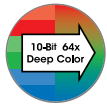




Key Features

- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)<sup>5</sup>
- Motionflow™ 120 Hz with Full HD high frame rate capability
- BRAVIA Engine™ PRO HD Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- 8 Optional Designer Color Bezels
- Advanced Contrast Enhancer (ACE)
- Dynamic Contrast Ratio 18,000:1<sup>2</sup> with ACE (On-screen Contrast Ratio 2000:1<sup>1</sup>)
- Deep Color capability (HDMI v1.3 option)
- x.v.Color™ connectivity (HDMI v1.3 option)
- Xross Media Bar® (XMB) Advanced HD User Interface
- DMe<sup>x</sup> Feature Expansion Capability
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability<sup>6</sup>



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 pixels<sup>5</sup> 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 Native Panel Resolution** When it comes to high-definition TV the pinnacle of performance is achieved by using 1920 x 1080 display panels. Full HD 1920 x 1080 panel resolution with over 2 million pixels<sup>5</sup> (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.

**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.

**Motionflow™ 120 Hz with Full HD high frame rate capability** Taking motion performance to the next level requires innovation and expertise. Enter Sony's Motionflow™ High Frame Rate technology. Motionflow™ detects the incoming video signal and applies the appropriate processing for optimum motion reproduction. Taking full advantage of film sourced 24fps encoded content available on DVD and Blu-ray Disc, Motionflow™ eliminates the need for 3:2 pulldown and delivers smooth, judder free video, faithfully preserving the integrity of the original film. When 60fps content is detected, Motionflow™ doubles the amount of frames and uses real-time calculation to create a new level of natural motion reproduction. You'll experience movies and sports with a greater sense of realism than ever before.

**BRAVIA Engine™ PRO Full Digital Video Processor** BRAVIA Engine™ PRO builds upon the BRAVIA Engine system's outstanding video processing functions making it Sony's most advanced video processing system. It is the culmination of our legendary picture quality expertise, featuring the latest generation of proprietary video processing technology: Digital Reality Creation - Multi Function (DRC-MFv2.5). This technology creates a high-density video signal that traditional interpolation video processing cannot achieve. This latest generation of DRC-MF features increased processing power and provides a sharp, crystal clear image with both 480i and 480p standard definition and all high definition sources (except 1080p). It also features "1080p Direct Creation" which minimizes loss in interlace-to-progressive (IP) conversion by performing Digital Reality Creation and IP Creation algorithms simultaneously.

**Live Color Creation™ System featuring WCG-CCFL** Many colors in the real world such as deep reds, greens and clear blues cannot be expressed with conventional display technologies. Working in combination with the special WCG-CCFL backlight in LCD HDTVs or the optical engine in our MDPJ HDTVs, Live Color Creation technology achieves wide color reproduction using advanced chroma signal processing algorithms. The primary benefits are clear blues, natural greens and an overall vibrant color for all scenes.

**Advanced Contrast Enhancer(ACE) Function** Sony's Advanced Contrast Enhancer (ACE) builds on our excellent on-contrast ratio performance of 2000:1<sup>1</sup>. A Dynamic Contrast Ratio of up to 18,000:1<sup>2</sup> 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.

KDL-40XBR4

BRAVIA® XBR® Series LCD Television

Features

General

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

Video

Tuner: ATSC, Clear QAM<sup>6</sup>  
 Video Processing: Yes (BRAVIA Engine™ PRO)  
 Noise Reduction: Yes  
 Comb Filter: Yes (3D Digital Comb Filter)  
 DRC® MultiFunction Circuitry: Yes (DRC MF V2.5)  
 Game Mode: On/Off  
 Light Sensor: Yes  
 Display Technology: LCD (178° wide viewing angle LCD display panels)  
 Backlight Type: WCG-CCFL (Wide Color Gamut - CCFL)  
 High Definition: Yes (Full HD 1080)  
 Live Color Creation™ : Yes  
 x.v.Color™ : Yes  
 MotionFlow™ 120Hz: Yes  
 10-bit Display Panel: Yes  
 BRAVIA® Theatre Sync™ : Yes (One-Button Home Theater Control (HDMI-CEC))  
 10-bit Video Processing: Yes  
 Deep Color: Yes

Audio

MTS Stereo Decoder: Yes (with SAP)  
 Digital Amplifier: Yes  
 Dolby® Digital: Yes (ATSC/QAM only)  
 Sound Booster: Yes  
 Voice Zoom: Yes  
 S-Force® Front: Yes

Convenience

Channel Skip/Add: Yes  
 Favorite Channel: Yes  
 Speed Surf™ Channel Selection: Yes  
 Parental Control (V-Chip): Yes  
 Programmable Timer: Yes  
 Sleep Timer: 15, 30, 45, 60, 90, Off  
 Timer Events: On/Off Timer  
 Clock: Yes  
 Power Save Mode: Standard, Reduced, Picture Off  
 Picture Freeze: Yes  
 Input Skip: Yes  
 DMe<sup>XTM</sup> Ready: Yes (Feature Expansion Capability)  
 Xross Media Bar®: Yes (Graphical User Interface)

Remote Control: Yes (Backlit)  
 Optimized Theater Mode: Yes  
 PhotoTV HD: Yes

Specifications

General

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

Video

Native Resolution: 1080p  
 Contrast Ratio: 18,000:1 (Dynamic)<sup>2</sup> ; 2,000:1 (On-screen)<sup>1</sup>  
 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 (4 Rear/1 Side)  
 Audio Out (Variable/Fixed): 1 (Rear)  
 Component Video (Y/Pb/Pr) Input(s): 2 (Rear)  
 Composite Video Input(s): 3 (2 Rear/1 Side)  
 Digital Audio Output(s): 1 (Rear)  
 S-Video Input(s): 1 (Rear)  
 Headphone Output(s): 1 (Side)  
 PC Audio Input(s): 1 (Rear)  
 PC Video Input(s): 1 (Rear) with D-sub 15 and L/R stereo mini plug connection<sup>4</sup>  
 HDMI™ Connection(s): 3 (1 Side/ 2 Rear) - 1 rear input has L/R audio inputs  
 1080/24p Input Capable: Yes (via HDMI™ )

Power

Power Consumption (in Operation): 235W  
 Power Consumption (in Standby): Less than 0.5W

Regulation and Standard Compliance

Energy Star® Compliant: Yes

Service and Warranty Information

Limited Warranty: 1 Year Parts / 1 Year Labor

Dimensions

Weight: 69lbs (31kg) with pedestal; 58lbs (26kg) without pedestal  
 Measurements: 43.7 x28.2 x12.7 inches (1111 x717 x322 mm) with pedestal; 43.7 x25.9 x4.8 inches (1111 x657 x121 mm) without pedestal

Supplied Accessories

Remote Control  
 Battery (type AA x2)

AC power cord  
 Operating Instructions  
 Quick Setup Guide  
 Warranty Card  
 Table Top Stand  
 Support Strap

Optional Accessories

RHT-G800 Floor Stand  
 SU-WL500 Wall Mount Bracket  
 DMX-NV1 BRAVIA® Internet Video Link  
 SU-FL300M TV Stand  
 CRU-40X1/NI Champagne Gold Bezel  
 CRU-40X1/R1 Rose Metallic Bezel  
 CRU-40X1/S Titanium Silver Bezel

Color: Midnight Black

UPC Code: 027242717442

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.

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 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. Lamp in this product contains mercury. Disposal of these materials may be regulated due to environmental considerations. For disposal or recycling information, please contact your local authorities or the Electronic Industries Alliance (www.eiae.org).\*



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