



XR98X90L

BRAVIA XR 98" Class X90L Full Array LED 4K HDR Google TV (2023)

See a vivid, crisp picture while you watch and game, all powered by the intelligent Cognitive Processor XR™. Full Array LED and XR Contrast Booster 10 technology precisely controls zones of LEDs expanding the contrast range for deep, detailed blacks and increased peak brightness. HDMI 2.1 VRR, 4K120, and ALLM support lets you unlock the full potential of your favorite games for smooth and clear gameplay.



Bullets

- The Cognitive Processor XR™ delivers a picture with wide dynamic contrast and natural colors, replicating how we see the real world.
- Deep black, high peak brightness, and billions of accurate colors with Full Array LED and XR Triluminos Pro™.
- Get access to all your favorite streaming apps in one place with Google TV™, and simply use your voice to search and ask questions with Google Assistant™. Supports Apple Airplay. 1,15
- Get high-quality 4K UHD movies on us with the BRAVIA CORE™ app.²
- Game Menu puts all your gaming picture settings and exclusive assist features in one place.
- Get the advantage in high-performance gaming with HDMI 2.1 features like 4K/120, VRR, and ALLM.⁵
- Take your PlayStation® 5 gaming to the next level with exclusive features that optimize picture quality for gaming and streaming.
- Enjoy engaging cinematic content the way the creators intended with support for Dolby Vision®, IMAX® Enhanced, Netflix Adaptive Calibrated Mode, and more. 8,9,10
- With Acoustic Multi-Audio™ and support for Dolby Atmos®, sound positioning tweeters produce wider, elevated sound that matches the picture you see.⁸
- Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars, reinforcing the center speaker channel for clearer, fuller dialogue and more immersive sound.¹¹
- Bring back lost detail, with reduced noise, and see all your HD and digital content upscaled to near-4K resolution with XR Clear Image and XR 4K Upscaling.^{12,13}
- See blur-free picture quality in fast-moving sports and action-packed movies powered by XR Motion Clarity.
- With the optional BRAVIA CAM, Ambient Optimization Pro automatically adjusts the picture and sound according to your room environment, and you can also enjoy video chat on the big screen.¹⁷
- The Eco Dashboard keeps all your energy efficiency settings in one place, making it easier to change them individually or in one go.

Features

Intelligent and powerful TV processing



See how real your entertainment can be, with immersive depth and lifelike picture quality, powered by Sony's intelligent Cognitive Processor XR™. Hundreds of thousands of individual on-screen elements are processed and remastered in the blink of an eye, boosting color, contrast, and clarity, bringing astounding realism to your content.

Enhanced contrast and impressive brightness

Experience real-life depth and detail with the deep black and impressive brightness. By controlling brightness in sections of the screen independently, Full Array LED backlighting balances light output to ensure scenes are full of breathtaking contrast. XR Contrast Booster™ further enhances contrast to feel more true-to-life by maximizing peak brightness and precisely controlling black levels.

Billions of real-world colors

Access billions of accurate colors and reproduce each shade with the subtle differences seen in the real world. XR Triluminos Pro™ enhances the range of hues and saturation, revealing extremely precise details within textures, and skin tones that look completely natural.

The entertainment you love. With help from Google.

With 700,000+ movies and TV episodes, live TV, and more available across 10,000+ apps, Google TV takes streaming and live TV to the next level – bringing together your favorite entertainment from across your apps and organizing it all, just for you. Searching is easy – just ask Google. Try saying, “Hey Google, find action movies” to search across your favorite apps.¹

Movies on us with BRAVIA CORE™

With the BRAVIA CORE™ app, enjoy the latest Sony Pictures Entertainment titles and the largest IMAX® Enhanced collection. Simply redeem the included credits to choose from hundreds of the latest releases. You're also subscribed to an amazing selection of movies to stream anytime. With Pure Stream™, get near lossless 4K UHD Blu-ray quality for stunning visuals and expressive sound.^{2,3}

All your game settings in one place

With Game Menu, quickly manage your gaming picture settings and exclusive assist features in a single convenient interface. Get access to features like Black Equalizer to reveal details in even the darkest shadows, apply a Crosshair overlay so you always have your enemy in your sights, and use the Screen Size feature to shrink your screen all the way down to a 27" monitor size for precision gaming on your big screen.

Level up your gaming with HDMI 2.1 features

Sony TVs deliver a thrilling gaming experience with support for 4K/120, VRR, and ALLM as specified in HDMI 2.1. With 4K/120 you get up to 120fps in 4K resolution on compatible games, and input lag as low as 8.5ms, giving you the advantage in high-intensity gaming. Variable Refresh Rate (VRR) allows the TV to dynamically match frame rate of the gaming device, enabling smoother gameplay without stuttering delays or screen tearing. Lastly, Auto Low Latency Mode (ALLM) supports more responsive gameplay by enabling the TV to automatically switch to low latency mode whenever a gaming device is connected.^{5,6}



Perfect for PlayStation® 5

Get detailed, responsive game play and feel the action all around you with Sony TV exclusive feature for the PlayStation® 5 console. Auto HDR Tone Mapping automatically adjusts the HDR settings of the PS5® console to the TV for detailed, high-contrast scenes, and Auto Genre Picture Mode automatically adjusts the picture quality during gaming or streaming.⁷

Cinematic content as the creator intended

Get extraordinary picture quality and enjoy your favorite content the way it was designed to be seen. Dolby Vision® makes scenes come to life with striking highlights, deeper blacks, and vibrant colors. IMAX® Enhanced delivers digitally remastered movies with full-screen picture and more powerful sound. Netflix Adaptive Calibrated Mode uses the TV's ambient light sensor to optimize picture brightness based on your room's lighting conditions, so you can enjoy Netflix original content with studio picture quality. And BRAVIA CORE Calibrated Mode automatically adjusts to the optimal picture settings, creating an exceptional at-home movie viewing experience.^{8,9,10}

Sound and picture in perfect harmony

Hear an exceptional audio experience with more realistic sound and clear dialogue. With Acoustic Multi-Audio™, sound positioning tweeters on the sides of the TV produce a wider, elevated soundstage, enabling audio to follow the action on screen. An integrated subwoofer delivers powerful bass and rounds out the sound for a truly immersive cinematic feel. And with Dolby Atmos® support and 3D Surround Upscaling, everything you watch gets the true surround sound treatment.

Pairs perfectly with Sony soundbars

Paired with select Sony soundbars, our latest TVs go even further to bring you an unmatched audio-visual experience. Acoustic Center Sync synchronizes the TV's speakers with the soundbar, reinforcing the center speaker channel for clearer, fuller vocals. When connected, soundbar settings automatically appear on the TV's Quick Settings menu, making it easy to control the volume, sound field, voice amplification, and other soundbar features.¹¹

Bring back lost texture and detail, the intelligent way

Bring back lost texture and detail, with reduced noise and blur, and see all your HD and digital content upscaled to near-4K resolution with XR Clear Image and XR 4K Upscaling. See the authentic features of people's faces, identify every blade of grass, and marvel at the precise texture of buildings and scenery.^{12,13}

Intelligent motion processing for fast-moving, blur-free scenes

Watching sports and action-packed movies just got a whole lot better. XR Motion Clarity™ combats blur and judder by cross-analyzing key visual elements and precisely controlling the action in every scene to ensure picture quality stays smooth, bright, and clear.

Hands-free help from Google

With hands free voice control built into Sony TVs with Google TVs, you can set aside your remote and simply use your voice to search and access entertainment, get answers, control the



TV and smart home devices, and streamline your day. Just say “Hey Google” to get started.¹

All your favorite streaming apps in one place

Sony TVs with Google TV™ give you access to all your favorite streaming apps in one place, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, HBO Max, Peacock, and many more. Find all the movies and TV shows you love in an easy-to-navigate interface and use Google Assistant™ to quickly find new content to watch.¹

Family-friendly smart TV

Discover a fun collection of movies and shows for the whole family. Create a Kids Profile that can help you guide children to age-appropriate content on streaming apps. Pick from a selection of playful avatars and themes, set parental controls to restrict what streaming services are shown, limit watching time, and even set bedtimes.^{1,14}

Works with AirPlay

With Apple AirPlay support, you can share pictures, video, or audio to your television right from your iPhone, iPad, or Mac. Watch movies and shows from your favorite apps, the Apple TV app, or even from Safari.¹⁵

Discover new ways to enjoy TV with BRAVIA CAM

Connect BRAVIA CAM, sold separately, for an even more dynamic viewing experience. Ambient Optimization Pro recognizes where you're sitting in the room and automatically optimizes the picture and sound for the environment. You can also enjoy video chat with friends and family on the big screen.¹⁷

All your energy-saving settings in one place

With the flexible and configurable Eco Dashboard, energy saving settings can now be centrally managed. You can easily customize energy saving settings for your TV usage, viewing environment, and the content you are watching, all in one place.

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. Purchase an eligible TV and register for BRAVIA CORE™ by February 23, 2026 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see <https://www.sony.net/bravia-core>. Network services, content, and operating system and software of 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.
3. User must setup broadband network environment. By default, Pure Stream setting is turned OFF and must be turned ON in BRAVIA CORE settings. BRAVIA CORE offers streaming between 30Mbps-80Mbps once user turns ON Pure Stream. To access Pure Stream at 30Mbps, user must have a minimum internet speed of 43Mbps over Wi-Fi. To access highest quality



Pure Stream available at 80Mbps user must have minimum internet speed of 115Mbps over Wi-Fi. Subject to user's network operator's video streaming restrictions, BRAVIA CORE automatically selects the best bitrate as following with adaptive streaming functionality based on the internet speed available.

4. Screen Size feature will be available via future firmware update.
5. Game title supporting VRR and/or 4K/120fps required. VRR results may vary depending on the game you're playing. If enabling VRR results in any unexpected visual effects, you can turn it off at any time.
6. Input lag time measured via 4K/120fps game via HDMI input, may differ by real-time usage environment or specific conditions. Game title supporting 4K/120fps required.
7. 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 on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X80K.
8. Dolby Vision and Atmos content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
9. IMAX Enhanced content enables full IMAX Enhanced experience with compatible streaming services such as BRAVIA CORE, or compatible content device connected via HDMI input (sold separately).
10. Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsfuse.
11. Acoustic Centre Sync works with compatible Sony soundbars and AV receivers. For full compatibility list: https://www.sony.net/hav_faq.
12. 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.
13. XR Clear Image feature will be available Spring 2023
14. 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.
15. 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.
16. Actual look may differ depending on TV size and type of cables used. 98" size only has standard stand.
17. Some BRAVIA CAM features may require future firmware update.
18. Clean exterior surfaces gently with a dry, clean cloth.
19. Compared to FY18 models. The ratio may vary by model and size.
20. Amazon Alexa enabled devices (sold separately) compatible with Sony TVs powered by Google TV. Amazon account required. Subscriptions may be required to access certain content.
21. Chromecast built-in compatibility dependent on app.
22. SU-WL855 wall-mount bracket is available for select Sony OLED and LED models. See compatible TV models here: <https://www.sony.com/electronics/support/articles/00197971>. TV and wall mount system sold separately. Hardware included with wall-mount bracket.
23. Requires separately sold Calman calibration software to be installed on your PC, a pattern generator, a meter (colorimeter, spectrophotometer etc.), and Calman for BRAVIA app to be downloaded from Google Play and installed on your TV. Internet needed to utilize app services on TV. Network services, content, and software of this product may be subject to separate terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information.
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