**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 Video²/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™
- 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 Video¹** With BRAVIA Internet Video¹ 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 OME™ 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 (Full-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-Visul, 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 Mute (on no signal): Yes
Steady Sound® Automatic Volume Control: Yes
Audio Output: 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, PSP, 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
Memory Stick Reader: Yes
Theatre Mode (Theater 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 Bock: Yes
Auto Photo Mode: Yes (DLNA, USB)
On-Screen Clock: Yes
Picture Adjustments Lock: Yes
White Balance: RGB Gain/Bar
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 (Gennat ver.10)

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

Specifications
General
Television Type: Flat Panel LCD HDTV

Display
Viewing Angle (Right/Left): 178 (89/89)
Viewing Angle (Up/Down): 178 (89/89)
On-screen Contrast Ratio: 3.80:1
Dynamic Contrast Ratio: 100.00:1
Screen Size (measured diagonally): 40”
Native Resolution: 1920 x 1080
Display Resolution: 1920 x 1080p (Full HD)
Panel Be: 10-bi
Aspect Ratio: 16:9
Color Range (uvV): 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

Audio
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, PSP, XDS
Sleep Timer: Yes
Input Skip: Automatic
Channel Surf: Yes
Channel Block (with password): Yes
Edit Channel Labels: Yes
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USB Application(s): Music Player (mp3), Photo Viewer
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Parental Control: Yes
BRAVIA Sync™ Menu Button: Yes (on Remote Control)
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On-Screen Clock: Yes
Picture Adjustments Lock: Yes
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Audio 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 (Gennat ver.10)

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

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
Energy Star® Comfortable: Yes
Energy Star® Pitch: 300x300 M6

Service and Warranty Information
Limited Warranty: 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 at least 15%

Eco Settings: Yes
Dynamic Backlight Control: Yes
Backlight Off Mode: Yes
PC Power Management: Yes
Estimated Annual Energy Consumption (KWh): 295 kWh

Idk TV Standby: Yes
Power Consumption (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)


Optional Accessories
SLW-5050 Wallmount Bracket
HT-CT700 Speaker

UPC Code: 0367247529870

1. Video quality and picture size will vary depending on your broadband connection speed (we recommend a 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. 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.
3. See product specifications for power consumption details.

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