232C and IR-in

Allows flexible control capabilites in custom and advanced installations.

Internet Streaming & Connectivity

Sony Internet TV

Get instant access to must-have entertainment, including thousands of hit movies, TV shows, music choices, online videos and games.¹ Plus get new apps delivered to you automatically, so your selection is never outdated and you are always connected to the best entertainment.

Skype[™] Ready:

Easily connect to family and friends live on your HDTV wherever they are with Skype! Enjoy free high definition Skype-to–Skype video calls from the comfort of your living room. Simply attach the Sony[°] compact microphone/ camera (CMU-BR100, required, sold separately) and see your friends on the big screen – it's unlike any experience you could get on a PC.²

Integrated Wi-Fi[®]

Conveniently stream entertainment straight from the Internet and from your home network using the built-in Wi-Fi $^{\circ}$

DLNA[®] Streaming

Access and share photos, videos and music on your TV by streaming them from compatible DLNA[°] device like your PC or Playstation[°]3 system.³

X-Reality[™] PRO Engine

Enjoy Sony's best picture experience no matter what you're watching. Sony's X-Reality[™] PRO engine brings out incredible detail through multi-frame, pixel-by-pixel analysis of each scene. You will see optimal color, contrast and sharpness including in low resolution web videos.

See It All in 3D

Enjoy incredible depth and a sharp, Full HD 1080p picture from the leader in 3D technology.⁵ (3D Active Glasses required, sold separately)

Motionflow [™] XR 480

Experience motion clarity from the combination of LED backlighting and high frame-rate technology. See smooth motion during fast action movies and sports. Sony's Motionflow XR 480 technology reduces blur caused by quick camera movements, enhances image sharpness, and overall creates a clearer picture.

Dynamic Edge LED Backlight

Experience enhanced picture quality and contrast with local dimming technology. It sharpens image contrast giving an amazingly crisp picture you can see. The backlight system allows for a more environmentally friendly television than traditional CCFL-tube TVs.

Presence Sensor



Save energy when you're not around. The television's built-in motion sensor has the ability to scan the room and detect movement. If the sensor detects no movement it automatically turns off the picture leaving only sound. After more time and no movement, the TV turns itself off minimizing any unnecessary power draw.

Ambient Sensor

Incredible picture in any lighting. The built-in Ambient Sensor automatically adjusts the TV's color and brightness based on the room's lighting conditions giving you a natural looking picture.

Media Remote App.

Download the free Media Remote app and use your iPhone[®] or Android[™] phone as a versatile remove control with full QWERTY keyboard.⁴

Navigation Made Easy

Enjoy an easy-to-use menu that allows you to navigate additional content or adjust the picture settings while watching your favorite program.

Faster Start-Up

Quick Start & Viewing feature enables this Sony television to go from 'OFF' to 'ON' 2-3 times faster than previous Sony televisions.

USB Photos, Videos & Music

Share your photos on the big screen or listen to your favorite music. Simply connect your digital camera, USBenabled MP3 player, or USB storage device directly to your HDTV's USB input.

Deep Black Panel

Enjoy excellent contrast and crisp picture.

BRAVIA[®] Sync[™] Compatible

Conveniently operate and control other BRAVIA[®] Sync[™] compatible devices - including BRAVIA[®] HDTVs, Blu-ray Disc[™] Players, surround sound systems, Handycam[®] camcorders and Cyber-shot[®] digital still cameras, all with one remote control when connected via HDMI.

Specifications

3D Features		
2D to 3D Conversion	Yes	
3D	Yes	
3D Sync Transmitter Integrated	Yes	
Audio		
Audio Power Output	10W + 10W	
Speaker Configuration	2	
Speaker Position	Rear Facing	
Audio Features		
5.1 Channel Audio Out	Yes	
5.1ch Through Out (Handycam)	Yes	
Alternate Audio (Digital)	Yes	
Audio Out	Fixed/Variable	
Auto Mute (on no signal)	Yes	
Auto SAP	Yes	
Clear Phase Speaker	Yes	
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse	
Headphone/Speaker Link	Yes	
Invisible Speaker (w/Sound Elevation)	Yes	
S-Master	Yes	



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Show/Hide Channels Yes
Skin Naturalizer Yes
Sleep Timer Yes
Twin Picture PAP (Variable)
USB Application(s) Yes
White Balance Yes
Control via IR In Yes
Customizing Capability
RS-232C Control Yes
Design Features
6 degree Upward Style Yes
Stand Swivel Yes
Stand Swivel RangeLeft 20°/Right 20°



Stand Tilt	Yes
Stand Tilt Range	0°- 6° Flexible
Display	
Aspect Ratio	16:9
Display Resolution	Full HD 1080p
Dynamic Contrast Ratio	Infinite ⁶
Panel Frequency	240Hz
Screen Size (measured diagonally)	55" Class (54.6")
Viewing Angle (Right/Left)	178 (89/89)
Viewing Angle (Up/Down)	178 (89/89)
Energy Saving & Efficiency	
Backlight Off Mode	Yes
Dynamic Backlight Control	Yes
Energy Star [®] compliant	Yes (Exceeds v5.1)
Power Consumption (On Mode) for	
Energy Star	92W
Power Consumption (Standby Mode) for Energy Star	0.30W
General Features	
Audio Return Channel	Yes
Closed Captions (CC)	Analog, Digital
Finish (Surface Color)	Black
HDMI [™] InstaPort	Yes
New GUI	Yes
Start Up Sony Logo Display	Yes
Inputs and Outputs	
AC Power Input	1 (Rear)
Analog Audio Input(s) (Total)	2 (Rear)
Audio Out	1(Side) Hybrid w/HP
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)
Composite Video Input(s)	2 (Rear/1 Hybrid)
Digital Audio Output(s)	1 (Rear)
Ethernet Connection(s)	1 (Rear)
HDMI [™] Connection(s) (Total)	4 (1 Side/ 3 Rear)
HDMI [™] PC Input	Yes
Headphone Output(s)	1 (Side) Hybrid w/Audio out
IR Input(s)	1 (Rear)
PC In (D-Sub) + Audio In (Stereo Mini)	D-Sub 1 (Side), Mini 1 (Rear)
RF Connection Input(s)	1 (Rear)
RS-232C Input(s)	1 (Bottom)
USB 2.0	2 (Side)
Network Features	
BRAVIA® Internet Video	Yes
BRAVIA® Internet Widgets	Yes
DLNA	Yes



DLNA	Yes
HTML Browser	Yes
Media Remote	Yes (Firmware Update Required)
Photo MAP	Yes
Skype™	Yes
TrackID	Yes
Video Search	Yes
What's New	Yes (Firmware Update Required)
Wi-Fi Certified	Yes
Wi-Fi Direct	Yes (Firmware Update Required)
Wireless LAN	Integrated
Power	
Power Consumption (in Download Acquisition Mode)	0.02kWh / Day
Power Consumption (in Operation) max.	177W
Power Consumption (in Standby)	0.30W (120V)
Power Requirements (frequency)	60Hz
Power Requirements (voltage)	AC 120V
Recycled & Recyclable Materials	
Packaging Materials	Recycled Carton (more than 40%)
Regulation and Standards Compliance	2
VESA [®] Hole Pitch	300 x 300 mm
VESA [®] Hole Spacing Compatible	Yes
Sensing Features	
Ambient Sensor	Yes
Presence Sensor	Yes
Service and Warranty Information	
Limited Warranty Term	18 Months Parts / 18 Months Labor
TV System	
Channel Coverage	VHF: 2-13, UHF: 14-69, CATV: 1-135
Color System	NTSC
Number of Tuners (Analog)	1(Hybrid)
Number of Tuners (Digital)	1(Hybrid)
Tuner (Cable)	Clear QAM
Tuner (Terrestrial)	ATSC
TV System (Analog)	Μ
TV System (Digital)	ATSC
Video Features	
24p True Cinema™ Technology	Yes
3D Comb Filter	Yes
4:3 Default	Yes
Advanced Contrast Enhancer (ACE)	Yes
Auto Wide	Yes
Blinking Type	Frame Blinking



CineMotion® Reverse 3:2 Pulldown Technology	Yes
Deep Color	Yes
Intelligent MPEG Noise Reduction	Yes
Live Color™Technology	Yes
Motionflow [™] Technology	XR 480
PhotoTV HD	Yes
Picture Mode	Vivid, Standard, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Animation
Video Processing	X-Reality [™] PRO Engine
Wide Mode	Full, Normal, Wide Zoom, Zoom, Caption, Normal/Full1/Full2 for PC
Measurements (Approx.)	
Package Carton (W x H x D)	1441x906x172 mm (56 3/4x35 3/4x6 7/8 inches)
TV only (W x H x D)	1269x769x41(28.5) mm (50x30 3/8x1 5/8(1 3/16) inches)
TV with Stand (W x H x D)	1269x799x305 mm (50x31 1/2x12 1/8 inches)
Weights and Measurements	
Dimensions (Approx.)	50 x 30 3/8 x 1 5/8" (1269 x 769 x 41mm) without stand; 50 x 31 1/2 x 12 1/8" (1269 x 799 x 305mm) with stand
Packaging (Approx.)	56 3/4x35 3/4x6 7/8" (1441x906x172 mm); 70 lbs (32Kg)
Weight (Approx.)	44.5 lbs (20.2Kg) without stand; 56 lbs (25.4Kg) with stand
Accessories	
Supplied Accessories	Remote Control (RM-YD061) AC Power Cord (attached) Table Top Stand (separate, assembly required)
Optional Accessories	
Optional Accessories	Wallmount Bracket (SU-WL500) Camera/Microphone for Skype™ (CMU-BR100) 3D Glasses (TDG-BR250/TDG-BR100/TDG-BR50)

1. Broadband speed of 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11 home network (802.11n recommended).

2. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires an 802.11 home network (802.11n recommended). Skype requires firmware update and CMU-BR100 camera sold sep (expected availability summer 2011). Subject to Skype's terms and conditions.

3. Requires 802.11 home network, and content stored on a DLNA® compliant device.

4. Media Remote capability requires TV firmware update, expected Spring 2011, and devices connected to the same wireless home network.

5. Requires 3D content, 3D player, HDMI[®] cable (at least 10.2 Gbps) and 3D active glasses sold separately.

6. Dynamic contrast ratio compares the luminance of a 100 IRE (white) signal with that of a 0 IRE (black) signal. When the TV receives a 0 IRE signal the backlight is turned off and the luminance measurement is 0.00 cd/m². The resulting dynamic contrast ratio is infinite.

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