



Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- BRAVIA Engine™ 3 fully digital video processor
- Motionflow™ 240Hz
- Live Color Creation™ technology w/ WCG-CCFL backlight
- BRAVIA® Internet Video¹ /Widgets
- USB to view photo/music/video
- 7 HD inputs (HDMI™ x4, Component x2, PC Input x1)
- XMB™ w/ enhanced 3D Favorites Menu
- x.v.Color™ /Deep Color
- Ethernet x1 w/ DLNA photo/music/video player
- BRAVIA® Sync™ ²
- BRAVIA® Link ready (DVD, Input, Wireless)
- 24p True Cinema
- Exceeds Energy Star® 3.0 Requirements by more than 15%

Key Technologies

16:9 Full HD 1080p Resolution Panel (1920x1080) 16:9 Full HD 1080p resolution panel (1920x1080) accepts any high definition video signal and renders it with optimum resolution, so you can take full advantage of Blu-ray Disc™ players and Sony® PLAYSTATION® 3 entertainment systems that can deliver 1080p content

Motionflow™ 240Hz technology Motionflow™ 240Hz technology is Sony's highest level of motion detail and clarity so you enjoy exceptional motion detail in sports, movies and games. Motionflow 240Hz technology quadruples the frame rate, resulting in a crisp fluid motion and a natural, realistic viewing experience.

BRAVIA™ Internet Video⁴ With BRAVIA Internet Video⁴ you can enjoy one of the largest collections of premium and free on-demand entertainment directly to your HDTV. Use your in-home broadband connection and the BRAVIA HDTV remote control to access online video, music, and more content from over 20 providers including Amazon Video On Demand, YouTube™, Sports Illustrated, Sony Pictures, Sony Music, Slacker, and Epicurious.com.

Personalize your HDTV with BRAVIA® widgets Personalize your viewing experience by selecting, positioning, and resizing widgets on your BRAVIA HDTV display. BRAVIA Internet Widgets are small applications that can be accessed with the touch of one button providing you with the latest in news, weather, stock info, and much more right on your BRAVIA XBR9-Series.

BRAVIA Engine™ 3 fully digital video processor BRAVIA Engine 3 is the newest fully digital video processor from Sony®. It uses a collection of enhanced algorithms to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images.

Live Color Creation™ technology w/ WCG-CCFL backlight Live Color Creation technology works with the BRAVIA XBR9-Series' WCG-CCFL (Wide Color Gamut - Cold Cathode Fluorescent Lamp) backlight to achieve wide color reproduction for more natural and vibrant colors. The technology combines advanced chroma signal processing with enhanced filters and purer light to reproduce 105 percent of the NTSC (National Television System Committee) color standard. This means deeper reds and greens with overall color that's truer and more life-like.



KDL-40XBR9

40" BRAVIA® XBR Series LCD TV

Features

General

Closed Captions (CC): Analog, Digital
 On-Screen Display: 3D XMB
 Illuminated Sony Logo: Yes
 Finish (Surface Color): Blue Gray Metallic
 Supports Rear Mounting of DME[™] Module: Yes
 BRAVIA® Link Module support: DMX-SW1, DMX-DVD, DMX-WL1

Display

Backlight Type: WCG-CCFL
 Display Device: LCD

Video

Video Processing: BRAVIA Engine 3[™] Technology
 CineMotion® Reverse 3:2 Pulldown Technology: Yes
 Game Mode: Yes
 Wide Mode: Wide Zoom, Normal, Full (Full1-2 for PC), H Stretch, Zoom
 Deep Color: Yes
 3D Comb Filter: Yes
 PhotoTV HD: Yes (HDMI[™] / Component)
 MPEG Noise Reduction: Yes
 Live Color Creation[™] Technology: Yes
 Auto Wide: Yes
 4:3 Default: Yes
 24p True Cinema[™] Technology: Yes
 x.v.Color[™] Technology: Yes
 Picture Mode: Vivid, Standard, Custom, Cinema, Sports, Game, Graphics, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom
 Advanced Contrast Enhancer (ACE): Yes
 Motionflow[™] Technology: 240 Hz

Audio

Digital Amplifier: S-Master Digital Amplifier
 Voice Zoom: Yes
 Auto SAP: Yes
 Auto Mute (on no signal): Yes
 Steady Sound® Automatic Volume Control: Yes
 Audio Out: Variable/Fixed
 Sony Original Surround: S-Force
 Stereo System: MTS
 Dolby®: Dolby[®] Digital
 Alternate Audio (Digital): Yes
 Surround Effect: Sports, Music, Cinema, Game
 Sound Booster: Yes
 5.1 Channel Audio Out: Yes
 Sound Mode: Dynamic, Standard, Clear Voice, Custom
 5.1ch Through Out (Handycam): Yes
 Sound Enhancer: Yes

Convenience

Channel Jump: Yes
 Favorite Channel: Yes
 Multiple Language Display: English, French, Spanish
 Info Banner: TV Guide on Screen, PSIP, XDS
 Sleep Timer: Yes
 Input Skip: Automatic
 Channel Surf: Yes
 Channel Block (with password): Yes
 Edit Channel Labels: Yes
 Label Inputs: Yes
 ID-1 Detection: Yes
 On/Off Timer: Yes
 USB Application(s): Music Player (mp3), Photo Viewer (jpeg), Video Player (mpeg2 TS)
 Theatre Mode (Theatre Button): Yes
 Show Hidden Channels: Yes
 BRAVIA® Sync[™]: Yes
 Parental Control: Yes
 BRAVIA® Sync[™] Menu Button: Yes (on Remote Control)
 On-Screen Display for External Input: Yes

Channel Labels: Yes
 Program Block: Yes
 Auto Photo Mode: Yes (DLNA, USB)
 On-Screen Clock: Yes
 Picture Adjustments Lock: Yes
 White Balance: RGB Gain/Bias
 Auto Picture Setting w/HDMI[™]: Game, Graphics, Photo, Cinema
 Internet Radio: Yes
 Scene Select: Cinema, Sports, Photo, Music, Game, Graphics, General, Auto
 Theatre Mode with Cinema Surround: Yes
 Start Up BRAVIA® Logo Display: Yes
 Favorites Menu: Graphic
 New Theatre Mode with surround: Yes
 TV Guide On-Screen: Yes (Gemstar ver.10)

Network

DLNA: Client (Photo), Client (Music), Client (Video)
 BRAVIA® Internet Video: Yes
 BRAVIA® Internet Widgets: Yes

Specifications

Display

Viewing Angle (Right/Left): 178 (89/89)
 Viewing Angle (Up/Down): 178 (89/89)
 On-screen Contrast Ratio: 3,800:1 (typ)
 Dynamic Contrast Ratio: 100,000:1 (typ)
 Screen Size (measured diagonally): 40"
 Native Resolution: 1920 x 1080
 Display Resolution: 1920 x 1080p (Full HD)
 Panel Bit: 10-bit
 Aspect Ratio: 16:9
 Color Range (u'v'): 102% of NTSC
 Color Range (xy): 91% of NTSC

TV System

Tuner (Cable): Clear QAM
 Tuner (Terrestrial): ATSC Tuner, NTSC Tuner
 Channel Coverage: VHF: 2-13 UHF: 14-69 CATV (analog): 1-135 CATV (digital) : 1-135
 TV System (Analog): M
 Number of Tuners (Analog): 1
 Number of Tuners (Digital): 1 (Hybrid)
 TV System (Digital): ATSC
 Color System: NTSC 3.58

Video

Video Signal: 1080/60p (HDMI[™] / COMPONENT), 1080/60i, 1080/24p (HDMI[™] ONLY), 720/60p, 480/60p, 480/60i

Audio

Audio Power Output: 20W (10W+10W)
 Speakers (Total): 4
 Speaker Configuration: Invisible Speaker Box + Tweeter

Inputs and Outputs

Audio Out (Variable/Fixed): 1 (Rear)
 Component Video (Y/Pb/Pr) Input(s): 2 (Rear) (1 fixed/1 selectable)
 Composite Video Input(s): 2 (1 Side/1 Rear - selectable)
 Digital Audio Output(s): Optical Digital Output - 1 (Rear)
 RF Connection Input(s): 1 (Rear)
 S-Video Input(s): 1 (Side)
 Analog Audio Input(s) (Total): 3 (1 Side/2 Rear)
 Audio Out: 1 (Rear)
 HDMI[™] Connection(s) (Total): 4 (3 Side/1 Rear)
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Side) see owner's manual for supported timings
 USB 2.0: 1 (Side)
 HDMI[™] PC Input: Yes (see owner's manual for supported timings)
 S-Video Detection: Yes
 AC Power Input: 1 (Rear)
 Ethernet Connection(s): 1 (Rear)
 Analog Audio Input(s) for HDMI[™]: 1 (Rear)

USB 1.1: 1 (Rear) for Service only

Power

Power Consumption (in Standby): Less than 0.1W (120VAC)
 Power Requirements (voltage): AC 120-240V
 Power Requirements (frequency): 50/60Hz
 Power Consumption (in Operation) max.: 205 W (max)

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
 VESA® Hole Pitch: 300x300 M6

Service and Warranty Information

Limited Warranty Term: 1 Year Labor / 1 Year Parts
 Online Instruction Manual (Reference Book): Yes

Energy Saving & Efficiency

LightSensor[™] Technology: Yes
 Power Saving Modes: Yes
 Energy Star® compliant: Exceeds Energy Star® Version 3.0 by more than 15%
 Eco Settings: Yes
 Dynamic Backlight Control: Yes
 Backlight Off Mode: Yes
 PC Power Management: Yes
 Estimated Annual Energy Consumption (kWh): 295 kWh
 Idle TV Standby: Yes
 Power Consumption (On Mode) for Energy Star: 161.3 W (Energy Star® Version 3.0)
 Power Consumption (Standby Mode) for Energy Star: Less than 0.1W (120VAC)

Dimensions

Weight: 43.9 lbs. (19.9kg) with pedestal; 37.9 lbs. (17.2kg) without pedestal
 Measurements: 37 7/8 x 25 5/8 x 12 in (961 x 649 x 303mm) with pedestal; 37 7/8 x 22 7/8 x 3 3/8 in (961 x 580 x 85mm) without pedestal

Supplied Accessories

Remote Control RM-YD029
 Batteries (Type AA x2)
 AC Power Cord (separate)
 Screws for Stand
 Operating Instructions
 Quick Setup Guide
 Warranty Card
 Table Top Stand (separate, assembly required)

Optional Accessories

SU-WL500 Wallmount Bracket
 HT-CT500 Speaker

UPC Code: 027242752870

1. Video quality and picture size will vary depending on your broadband connection speed (we recommend at least 2.5Mbps and 10Mbps for HD content) and the content itself. Select content provided and subject to change. 2. Works with other BRAVIA® Sync[™] or Theatre Sync[™] labeled home audio/video products when connected via HDMI. 3. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV user's manual and PC documentation for the supported resolutions. 4. See product specifications for power consumption details. 5. Distance will vary depending upon environmental conditions.

© 2009 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, HDNA, BRAVIA, BRAVIA Engine, BRAVIA Sync, Cybershot, Handycam, Live Color Creation, Motionflow, 24p True Cinema, Xross Media Bar, x.v.Color, and their respective logos are trademarks of Sony. PlayStation is a trademark of Sony Computer Entertainment Inc. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks of HDMI Licensing LLC. Energy Star and the Energy Star mark are registered U.S. marks. Blu-ray Disc is a trademark. TV Guide is a trademark of TV Guide Magazine Group, Inc. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate. 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.eia.org).

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