

So realistic you might forget you're just watching TV. It's the best picture we've ever created, where details like individual blades of grass come to life with laser-sharp precision and the most natural color imaginable. Stunning images are produced using our most advanced X-Reality™ PRO technology and the ultra-thin TV design is achieved by incorporating Corning® Gorilla® Glass for the seamless look of edge-to-edge glass.



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## Bullets

- Pro-grade detail for discerning eyes: X-Reality™ PRO
  - Full-array local dimming for our best color/contrast
  - Experience precise motion clarity w/ Motionflow™ XR 960
  - Frameless design with Corning's Gorilla® Glass
  - 3D in Full HD 1080p for phenomenal 3D picture quality<sup>2</sup>
  - Movies, music & apps w/ Sony Entertainment Network<sup>1</sup>
  - Stream HD entertainment wirelessly with built-in Wi-Fi®<sup>1</sup>
  - PC and tablet content<sup>3</sup> on your TV w/ Intelligent Connect
  - Media Remote™ app to control your TV with a smartphone<sup>4</sup>
  - Make life-sized video calls with Skype®<sup>1</sup>
  - Connect to the TV via Wi-Fi® without using a router<sup>3</sup>
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## Features

### Everything looks better

This is picture quality so lifelike it's like looking through a window. Each scene in everything you watch—HD movies, sports, even YouTube™ clips and home movies—is presented with unprecedented detail, and astonishing color as Sony's exclusive X-Reality™ PRO picture engine draws on its database of real patterns, shapes and textures to display our most lifelike picture ever.

### Peak Performance

Experience Sony's best picture quality and extraordinary contrast with full-array local dimming technology. This innovative technology consists of an array of LED lights that adjust the bright and dark levels in each area of the screen for more precise control of the picture.

### Our clearest picture ever

When you watch a kickoff at the stadium, the ball doesn't blur from left to right. Recreating natural motion with reduced judder and less blur, Motionflow™ XR 960 helps you see each end-over-end rotation by taking motion clarity beyond refresh rates, which are only measured in Hz, to quadruple the motion effect so you see everything as if you were there.

### Tough, yet beautiful

Only Sony has it. Corning's exclusive Gorilla® Glass lets you enjoy an incredibly durable, remarkably lightweight, frameless design with a seamless, sophisticated look. Paired with the OptiContrast™ panel, Gorilla Glass helps boost contrast and brightness while minimizing unwanted light reflections.

### 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.<sup>2</sup>

### 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.<sup>1</sup>

**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.<sup>1</sup>

**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 Xperia™ Tablet S via your existing Wi-Fi® network. Then you can easily "throw" your videos, photos and music files to your HDTV.<sup>3</sup>

**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 Xperia™ Tablet S into a versatile remote control with a full QWERTY keyboard<sup>4</sup>. It makes changing channels and typing searches ultra fast and convenient.

**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.<sup>1</sup> 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.<sup>8</sup>

**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.<sup>7</sup> You can also start the TrackID® service by shaking a smartphone that's running the Media Remote™ app.<sup>4</sup> Very convenient.

**Save power**

Enjoy reduced power consumption of up to 30% while maintaining beautiful image quality. First, the TV recognizes the type of program you're watching. Then it optimizes the viewing settings, automatically reducing power consumption while enhancing color and detail on the screen and conserving energy used by the backlight.<sup>6</sup>

**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.<sup>5</sup>

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™.<sup>5</sup>

**Specifications**

3D Features	
3D	Active
3D Super-resolution	Yes
3D Sync Transmitter Integrated	Yes
4x High Speed 3D Panel	Yes
Full HD 3D	Yes
Simulated 3D	Yes
Audio	
Audio Power Output	10W+10W+10W
Speaker Configuration	2,1 Full Range(30x150mm) x2,Woofer(80mm)x1
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(Not appeared for UI)
Sound Enhancer	Yes
Sound Mode	DynamicStandardClear VoiceCustom
Stereo System	MTS(AUTO SAP)
Surround Effect	
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	Video/Photo
Sleep Timer	Yes
Twin Picture	PAP(Variable)
USB Play	Yes (USB viewer supports FAT16, FAT32 and exFAT file systems.)
USB Play (Contents)	MPEG1/MPEG2PS/MPEG2TS/AVCHD/MP4Part10/MP4Part2/WMV/MP3/WMA/LPCM/WAV/JPEG/MPO
<b>Design Features</b>	
Illuminated Sony Logo	Yes
Monolithic Design	Yes
Stand Design	Loop
<b>Display Features</b>	
Backlight Type	Intelligent Peak LED
Dimming Type	Local Dimming
Display Device	LCD
OptiContrast Panel	Yes
<b>Display</b>	
Aspect Ratio	16:9
Display Resolution	Full HD
Dynamic Contrast Ratio	over 1 million
Screen Size (cm)	138.8cm
Screen Size (measured diagonally)	55"(54.6")
Viewing Angle (Right/Left)	178(89/89)
Viewing Angle (Up/Down)	178(89/89)
<b>Energy Saving &amp; Efficiency</b>	
Backlight Off Mode	Yes

Dynamic Backlight Control	Yes
Energy Star® compliant	Meets Energy Star® version 5.3
Power Consumption (On Mode) for Energy Star	89.4W
Power Consumption (Standby Mode) for Energy Star	0.131
<b>General Features</b>	
Audio Return Channel	Yes
Closed Captions (CC)	Closed Caption
Demo Mode	Yes
Finish (Surface Color)	BLACK
HDMI™ InstaPort	Yes
Hotel Mode Menu	Yes
Start Up Sony Logo Display	Yes
<b>Inputs and Outputs</b>	
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 (1Rear/1Rear 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@60Hz800x600@60Hz1280x768@60Hz-R1280x768@60Hz1360x768@60Hz1024x768@60Hz1280x1024@60Hz1920x1080@60Hz
RF Connection Input(s)	1 (Bottom)
Service Port	Yes
USB 2.0	2 (Side)
<b>Network Features</b>	
Apps	Yes
BIVL (System)	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
Seamless Streaming	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
<b>Power</b>	
Power Consumption (In Download Acquisition Mode)	0.02kWh / Day
Power Consumption (In Operation) max.	190W
Power Consumption (In Standby)	120V : 0.20W / 240V : 0.35W
Power Requirements (frequency)	60Hz for UL cUL 50/60Hz for other
Power Requirements (voltage)	AC120V for UL cUL AC110-240V for other
<b>Recycled &amp; Recyclable Materials</b>	
Packaging Materials	Recycled Carton (more than 40%)
<b>Regulation and Standards Compliance</b>	
VESA® Hole Pitch	300x300 mm /11 7/8x11 7/8 inch
VESA® Hole Spacing Compatible	Yes
<b>Sensing Features</b>	
LightSensor™ Technology	Yes
<b>Service and Warranty Information</b>	
Limited Warranty Term	18 months
<b>TV System</b>	
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 (Digital Cable)	Clear QAM
TV System (Digital Terrestrial)	ATSC
<b>Video</b>	

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™ /
<b>Video Features</b>	
24p True Cinema™ Technology	Yes
3D Comb Filter	Yes
4:3 Default	Yes
Advanced Contrast Enhancer (ACE)	Yes
Auto Wide	Yes
Blinking Type	Line Blinking

CineMotion® Reverse 3:2 Pulldown Technology	Yes
Clear Mode	Yes
Deep Color	Yes
Face Area Detection	Yes
Impulse Mode	Yes
Intelligent MPEG Noise Reduction	Yes
Live Color™ Technology	Yes
Motionflow™ Technology	Motionflow XR 960
PhotoTV HD	Yes

Picture Mode	VividGame-StandardGame-OriginalGraphicsSportsAnimationStandardCustomPhoto-VividPhoto-StandardPhoto-OriginalPhoto-CustomCinema 1Cinema 2
Portable Game Mode	Fine FullNormalPortableGame 1PortableGame 2
Scene Optimized Energy Saving	Yes
Super-resolution for Game Mode	Yes
Video Area Detection	Yes
Video Processing	X-Reality PRO™
Wide Mode	FullNormalWide

1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11n network (802.11n recommended). 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. Requires home network and one device on network to be setup as a DLNA server. 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 a 55-inch LED TV with Picture Setting Standard.

7. As of January 1, 2012

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

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