



**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 Video<sup>1</sup> /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™ <sup>2</sup>
- 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 Video<sup>4</sup>** With BRAVIA Internet Video<sup>4</sup> 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.

**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 DMeX™ 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/Hide 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): 52"  
 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.: 300 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): 459 kWh  
 Idle TV Standby: Yes  
 Power Consumption (On Mode) for Energy Star: 251.0 W (Energy Star® Version 3.0)  
 Power Consumption (Standby Mode) for Energy Star: Less than 0.1W (120VAC)

Dimensions

Weight: 65.9 lbs. (29.9kg) with pedestal; 57.1 lbs. (25.9kg) without pedestal  
 Measurements: 49 x 32 3/8 x 14 1/8 in (1243 x 821 x 358mm) with pedestal; 49 x 29 3/8 x 3 3/8 in (1243 x 745 x 85mm) without pedestal

Supplied Accessories

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

Optional Accessories

SU-WL500 Wallmount Bracket

UPC Code: 027242752856

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.

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