

Key Features

- 16:9 1080p HD Resolution Panel (1920 x 1080)
- BRAVIA Engine™ PRO Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability
- HDMI (High Definition Multimedia Interface) x3 (1080/60p)
- Popular Floating Glass Design with High Gloss Piano Black finish
- Digital Amplifier
- SRS TruSurround XT™
- BBE Digital Audio Enhancement Technology
- Picture Freeze
- Sleep Timer
- PC Input x 1
- Component Video x 2
- S Video x 2
- Composite Video x 3



Key Technologies

BRAVIA Engine™ PRO Full Digital Video Processor Presenting the next evolution of the BRAVIA Engine™ PRO. Sony improved on the great benefits of the BRAVIA Engine™ by adding a picture quality enhancement circuit called Digital Reality Creation Multi-function v2.5. DRC-MFv2.5 now has the added ability to process interlace and progressive video signals and because it has twice the processing power of previous DRC-MF circuits, it can do its processing and output them to 1080p. (1080p signals are not processed through this DRC-MFv2.5.) Add to this the crisp details, outstanding contrast, eye popping colors, and dramatically reduced digital artifacts that DRC-MF circuitry is known for. And the best part of all is that DRC-MFv2.5 is user adjustable according to the video source. All of this helps define the reason why people want Sony TVs to begin with unparalleled picture quality.

Full HD 1080 There are a lot of ways to define high-definition but Sony Full HD means you're getting the best resolution that high-definition has to offer. With Sony HDTVs, Full HD 1080 means 1920 x 1080 pixels and 1080p video inputs. From a Blu-ray Disc™ player, BRAVIA® LCD Television or SXRD™ Front Projector or Rear Projection Television -- your lifestyle demands the best in high-definition which is why Sony puts its Full HD 1080 technology in more HD devices than any other manufacturer.

1920 x 1080 Panel Resolution When it comes to high-definition TV the pinnacle of performance is achieved by using 1920 x 1080 display panels. And BRAVIA V-Series televisions have them. Full HD 1920 x 1080 panel resolution with over 2 million pixels (more than twice that of 720p HDTV) is exactly what you need to reproduce the 1080p content that can be delivered by our cutting edge 1080p Blu-ray disc™ player. And working with BRAVIA Engine™ PRO everything from standard definition and high definition is upconverted to 1080p for a picture so real it's like you're actually there.

Live Color Creation System Decades of television know how allow us to realize that an LCD TV is more than just the panel; it's actually a system. Uncompromised picture quality starts with combining carefully chosen components and circuits to optimize system quality, among these are the color creation and processing functions. That's what Live Color Creation is all about. It starts with the BRAVIA Engine™ PRO video processing system, which enhances primary colors and corrects half-tone colors for natural overall color. Next, a WCG-CCFL backlight using Sony's phosphor formula delivers a specific spectrum of light designed to work with our specially formulated color filters. The combination of these three components creates deep, deep blues and natural greens for overall colors that draw you right into the picture.

HDMI™ and PC Connectivity Designed for maximum versatility, Sony's BRAVIA XBR-Series LCD TVs are equipped with a comprehensive range of input interfaces. The HDMI (High-Definition Multimedia Interface) is the first industry-supported, uncompressed, all-digital audio/video interface. HDMI technology supports enhanced or High Definition video, together with multi-channel digital audio to provide matchless image and sound reproduction. BRAVIA XBR Series TVs include (3) HDMI 1080/60p inputs. The PC input (HD-15-pin) offers easy connection to your PC, allowing you to use your high resolution BRAVIA XBR-Series Digital TV as a computer monitor.

BRAVIA ENGINE
PRO

BBE.
DIGITAL

XBR

Features

General

Closed Caption (CC): Yes
ID1 Detection: Yes
Video Label: Yes

Video

Tuner: ATSC, Clear QAM
Video Processing: Yes (BRAVIA Engine™ PRO)
Noise Reduction: Yes
Comb Filter: 3D Digital Comb Filter
DRC[®] MultiFunction Circuitry: Yes (DRC MF V2.5)
Game Mode: Yes
Light Sensor: Yes
Picture Modes: Vivid/ Standard/ Custom
Wide Mode: Wide Zoom/ Normal/ Full/ Zoom
Display Technology: LCD (178° wide viewing angle LCD display panels)
Backlight Type: WCG-CCFL (Wide Color Gamut - CCFL)
High Definition: Yes (Full HD 1080)

Audio

Sound Mode: Dynamic/ Standard/ Custom
MTS Stereo Decoder: Yes
A/V Synch: Off/1/2/3
Digital Amplifier: Yes
SRS[®] TruSurround[®] XT Audio Effect: Yes
Dolby[®] Digital: Yes

Convenience

Channel Skip/Add: Yes
Favorite Channel: Yes
Speed Surf™ Channel Selection: Yes
Parental Control (V-Chip): Yes
Sleep Timer: 15, 30, 45, 60, 90, Off
Timer Events: Timer 1, Timer 2
Clock: Yes
Power Save Mode: Standard, Reduced, Picture Off
Picture Freeze: Yes
Input Skip: Yes

Specifications

General

Aspect Ratio: 16:9
Screen Size: 40 inches measured diagonally
Television Type: Flat Panel

Video

Native Resolution: 1080p
Display Resolution: 1920 x 1080

Audio

Audio Power Output: 22W (11W x2)

Steady Sound[®] Automatic Volume Control:
Yes

Inputs and Outputs

Analog Audio Input(s): 5 (1 Side /4 Rear)
Audio Out (Variable/Fixed): 1 (Rear)
Component Video (Y/Pb/Pr) Input(s): 2 (Rear)
Composite Video Input(s): 3 (1 Side /2 Rear)
Digital Audio Output(s): 1 (Rear)
S-Video Input(s): 1 (Rear)
Headphone Output(s): 1 (Side)
PC Video Input(s): 1 (Rear)²
HDMI[™] Connection(s): 3 (1 Side/ 2 Rear) - 1 rear input has L/R audio inputs

Power

Power Consumption (in Operation): 227W
Power Consumption (in Standby): Less than 0.5W

Regulation and Standard Compliance

Energy Star[®] Compliant: Yes

Dimensions

Weight: 77.16lbs (35.0kg) with pedestal;
66.14lbs. (30.0kg) without pedestal
Measurements: 43.7" x 28.23" x 12.68" (1111 x 717 x 322mm) with pedestal; 43.7" x 25.87" x 4.84" (1111 x 657 x 123mm) without pedestal

Supplied Accessories

Remote Control (RM-YD013)
Battery (AA x2)
HD-15 to HD15 Cable
Operating Instructions
Quick Setup Guide

Optional Accessories

Wall Mount Bracket (SU-WL51)

Color: High Gloss Piano Black
UPC Code: 027242699069

1. Screen Size measured diagonally.
2. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolutions
3. Black white range seen over a period of time

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