

Discover a picture so real you won't believe it's TV. With highly acclaimed X-Reality™ Engine technology that analyzes each scene, it's no wonder the colors and textures in everything you watch—HD movies, 3D, sports, even YouTube™ clips—look so natural. Lifelike motion comes via Motionflow™ XR 480 technology for that at-the-game feeling. And internet connectivity provides access to music, thousands of movies, TV shows, and more.¹

Bullets

- X-Reality™ creates crisp detail in each scene you watch
 - Enjoy ultra-realistic movement with Motionflow™ XR 480
 - Dynamic Edge LED backlight for amazing contrast & color
 - Movies, music & apps w/ Sony Entertainment Network¹
 - 3D in Full HD 1080p for phenomenal 3D picture quality²
 - Stream HD entertainment wirelessly with built-in Wi-Fi®¹
 - PC and tablet content³ on your TV w/ Intelligent Connect
 - Make life-sized video calls with Skype®¹
 - Media Remote™ app to control your TV with a smartphone⁴
 - Connect to the TV via Wi-Fi® without using a router³
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Features

Get real.

Take a glimpse into reality with a picture so real you won't believe it's TV. Skin tones, landscape foliage and countless details come alive as Sony's exclusive X-Reality™ Engine displays the most realistic images. The processor optimizes four key characteristics—texture, outline, contrast, color—so each scene looks authentic.

Moves like real life.

Golf balls roll clearly, with less blurring, as the camera follows them across the green. Footballs retain their detail and move smoothly as the camera pans quickly during a kickoff. Even quick motion seen in action movies appears amazingly realistic as Motionflow™ XR 480 takes motion clarity beyond refresh rates, which are only measured in Hz, to double the motion effect for lifelike clarity.

The difference is dynamic.

It's all about perfecting a natural look. Dynamic Edge LED backlighting with frame dimming delivers pitch-black night scenes and illuminates bright scenes that pop with vibrant color. Rather than illuminating the entire screen, contrast is boosted in just the right areas for a more realistic picture.

Go way beyond cable.

Welcome to the endless entertainment of the Sony Entertainment Network, where thousands of movies, TV shows, online videos, games and music are always at your fingertips. By connecting to the Internet you can access Full HD 1080p entertainment, 3D content and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.¹

In-your-face action.

Brace yourself for pure 3D excitement that feels like you're standing on the 50-yard line. Through advanced Active 3D technology, immerse yourself in Full HD 1080p clarity and phenomenal 3D picture quality. Just slide on the comfortable 3D active glasses and enter a whole new dimension.²

Goodbye wires, hello built-in Wi-Fi®.

Maximize your entertainment while reducing cable clutter. Wirelessly stream beautiful, HD entertainment straight from the internet or your home network using built-in Wi-Fi® connectivity.¹

All devices, together as one.

Don't all of your personal photos and videos deserve the big screen? Experience your content on a grand scale simply by connecting your compatible smartphone, computer or Sony Tablet™ S via your existing Wi-Fi® network. Then you can easily "throw" your videos, photos and music files to your HDTV.³

Life-sized video calls.

It's like they're in the room with you. Skype® video calls bring your family and friends closer than ever as they appear as large as life on your big screen—for free.¹ Just connect the easy-to-use Skype camera (sold separately) for a face-to-face look at the caller on the beauty of your Sony HDTV.

Wi-Fi® without a router.

Sometimes your friends want to share their personal photos and videos on your beautiful HDTV. With Sony's Wi-Fi Direct™ Mode, your friends can throw personal content to your TV without connecting to your home network. Wi-Fi Direct completely bypasses the Wi-Fi access point/router, so it's easy to set up.³

Control your TV with your phone.

Now there's one less remote control on the coffee table. Just download the free Media Remote™ app and turn your iPhone®, Android™ phone or Sony Tablet™ S into a versatile remote control with a full QWERTY keyboard⁴. It makes changing channels and typing searches ultra fast and convenient.

Handheld gaming goes big.

Play your PSP® system or other handheld gaming consoles (with SD output) on your HDTV with no irritating black borders surrounding the picture. Just select Game Mode for an ideal fit to your TV screen according to the input. Better yet, Super Resolution Processing delivers a clear, crisp view in HD size.

A sense for songs.

What's that song in the TV show, movie or commercial you're watching? Press 'TrackID' on your remote and get the song name and artist instantly.⁵ You can also start the TrackID® service by shaking a smartphone that's running the Media Remote™ app.⁴ Very convenient.

Just like being there.

Relive the memory of your child's first steps with the realism of 3D. Auto 3D Depth Adjustment precisely recreates the moment, making even 3D home movies look more natural by correcting images that appear too close to your eyes, or too far away. What's more, it reduces eye strain and enhances whatever you're watching—from 3D Blu-ray Disc™ movies to web videos.¹

Save power, save money.

Enjoy lower energy bills with reduced power consumption of up to 30%* while maintaining beautiful image quality with Eco Drive technology. It automatically reduces power consumption while boosting color and detail on the screen and conserving energy used by the backlight.⁶

Onboard manual.

You will never lose your TV manual again. The iManual is available through the menu system on the TV – always there if you need it.

Find it fast.

Searching for shows and music on your TV is so simple. Just press 'GUIDE' on your remote and see what's on and what's coming up with a handy image to go with it. You also get an episode synopsis, cast and crew details and suggestions to related shows, on-demand movies and Blu-ray Disc™ titles.⁵

Finding music is also a cinch. Music Search with the TrackID® button cleverly recognizes the melody of the music playing on your TV. Want to go further? Search to find more songs by the same artist and other related web content. Share your discovery with the world via Twitter™.⁷

Specifications

3D Features	
3D	Active
3D Sync Transmitter Integrated	Yes
4x High Speed 3D Panel	Yes
Auto 3D Depth Adjustment	Yes
Full HD 3D	Yes
Simulated 3D	Yes
Audio	
Audio Power Output	10W + 10W
Speaker Configuration	2 Full Range(30x150mm)x2
Speaker Position	Rear Facing
Audio Features	
5.1 Channel Audio Out	Yes
5.1ch Through Out (Handycam)	Yes
Advanced Auto Volume	Yes
Alternate Audio (Digital)	Yes
Audio Out	Fixed/Variable
Clear Phase Speaker	Yes
Dolby®	Dolby Digital Dolby Digital Plus Dolby Pulse
Headphone/ Speaker Link	Yes
Invisible Speaker	Yes
S-Master	Yes
Sony Original Surround	S-Force Front Surround 3D
Sound Booster	Yes
Sound Enhancer	Yes
Sound Mode	Dynamic Standard Clear Voice Custom
Stereo System	MTS(AUTO SAP)
Surround Effect	Cinema Sports Music Game
Broadcast Features	

TV Guide On-Screen	Yes(Rovi)
Convenience Features	
Auto Shut-off	Yes
BRAVIA® Sync™	Yes
Channel Block (with password)	Analog & Digital
Channel Jump	Yes
Channel Surf	Yes
Edit Channel Labels	Yes
Favorites	Yes
Info Banner	Yes
Input Skip	Automatic
Label Inputs	Yes
Multiple Language Display	English/Spanish /French
On/Off Timer	Yes
On-Screen Clock	Yes
On-Screen Display for External Input	Yes
On-Screen Operating Instructions	Yes
Panorama	Yes
Parental Control	Yes
Picture Adjustments Lock	Yes
Picture Frame Mode	Yes
Scene Select	
Show/Hide Channels	Yes
Skin Naturalizer	Photo
Sleep Timer	Yes
Twin Picture	PAP(Variable)
USB Play	Yes
Design Features	
Stand Swivel	Yes
Stand Swivel Range	Left 15°/Right 15°
Display Features	
Backlight Type	Dynamic Edge LED
Dimming Type	Frame Dimming
Display Device	LCD

Display	
Aspect Ratio	16:9
Display Resolution	Full HD
Screen Size (measured diagonally)	55"(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	Meets Energy Star® version 5.3
Power Consumption (On Mode) for Energy Star	64.6W
Power Consumption (Standby Mode) for Energy Star	0.1W
General Features	
Audio Return Channel	Yes
Closed Captions (CC)	Yes
Finish (Surface Color)	Black
HDMI™ InstaPort	Yes
Hotel Mode Menu	Yes
Start Up Sony Logo Display	Yes
Inputs and Outputs	
AC Power Input	1 (REAR)
Analog Audio Input(s) (Total)	3 (2 Rear/1 Side)
Analog Audio Input(s) for HDMI	1 (Side Hybrid w/PC)
Audio Out	1 (Side/Hybrid w/HP)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear Hybrid w/ Composite)
Composite Video Input(s)	2 (1 Rear/1 Rear Hybrid w/ Component)
Digital Audio Output(s)	1 (Bottom)
Ethernet Connection(s)	1 (Bottom)

HDMI™ Connection(s) (Total)	4 (2 Side/2 Bottom)
HDMI™ PC Input	Yes
Headphone Output(s)	1 (Side/Hybrid w/Audio Out)
PC In (D-Sub) + Audio In (Stereo Mini)	1 (D-Sub : Side, Audio IN : Side Hybrid w/HDMI)
PC Input Format Support	640x480@60Hz 800x600@60Hz 1280x768@60Hz R1280x768@60Hz 1360x768@60Hz 1024x768@60Hz 1280x1024@60Hz 1920x1080@60Hz
RF Connection Input(s)	1 (Bottom)
USB 2.0	2 (Side)
Network Features	
Apps	Yes
BIVL (System)	Yes
BRAVIA® Internet Video	Yes
BRAVIA® Internet Widgets	Yes
DLNA Content	MPEG1, MPEG2PS, MPEG2TS, AVCHD, MP4Part10, MP4Part2, WMV, MP3, WMA, LPCM, JPEG
Google TV Sync	Yes
Internet Browser	Yes(Opera)
Media Remote	Yes
Music Search	Yes
Photo MAP	Yes
Skype™	Ready
Sony Entertainment Network	Yes
TrackID	Yes
Video Search	Yes
What's New	Yes
Wi-Fi Certified	Yes
Wi-Fi Direct	Yes
Wireless LAN	Integrated
X2 Widget (System)	Yes
Yahoo! Widgets	Yes

Power	
Power Consumption (In Download Acquisition Mode)	0.02kWh / Day
Power Consumption (In Operation) max.	141W
Power Consumption (In Standby)	120V : 0.15W
Power Requirements (frequency)	60Hz for UL
Power Requirements (voltage)	AC120V for UL
Recycled & Recyclable Materials	
Packaging Materials	Recycled Carton (more than 40%)
Regulation and Standards Compliance	
VESA® Hole Pitch	300 x 300 mm
VESA® Hole Spacing Compatible	Yes
Sensing Features	
LightSensor™ Technology	Yes
Service and Warranty Information	
Limited Warranty Term	12 Months Parts / 12 Months Labor
TV System	
Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/CATV: 1-135
Channel Coverage (Digital Cable)	CATV: 1-135
Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69
Color System	NTSC
Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)
TV System (Analog)	M
TV System (Digital Cable)	Clear QAM

TV System (Digital Terrestrial)	ATSC
Video	
Video Signal	1080/24p (HDMI™ only) 720/60p 1080/30p (HDMI™ only) 720/30p (HDMI™ only) 720/24p (HDMI™ only) 1080/60i 1080/60p (HDMI™ / Component) 480/60i 480/60p
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
Clear Mode	Yes
Deep Color	Yes
Impulse Mode	Yes
Intelligent Image Enhancer	Yes
Intelligent MPEG Noise Reduction	Yes
Live Color™ Technology	Yes
Motionflow™ Technology	Motionflow XR 480
PhotoTV HD	Yes
Picture Mode	VividGame-StandardGame-Original GraphicsSportsAnimationStandardCustomPhoto-VividPhoto-StandardPhoto-OriginalPhoto-CustomCinema1Cinema2
Portable Game Mode	
Scene Optimized Energy Saving	Yes
Video Processing	X-Reality™

1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Skype requires CMU-BR100 camera sold sep. Subject to Skype's terms and conditions.

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

3. Streaming content, copy-protected content and certain formats are not supported.

4. Requires devices connected to the same wireless home network.

5. Requires active internet connection.

6. Compared to normal viewing. Based on 40-inch LED TV with Picture Setting 'Vivid.'

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