

Key Features

- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)⁵
- Motionflow™ 120 Hz with Full HD high frame rate capability
- BRAVIA Engine™ PRO HD Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- Advanced Contrast Enhancer (ACE)
- Dynamic Contrast Ratio 18,000:1² (On-screen Contrast Ratio 2000:1)
- Deep Color capability (HDMI v1.3 option)
- x.v.Color™ connectivity (HDMI v1.3 option)
- Xross Media Bar® (XMB) Advanced HD User Interface
- DMe^x Feature Expansion Capability
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability⁶
- Digital Amplifier with S-Force Front Surround



Key Technologies

Full HD 1080 There are a lot of ways to define high-definition but BRAVIA® Full HD means you're getting the best resolution that high-definition has to offer consumers. With Sony BRAVIA XBR HDTVs, Full HD 1080 means 1920 x 1080 pixels⁵ and 1080p video inputs. Your lifestyle demands the best in high-definition and with BRAVIA Full HD 1080 products you get it.

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 XBR televisions have them. Full HD 1920 x 1080 panel resolution with over 2 million pixels⁵ (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.

10-bit Processing and 10-bit Display While it's great to state that a TV is capable of creating billions of colors it's a whole lot better when you have a display that can actually display them. That's the logic behind Sony's 10-bit processor and 10-bit display. Sony follows 10-bit processing with a 10-bit panel, allowing 64 times the levels of color expression than an 8-bit panel. What that translates to is smoother transitions from color to color and subtle color changes faithfully reproduced. (Found on select Sony BRAVIA televisions.)

Motionflow™ 120 Hz with Full HD high frame rate capability Achieving smoother, natural motion reproduction starts with the right performance characteristics such as the ultra fast panel response times our BRAVIA® HD LCD TVs have. Taking motion performance to the next level requires innovation and expertise. Enter Sony's Motionflow™ High Frame Rate technology. Motionflow doubles the amount of frames from 60fps to 120fps and does it the right way by using real-time calculation of every single frame of video to create entire new frames of information. The results are spectacular and unlock a new level of motion reproduction. Motion performance is smooth and natural.

BRAVIA Engine™ PRO Full Digital Video Processor Presenting the next evolution of the BRAVIA Engine™ 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. (Native 1080p input signals are not processed through 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.

Live Color Creation™ System featuring WCG-CCFL 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 backlighting 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.

Advanced Contrast Enhancer (ACE) Function Sony's Advanced Contrast Enhancer (ACE) builds on our excellent on-contrast ratio performance of 2000:1¹. A Dynamic Contrast Ratio of up to 18,000:1² is achieved by using real-time image processing to adjust the contrast along with optimizing backlight levels. But rather than focus on the "numbers", Sony focuses on actual picture performance avoiding exaggerated blacks where detail can be lost. ACE translates to blacker blacks in darker scenes, as well as better shadow detail in other scenes for a difference that you can see.



Features

General

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

Video

Tuner: ATSC, Clear QAM⁶
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: On/Off
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 1080p)
MotionFlow™ 120Hz: Yes
10-bit Display Panel: Yes

Audio

Sound Mode: Dynamic/ Standard/ Custom
MTS Stereo Decoder: Yes (with SAP)
Digital Amplifier: Yes
Dolby® Digital: Yes (ATSC/QAM only)
Sound Booster: Yes
S-Force™ Front Surround: Yes
Voice Zoom: 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
Clock: Yes
Power Save Mode: Standard, Reduced, Picture Off
Picture Freeze: Yes
Input Skip: Yes
DMEx™ Ready: Yes (Digital Media Extender DMEx)
Xross Media Bar®: Yes (Graphical User Interface)
Remote Control: Yes (Backlit)

Specifications

General

Aspect Ratio: 16:9
Screen Size: 52 inches measured diagonally
Television Type: Flat Panel

Video

Contrast Ratio: 2,000:1 (On-screen)
Display Resolution: 1920 x 1080p (native)⁵

Audio

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) D-Sub 15⁴
HDMI™ Connection(s): One-Button Home Theater Control (HDMI-CEC) -- BRAVIA® Theatre Sync™ ⁸
RS232 Control: x1 (Home Theater Installation Control Capabilities)

Power

Power Consumption (in Operation): 320W
Power Consumption (in Standby): Less than 0.4W

Capability

VESA: Yes - VESA Hole Mount Compatibility for Mounting Applications

Regulation and Standard Compliance

Energy Star® Compliant: Yes

Service and Warranty Information

Limited Warranty: 18 Months Parts / 18 Months Labor

Dimensions

Weight: 108.0lbs (49kg) with pedestal; 93.0lbs (42.0kg) without pedestal
Measurements: 55.71" x 35.04" x 15.12" (1415 x 890 x 384 mm) with pedestal; 55.71" x 32.56" x 4.92" (1415 x 827 x 123mm) without pedestal

Supplied Accessories

Remote Control
Battery (type AA x2)
AC power cord
Operating Instructions
Quick Setup Guide
Warranty Card
Table Top Stand

Optional Accessories

RHT-G800 Floor Stand
SU-WL500 Wall Mount Bracket
DMX-NV1 BRAVIA® Internet Video Link

UPC Code: 027242717398

1. Black-white range seen at the same time.
2. Black-white range seen over a period of time.
3. Screen Size measured diagonally.
4. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolution.
5. Picture is slightly over-scanned to prevent video source artifacts at screen edges.
6. Contact your local cable provider for details on how to access or subscribe to HD programming.
7. Internet module sold separately. Select Internet video limited to Sony content providers.
8. All products require BRAVIA Theatre Sync capability. HDMI cable required and sold separately.

©2007 Sony Electronics Inc. All rights reserved. Sony, BRAVIA, BRAVIA Engine, XBR, DRC, Speed Surf, Live Color Creation, Theatre Sync, x.v.Color, Xross Media Bar and CineMotion are trademarks of Sony. Dolby Digital is a registered trademark of Dolby Laboratories. This TV incorporates High-Definition Multimedia Interface (HDMI™) technology. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. All other trademarks are property of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate. VESA is a trademark of Video Electronics Standards Association Inc.



Please visit the Dealer Network for current information at www.sony.com/dn