

SONY

KD43X80K

Sony X80K 4K HDR LED TV with smart Google TV (2022)

Enjoy a smart Google TV experience equipped with the picture processing power to make everything you watch feel so real. Advanced image processing from the 4K HDR Processor X1 and TRILUMINOS PRO gives details and color a boost for picture that feels natural and immersive. And the beautifully designed flush surface narrow bezel keeps you focused on the big picture.



Bullets

- Intelligent TV processing technology powered by 4K HDR Processor X1 that delivers picture quality full of rich colors and detailed contrast.
- Reproduces over a billion accurate colors resulting in picture quality that is natural and precise, enhanced by TRILUMINOS Pro.
- Google TV with Google Assistant organizes your content all in one place. ¹ Stream from your Apple device with AirPlay 2 support.⁸
- Experience immersive cinematic content with support for Dolby Vision & Atmos. ²
- Enhance your gaming experience with exclusive features for the PlayStation ^{®5}.
- Your eyes naturally focus on the immersive big picture with a flush surface narrow bezel design. ⁶
- See blur-free picture quality in fast-moving sports and movies powered by Motionflow XR™ technology.
- Bring back lost texture and detail and see your content upscaled to near-4K resolution with 4K X-Reality PRO™.⁷
- With the optional BRAVIA CAM, video chat with friends and family and use Gesture Control for uninterrupted control without a remote.⁹

Features

4K HDR processor X1™

Our powerful processor uses advanced algorithms to cut noise and boost detail. With an even clearer 4K signal, everything you watch is closer to 4K quality, full of lifelike color and contrast.

TRILUMINOS PRO™

Our TVs with a wide color gamut and unique TRILUMINOS PRO™ algorithm can detect color from saturation, hue, and brightness to reproduce natural shades in every detail. You'll enjoy colors that are closer to those seen in the real world.

4K X-Reality™ PRO

See glorious 4K pictures, rich with real-world detail and texture, exclusively powered by our 4K HDR processor X1™. Images filmed in 2K and even HD are upscaled close to 4K levels of detail by 4K X-Reality™ PRO using a unique 4K database.



Motionflow™ XR

Enjoy smooth and sharp details even in fast-moving sequences with Motionflow™ XR. This innovative technology creates and inserts extra frames between the original ones. It compares key visual factors on successive frames, then calculates the split second of missing action in the sequences. Some models also include black-frame insertion for a blur-free and truly cinematic look.

Auto Low Latency Mode

With Auto Low Latency Mode in HDMI 2.1, BRAVIA recognizes when a console is connected and powered on, and automatically switches to low latency mode. You'll enjoy smoother, more responsive gameplay—vital for fast-moving, high-intensity games.

Auto HDR Tone Mapping

With Auto HDR Tone Mapping, the HDR settings will be optimized instantly during your PS5™ console's initial setup. Your PS5™ automatically recognizes individual BRAVIA TV models and selects the best HDR setting for your TV accordingly. So even in high-contrast scenes, you'll see the crucial details and colors in the brightest and darkest parts of the screen.

Auto Genre Picture Mode

BRAVIA automatically switches into Game mode to minimize input lag and make the action more responsive. When watching movies on PlayStation5® consoles, it switches back to Standard Mode to focus on picture processing for more expressive scenes.

X-Balanced Speaker

Designed to complement the sound quality and slimness of the TV with its unique new shape, our X-Balanced Speaker drives movies and music with clear sound.

Bluetooth connectivity

Connect Bluetooth®-compatible devices to your TV for easy wire-free entertainment. Pair your Bluetooth headphones or earphones with BRAVIA and enjoy TV shows and music in your favorite place—without any disturbances or interruptions.

Ambient Optimization

Sit back and enjoy an enthralling viewing experience. Our unique ambient optimization technology with light sensor automatically adjusts picture and sound to your environment.

Light Sensor

On conventional TVs, brightness stays the same regardless of light in a room, resulting in pictures that are too dark or bright. This TV includes a light sensor that optimizes picture brightness to room conditions, boosting brightness in light rooms and reducing it in dark ones so you get the perfect view.

Sound optimization for your room

Sound experience can change depending on your room environment. For example, curtains absorb sound, while objects in front of the TV can disturb the passage of sound, compromising the quality of what you hear. This TV detects objects and reproduces sound that's enhanced and



optimized to your room.

Works with BRAVIA CAM

Connect your BRAVIA TV with BRAVIA CAM, sold separately, for an even more immersive viewing experience. BRAVIA CAM recognizes where you are in the room and how far you are from the TV, then adjusts sound and picture settings so they're just right. You can also enjoy an array of fun new TV experiences with BRAVIA CAM, including gesture controls, video chat, and many more.

Google TV

Browse 700,000+ movies and TV episodes from across your streaming services, all in one place and organized into topics and genres based on what interests you.

Voice Search

Find your favorite content faster than ever using the power of your voice. With Voice Search, there's no more complicated navigation or tiresome typing—you just have to ask.

Google Assistant

Your TV is more helpful than ever. Use your voice to find movies, stream apps, play music, and control the TV. Ask Google to find a specific title, search by genre, or get personalized recommendations by saying, "what should I watch?" Even get answers like sports scores, control smart-home devices, and more. Talk to Google to get started.

Works with Alexa

Connect your Alexa-enabled devices for seamless hands-free control of a Sony TV. With Alexa, you can power up your TV, change channels, control volume, and more.

Works with Ok Google

Watch your favorite movies and shows without hunting down the remote. Now you can just use your voice to control your Sony TV through a Google Assistant-enabled device. Just say "Ok Google" to get started.

Works with Apple AirPlay / Apple HomeKit

With Apple AirPlay, you can stream video and audio to your television right from your iPhone, iPad, or Mac. Watch movies and shows from the Apple TV app, your favorite apps, or even Safari. Share your photos with everyone in the room.

Chromecast built-in

Go from your phone, tablet, or laptop to your TV in an instant. With Chromecast built-in, you can cast all your favorite movies, shows, apps, games, and more directly to your TV.

Easy to wipe

Designed with a flush surface featuring lower buttons and a special polyurethane coating, our remote is easy to wipe and keep clean. All buttons are specially coated with antibacterial material.

Smart remote

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All your connected devices can be controlled with our smart remote. One-button access to video-on-demand services brings shows and movies into your room in seconds.

Flush Surface

As the bezel is extremely narrow, your eyes naturally focus on the picture, not what's around it.

Living Decor

Our Living Decor turns your TV into an essential part of your living space with on-screen artwork, personal photos, screensaver themes, and clock functions.

Dolby Vision® & Dolby Atmos®

Enjoy cinematic thrills at home. Dolby Vision® brings scenes vividly to life for authentic viewing, while Dolby Atmos® fills the room with immersive surround sound.

Specification

Accessibility	
Accessibility Shortcut	Yes
Audio Description (Audio key)	Yes
Closed Caption	Closed Caption
Screen Reader	Yes
Text Magnification	Yes
Voice Search	Yes
Accessories	
Optional accessories	Camera Unit (CMU-BC1)Depends on country selection
Built-in Tuner	
CI+	-
Number of Tuners (Sat)	-
Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)
TV System (Analog)	M
TV System (Digital Cable)	Clear QAM
TV System (Digital Sat)	-
TV System (Digital Terrestrial)	ATSC/ATSC 3.0(NEXTGEN TV)

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Tuner Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/CATV: 1-135
Tuner Channel Coverage (Digital Cable)	CATV: 1-135
Tuner Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69 (2-13/14-36 for ATSC3.0)
Camera	
CAMERA	BRAVIA CAM(Optional)
CAMERA FUNCTION	Yes(Camera apps)
Connectivity	
APPLE AIRPLAY	Yes
APPLE HOMEKIT	Yes
Audio Output(s)	-
Auto Low Latency Mode (ALLM)	Yes (for HDMI™3/4)
BRAVIA SYNC (INCLUDING HDMI-CEC)	Yes
Bluetooth profile support	Version 4.2, HID (mouse/keyboard connectivity)/HOGP (Low Energy device connectivity)/SPP (Serial Port Profile)/Advanced Audio Distribution Profile (stereo audio) /AVRCP (AV remote control)
CHROMECAST BUILT-IN	Yes
Component Video (Y/Pb/Pr) Input(s)	No
Composite Video Input(s)	1 (Side, Mini jack)
Digital Audio Output(s)	1 (Side)
Ethernet inputs	1 (Side)
Features specified in HDMI2.1	eARC/ALLM
HDCP	HDCP 2.3 (for HDMI™ 1/2/3/4)
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
HDMI inputs total	4 (4 side)
Headphone Output(s)	-
IF (satellite) input(s)	No

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RF (Terrestrial/Cable) Connection Input(s)	1 (Side)
RS-232C Input(s)	1 (Side)
Subwoofer Output(s)	-
USB HDD Recording	No
USB drive format support	FAT16/FAT32/exFAT/NTFS
USB playback codecs	MPEG1: MPEG1/MPEG2PS: MPEG2/MPEG2TS (HDV, AVCHD): MPEG2, AVC/MP4 (XAVC S): AVC, MPEG4, HEVC/AVI: Xvid, MotionJpeg/ASF(WMV): VC1/MOV: AVC, MPEG4, MotionJpeg/MKV: Xvid, AVC, MPEG4, VP8.HEVC/WEBM: VP8/3GPP: MPEG4, AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG, WEBM: VP9/AC4/ogg/AAC/ARW (Screen nail only)
USB ports	2 (side)
Variable Refresh Rate (VRR)	-
WI-FI FREQUENCY	2.4 GHz/5 GHz (for Wi-Fi Direct: 2.4 GHz Only)
Wi-Fi Standard	Wi-Fi Certified 802.11a/b/g/n/ac
Design	
BEZEL COLOR	Black
BEZEL DESIGN	Flush Surface
REMOTE CONTROL	Standard Remote
STAND COLOR	Black (same as APH stand)
STAND POSITION	-
Stand design	Slim Blade stand (same as APH stand)
Dimensions and Weight	
DIMENSION OF TV WITH STAND (STANDARD POSITION) (W x H x D)	37.95 x 24.72 x 11.26 inches (964 x 628 x 286 mm)
Dimension of Package Carton (W x H x D)	42 1/4 x 27 3/8 x 5 5/8" (1070 x 695 x 141 mm)
Dimension of TV without Stand (W x H x D)	37.95 x 22.17 x 2.72 inches (964 x 563 x 69 mm)
SCREEN SIZE (CM, MEASURED DIAGONALLY)	108 cm

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STAND WIDTH (STANDARD POSITION)	26.18 inch (665 mm)
Screen Size (inch, measured diagonally)	43" (42.5")
VESA® Hole Pitch(W x H)	7.87 x 7.87 inch (200 x 200 mm)
Weight of Package Carton (Gross)	30.9 lb / 14 kg
Weight of TV with Stand	23.4 lb (10.6 kg)
Weight of TV without Stand	22.3 lb (10.1 kg)
Features for PlayStation®5	
Auto Genre Picture Mode	Yes
Auto HDR Tone Mapping	Yes
Model year	
Model year	2022
Picture (Panel)	
ANTI REFLECTION (X-ANTI REFLECTION)	-
Backlight dimming type	Frame Dimming
Backlight type	Direct LED
Display resolution (H x V, pixels)	3840 x 2160
Display type	LCD
PANEL REFRESH RATE	60 Hz
Viewing Angle (X-Wide Angle)	-
Picture (processing)	
CONTRAST ENHANCEMENT	Object-based HDR remaster Dynamic Contrast Enhancer
Clarity enhancement	4K X-Reality™ PRO
Color enhancement	TRILUMINOS PRO™ Live Color™ Technology
HDR (High Dynamic Range) compatibility	Yes (HDR10, HLG, Dolby Vision)
Motion enhancer (Native Hz)	Motionflow™ XR 240 (Native 60 Hz), Auto mode

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Picture modes	Vivid, Standard, Cinema, Game, Graphics, Photo, Custom, Dolby Vision Bright, Dolby Vision Dark
Picture processor	4K HDR Processor X1™
SENSOR	Light
Video signal support	HDMI™ signal: 4096 x 2160p (24, 60 Hz), 3840 x 2160p (24, 30, 60 Hz), 1080p (30, 60 Hz), 1080/24p, 1080i (60 Hz), 720p (30, 60 Hz), 720/24p, 480p
Power and Energy saving	
Dynamic Backlight Control	Yes
ECO FRIENDLY	Yes
Energy Star® compliant	-
Mercury content (mg)	0.0 oz
Power Consumption (On Mode) for Energy Star	-
Power Consumption (Standby Mode) for Energy Star	-
Power Consumption (in Standby)	0.5 W
Power Requirements (voltage/frequency)	60 Hz for UL cUL 50/60 Hz for other AC 120 V for UL cUL AC 110-240 V for other
Power Saving Mode/Back Light Off Mode	Yes
Presence of lead	-
SCREEN SIZE (CM, MEASURED DIAGONALLY)	108 cm
Screen Size (inch, measured diagonally)	43" (42.5")
Software	
Application Store	Yes (Google Play Store)
Auto Calibration with CalMAN®	Yes
BUILT-IN MIC SWITCH	-
Closed Captions (Analog/Digital)	(Analog) Closed Caption (Digital) Closed Caption

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Display Language	AFRIKAANS, AMH, ARABIC, ASSAMESE, AZE, BEL, BULGARIAN, BENGALI, BOSNIAN, CATALAN, CZECH, DANISH, DEU, GREEK, ENGLISH, SPANISH, ESTONIAN, BAQ, PER, FINNISH, FRENCH, GLG, GUJARATI, HINDI, CROATIAN, HUNGARIAN, INDONESIAN, ISL, ITALIAN, HEBREW, JAPANESE, KAZAKH, KANNADA, KOR, KIR, LAO, LITHUANIAN, LATVIAN, MACEDONIAN, MALAYALAM, MON, MARATHI, MAY, BUR, NOB, NEP, NLD, ORIYA, PANJABI, POLISH, PORTUGUESE, ROMANIAN, RUSSIAN, SOL, SLOVENIAN, ALB, SERBIAN, SWEDISH, SWAHILI, TAMIL, TELUGU, THAI, TGL, TURKISH, UKRAINIAN, URD, UZB, VIETNAMESE, SIMPLIFIED CHINESE, TRADITIONAL CHINESE, ZULU
Electronic Program Guide (EPG)	Yes
Internet Browser	Vewd (not pre-installed)
On-board Storage (GB)	16 GB
On/Off Timer	Yes
Operating System	Android TV™
SMART TV	Google TV
Sleep Timer	Yes
Teletext	No
Text Input Language	ENGLISH / FRENCH / GERMAN / HEBREW / ITALIAN / RUSSIAN / SPANISH / VIETNAMESE / JAPANESE
Voice Search	Yes
Sound (Processing)	
ACOUSTIC AUTO CALIBRATION	Room Compensation
DTS audio format support	DTS Digital Surround
Dolby audio format support	Dolby™ Audio, Dolby™ Atmos
FM Radio	No
Sound modes	-
Sound processing	No
VOICE ZOOM	-
Sound (Speakers and Amplifier)	
Audio Power Output	10 W + 10 W
Speaker Configuration	Full Range (Bass Reflex) x 2



Speaker Type

Bass Reflex Speaker X-Balanced Speaker

1. User must accept Google Terms of Service(<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device.
2. Dolby Vision content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
3. Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. To activate Auto HDR Tone Mapping, must enable feature when pairing TV and PS5 for the first time; or will need to disconnect TV and PS5, perform factory reset and enable the feature during initial setup. Feature is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.
4. Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. This function works when Auto Picture Mode on the TV is set to ON and is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.
5. Actual look may differ depending on TV size and type of cables used.
6. 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.
7. This feature is for users of streaming apps. TV broadcasts cannot be accessed when using Kids Profile. Some TV functions may not be available while using Kids Profile, such as changing settings or inputs.
8. This Sony TV is compatible with AirPlay 2 and HomeKit. iOS 12.2 or later or macOS 10.14.4 or later is required. Apple ID account required. Subscriptions may be required to access certain content.
9. Other than video chat, other BRAVIA CAM features will be available via future firmware update.
10. SU-WL855 wall-mount bracket is available for select Sony OLED and LED models ranging from 48" class to 77" class. TV and wall mount system sold separately. Hardware included with wall-mount bracket.
11. The recycle rate refers to flame-retardant materials. The recyclable material used on the TV may differ depending on size.
12. Compared to FY18 models. The ratio may vary by model.

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