

Lay back and enjoy as this seamless sheet of glass becomes the centerpiece of your living space. Featuring truly transcendent picture quality, each scene in everything you watch—HD movies, 3D, sports, even YouTube™ clips—is presented with unprecedented detail and astonishing color from Sony's exclusive X-Reality™ PRO picture engine. Ultra-clear, realistic motion during slow scenic sweeps and fast action sports comes courtesy of Motionflow™ XR 960.



Bullets

- Pro-grade detail for discerning eyes: X-Reality™ PRO
 - Experience precise motion clarity w/ Motionflow™ XR 960
 - Frameless design with Corning's Gorilla® Glass
 - Movies, music & apps w/ Sony Entertainment Network¹
 - Amazingly crisp, natural 3D effects in every 3D scene²
 - Dynamic Edge LED backlight for amazing contrast & color
 - 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

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.

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 technology 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.⁷ 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.

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 content² and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.¹

Natural 3D effects.

Feel like you're standing alongside your favorite actor as the environment envelops you with lush 3D detail.² Ultra-realistic effects are achieved by X-Reality™ PRO 3D Super Resolution, optimizing each area of the 3D scene by drawing on its database of patterns, shapes and textures.

The difference is dynamic.

It's all about perfecting a natural look. Dynamic Edge LED backlighting with local 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.

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.

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.

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

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.

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

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.

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.⁷

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		Auto Shut-off		Backlight Type	
3D	Active	Yes		Dynamic Edge LED	
3D Super-resolution	Yes	BRAVIA® Sync™	Yes	Dimming Type	Local Dimming
3D Sync Transmitter Integrated	Yes	Channel Block (with password)	Analog & Digital	Display Device	LCD
4x High Speed 3D Panel	Yes	Channel Jump	Yes	OptiContrast Panel	Yes
Full HD 3D	Yes	Channel Surf	Yes	Display	
Simulated 3D	Yes	Edit Channel Labels	Yes	Aspect Ratio	16:9
Audio		Favorites	Yes	Display Resolution	Full HD
Audio Power Output	10W+10W+10W	Info Banner	Yes	Screen Size (measured diagonally)	55"(54.6")
Speaker Configuration	2.1 Full Range(15x90mm) x2, Woofer(60mm)x1	Input Skip	Automatic	Energy Saving & Efficiency	
Speaker Position	Rear Facing	Label Inputs	Yes	Backlight Off Mode	Yes
Audio Features		Multiple Language Display	English/Spanish /French	Dynamic Backlight Control	Yes
5.1 Channel Audio Out	Yes	On/Off Timer	Yes	Energy Star® compliant	Meets Energy Star® version 5.3
5.1ch Through Out (Handycam)	Yes	On-Screen Clock	Yes	General Features	
Advanced Auto Volume	Yes	On-Screen Display for External Input	Yes	Audio Return Channel	Yes
Audio Out	Fixed/Variable	On-Screen Operating Instructions	Yes	Closed Captions (CC)	Yes
Clear Phase Speaker	Yes	Panorama	Yes	Finish (Surface Color)	Black
Dolby®	Dolby Digital Dolby Digital Plus Dolby Pulse	Parental Control	Yes	HDMI™ InstaPort	Yes
Headphone/ Speaker Link	Yes	Picture Adjustments Lock	Yes	Hotel Mode Menu	Yes
Invisible Speaker	Yes	Picture Frame Mode	Yes	Start Up Sony Logo Display	Yes
S-Master	Yes	Scene Select		Inputs and Outputs	
Sony Original Surround	S-Force Front Surround 3D	Show/Hide Channels	Yes	AC Power Input	1 (REAR)
Sound Booster	Yes	Skin Naturalizer	Video/Photo	Analog Audio Input(s) (Total)	3 (2 Rear/1 Side)
Sound Enhancer	Yes	Sleep Timer	Yes	Audio Out	1 (Side/Hybrid w/HP)
Sound Mode	DynamicStandardClear VoiceCustom	Twin Picture	PAP(Variable)	Component Video (Y/Pb/Pr) Input(s)	1 (Rear Hybrid w/ Composite)
Stereo System	MTS(AUTO SAP)	USB Play	Yes	Composite Video Input(s)	2 (1 Rear/1 Rear Hybrid w/ Component)
Surround Effect	CinemaSportsMusicGame	Design Features		Digital Audio Output(s)	1 (Bottom)
Broadcast Features		6 degree Upward Style	Yes	Ethernet Connection(s)	1 (Bottom)
TV Guide On-Screen	Yes(Rovi)	Monolithic Design	Yes	HDMI™ Connection(s) (Total)	4 (2 Side/2 Bottom)
Convenience Features		Stand Swivel	Yes	HDMI™ PC Input	Yes
		Stand Swivel Range	Left 15°/Right 15°		
		Stand Tilt	Yes		
		Stand Tilt Range	0°- 6° Flexible		
		Display Features			

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)
RF Connection Input(s)	1 (Bottom)
USB 2.0	2 (Side)

Network Features

BIVL (System)	Yes
DLNA Content	MPEG1, MPEG2PS, MPEG2TS, AVCHD, MP4Part10, MP4Part2, WMV, MP3, WMA, LPCM, JPEG
Internet_Browser	Yes(Opera)
Media Remote	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
Yahoo! Widgets	Yes

Power

Power Requirements (frequency)	60Hz for UL
Power Requirements (voltage)	AC120V for UL

Recycled & Recyclable Materials

Packaging Materials	Recycled Carton (more than 40%)
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Regulation and Standards Compliance

VESA® Hole Pitch	300 x 300 mm
VESA® Hole Spacing Compatible	Yes

Sensing Features

LightSensor™ Technology	Yes
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Service and Warranty Information

Limited Warranty Term	12 Months Parts / 12 Months Labor
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TV System

Color System	NTSC
TV System (Analog)	M
TV System (Digital)	ATSC

Video

Video Signal	1080/24p (HDMI™ only)720/60p1080/30p (HDMI™ only)720/30p (HDMI™ only)720/24 (HDMI™ only)1080/60i1080/60p (HDMI™ / Component)480/60i480/60p
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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	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-Original GraphicsSportsAnimatio nStandardCustomPhoto-VividPhoto-StandardPhoto-OriginalPhoto-CustomCinema1Cinema2

Portable Game Mode	
Super-resolution for Game Mode	Yes
Video Area Detection	Yes
Video Processing	X-Reality PRO™
Wide Mode	FULLNormalWide ZoomZoomCaptionNormal/ Full1/Full2 for PC

Measurements (Approx.)

Package Carton (W x H x D)	66 1/2 x 33 3/4 x 6 5/8 inches (1687 x 857 x 168 mm)
TV only (W x H x D)	50 1/4 x 29 5/8 x 1 7/16 (1 5/16) inch (1274 x 750 x 35(32) mm)
TV with Stand (W x H x D)	50 1/4 x 31 7/8 x 13 1/2 inch (1274 x 808 x 341 mm)

Supplied Accessories

AC Power Cord	attached
Batteries	Type AAA x 2
Operating Instructions	Yes
Remote Control	RM-YD073
Screws	Yes
Table Top Stand	separate (assembly required)
Warranty Card	Yes (12 Months)

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.'

7. As of January 1, 2012

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