Key Features

- 10-bit 16:9 HD Resolution Panel (1366x768)
- Motionflow™ with FHD 120 Hz high frame rate capability
- BRAVIA Engine™ & Live Color Creation™ feature
- DMe® ready with XMB GUI
- Full HD Inputs - HDMI™ (x3), YPbPr (x2), PC Input1
- 10-bit 16:9 HD Resolution Panel (1366 x 768)
- Motionflow™ with FHD 120 Hz high frame rate capability
- BRAVIA Engine™ full digital video processing system
- Advanced Contrast Enhancer (ACE) circuit
- Dynamic Contrast Ratio 18,000:1² with ACE²

Key Technologies

Motionflow™ 120 Hz with Full HD high frame rate capability  Achieving smoother, natural motion reproduction starts with the right performance characteristics such as the ultra fast panel response times our BRAVIA® LCD and BRAVIA SXRD HDTVs have. Taking motion performance to the next level requires innovation and expertise. Enter Sony’s Motionflow™ High Frame Rate technology. Motionflow doubles the amount of frames from 60fps to 120fps and does it the right way by using real-time calculation of every single frame of video to create entire new frames of information. Users can choose between three settings, one of which offers a slightly cinematic feel and somewhat smoother than usual motion. The results are spectacular and unlock a new level of motion reproduction. Movie and animation DVD’s will now look smooth and natural with a true sense of realism.

BRAVIA Engine™ Video Processing System  BRAVIA Engine™ is a full digital video processing system that came about as a result of Sony’s expertise and long heritage in bringing cutting-edge picture quality to consumer televisions. Its fully digital signal-processing path includes video processing functions that are designed to improve overall picture quality. Enjoy the benefits of natural looking images with amazing detail and sharpness, reduced noise, and improved depth and contrast.

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.

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.

DMe® - Ready (Digital Media Extender)  Sony’s Digital Media Extender (DMex) ready televisions offer a digital connection path for the addition of the optional modules like the new BRAVIA Internet Video Link. ³ With innovative DMex expansion capabilities featuring the Emmy® award winning XMB user interface, these models are not merely TVs, but powerful entertainment platforms that not only meet your needs today, but extend to add new features seamlessly.

Xross Media Bar® (XMB) interface  When was the last time you saw an on-screen display that was fast, fun and easy to use—Sony’s award-winning Xross Media Bar™ (pronounced Cross) provides a logical and fast way to access set up menus, user controls, and more. The on-screen display comes to life by pushing the XMB menu button on the remote. Navigation through the menus is smooth and fast.

BRAVIA® Theatre Sync™ technology  Sony® created BRAVIA® Theatre Sync™ to go beyond basic digital audio and video transmission. Based on the HDMI-CEC function, BRAVIA® Theatre Sync™ will be included on select BRAVIA® Theatre home A/V systems and components. This useful function reduces the hassle and time consuming job of powering up, routing signals, etc. to the simple push of one button. ⁸ Want to play your DVD on your Sony® A/V system—Easy. just push PLAY on the BRAVIA® HDTV remote and everything is taken care of for you. Even when the system is off! Want to change from TV sound to digital surround sound through your Sony BRAVIA® Theatre A/V system—Just one push of the Theater Sound button on the remote and voila, surround sound through your system. Want to power down everything once you’ve finished enjoying it—Push one button and the TV and A/V system powers down. BRAVIA® Theatre Sync™ helps make things a whole lot easier to operate.

S-Force™ Front Surround  Built around a sophisticated set of Sony algorithms, the S-Force Front Surround enhancement function generates realistic surround sound from the two speakers in the TV. Unlike some other “virtual surround” technologies, S-Force Front Surround sound does not need to be bounced off of side walls or other surfaces to hear three-dimensional sound. No matter what the size or shape of the room it’s possible to hear sounds from behind you.
Features

General
Closed Captions (CC): Yes
On-Screen Display: XMB®
BRAVIA® Link Module support: Yes

Display
Backlight Type: WCG-CCFL with proprietary phosphors
Display Technology: LCD (178° wide viewing angle LCD display panels)

Video
Video Processing: Yes (BRAVIA™ Engine EX full digital video processing system)
Noise Reduction: Yes
CineMotion® Reverse 3:2 Pulldown Technology: Yes
Game Mode: On/Off
10-bit Video Processing: Yes
3D Comb Filter: Yes
Live Color Creation™ Technology: Yes
Motionflow™ Technology: Motionflow™
120Hz

Audio
Digital Amplifier: Yes
Auto SAP: Yes
Steady Sound® Automatic Volume Control: Yes
Sony Original Surround: SForce® Front
Stereo System: MTS
Dolby®: Dolby® Digital (AC/ATSC only)
Dolby® Digital Decoding: Yes
Sound Booster: Yes
Sound Mode: Dynamic, Standard, Custom

Convenience
Favorite Channel: Yes
Programmable Timer: Yes
Sleep Timer: 15, 30, 45, 60, 90, Off
Input Skip: Yes
Channel Surf: Yes
Remote Control: Yes
Optimized Theater Mode: Yes
Label Inputs: Yes
ID-1 Detection: Yes
On/Off Timer: Yes
BRAVIA® Theatre Sync™: Yes (One-Button Home Theater Control (HDMI-CEC))
Show/Hide Channels: Yes
Parental Control: Yes
Freeze: Yes
Channel Labels: Yes
On-Screen Clock: Yes

Specifications

General
Television Type: Flat Panel LCD HDTV

Display
On-screen Contrast Ratio: 1,600:1
Dynamic Contrast Ratio: 8,000:1

Screen Size (measured diagonally): 32" Class (31.5")
Native Resolution: 720p
Display Resolution: 1366 x 768
Panel Bit: 10-bit
Aspect Ratio: 16:9

TV System
Tuner: QAM
Tuner (Terrestrial): ATSC (8 VS1)

Audio
Audio Power Output: 20W (10W x2)

Component Video (Y/Pr/Pb/Pr) Input(s): 2 (Rear)
Composite Video Input(s): 3 (2 Rear/ 1 Side)
Digital Audio Output(s): 1 (Rear) Optical
Digital Output
RF Connection Input(s): 2 (Rear) 1 UHF/VHF / 1 Cable In
SVirtual Input(s): 1 (Rear)
Headphone Output(s): 1 (Side)
1080/24p Input Capable: Yes (via HDMI™)
Analog Audio Input(s) (Total): 5 (4 Rear/ 1 Side)
Audio Out: 1 (Rear)
HDMI™ Connection(s) (Total): 3 (2 Rear/ 1 Side)
PC In (D-Sub) + Audio In (Stereo Mini): 1 (Rear)
Analog Audio Input(s) for HDMI™: 1 with L/R RCA audio connections

Power
Power Consumption (in Standby): Less than 0.1W
Power Requirements: AC 120-240V, 50/60Hz
Power Consumption (in Operation) max.: 190W

Regulation and Standard Compliance
VESA® Hole Spacing Compatible: Yes

Service and Warranty Information
Limited Warranty Term: 1 Year Parts / 1 Year Labor

Energy Saving & Efficiency
LightSensor™ Technology: Yes
Energy Star® compliant: Yes

Dimensions
Weight: 37.48 lbs (17kg) with pedestal; 31.97 lbs (4.5kg) without pedestal

Supplied Accessories
Remote Control
Tabletop Stand
Instruction Manual
Quick Set Up Guide
Warranty Card
On-Line Registration Card
Type AA Batteries x2

AC Power Cord

Optional Accessories
Wall Mount Bracket (SUWL500)
BRAVIA® Internet Video Link (DMX-NV1)
SU-FL300M TV Stand

Color: Midnight Black
UPC Code: 02724710221

1. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolutions
2. Emmy is the copyrighted property of the Academy of Television Arts & Sciences and the National Academy of Television Arts & Sciences (ATAS/NATAS). 3. Connection speed of at least 3Mbps recommended. Video quality and picture size varies and is dependent upon broadband speed and delivery by content provider. 4. Black/white range seen on the screen at once
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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.eiae.org).