Key Features

- 10-bit 16:9 Full HD 1080p Panel (1920x1080)
- Motionflow™ with FHD 120 Hz high frame rate capability
- BRAVIA Engine™ PRO & Live Color Creation™ system
- 1080p Inputs: HDMI™ (x3), YPbPr (x2), PC
- 8 Optional Designer Color Bezels
- Advanced Contrast Enhancer (ACE)
- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Motionflow™ 120 Hz with Full HD high frame rate capability
- BRAVIA Engine™ PRO HD Video Processor
- Live Color Creation System featuring WCG-CCFL backlight

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. With Sony BRAVIA XBR HDTVs, Full HD 1080 means 1920 x 1080 pixels 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 (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 performance of 2,000:1. A Dynamic Contrast Ratio of up to 10,000:1 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.

x.v.Color™ technology BRAVIA® HDTV's performance has now advanced to the point that the color range can be defined by limitations in the original video source, rather than the TV. Thanks to the adoption of a newly approved international color standard called xYCC (an option in the HDMI v1.3 spec and which Sony participated in creating), the color space has been greatly expanded.
**Features**

**General**
Closed Captions (CC): Yes  
On-Screen Display: XMB®  
DMex™ support: Yes

**Video**
Video Processing: Yes (BRAVIA Engine™ PRO)  
Noise Reduction: Yes  
Game Mode: On/Off  
10-bit Video Processing: Yes  
Deep Color: Yes  
3D Comb Filter: Yes  
PhotoTV HD: Yes  
Live Color Creation™ Technology: Yes  
x.v.Color™ Technology: Yes  
Motionflow™ Technology: Motionflow™ 120Hz  
DRC® Version: Yes (DRC MF V2.5)

**Audio**
Digital Amplifier: Yes  
Voice Zoom: Yes  
Steady Sound® Automatic Volume Control: Yes  
Sony Original Surround: SForce® Front  
Stereo System: MT5 (with SAP)  
 Dolby®: Dolby® Digital (ATSC/QAM only)  
Audio Mode: Dynamic, Standard, Custom  
Sound Booster: Yes

**Convenience**
Favorite Channel: Yes  
Programmable Timer: Yes  
Sleep Timer: 15, 30, 45, 60, 90, Off  
Clock: Yes  
Power Save Mode: Standard, Reduced, Picture Off  
Input Skip: Yes  
Channel Surf: Yes  
Remote Control: Yes (Backlit)  
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  
LightSensor™ Technology: Yes  
Freeze: Yes

**Specifications**

**General**
Television Type: Flat Panel LCD HDTV  
Audio Power Output: 22W (11W x2)

**Inputs and Outputs**
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  
1080/24p Input Capable: Yes (via HDMI™)  
Analog Audio Input(s) (Total): 5 (4 Rear/1 Side)  
HDMI™ Connection(s) (Total): 3 (2 Rear/1 Side)  
HDMI™ Connection(s) (w/ Analog Audio In): 1 rear input included L/R audio inputs  
Power
Power Consumption (in Operation): 320W  
Power Consumption (in Standby): Less than 0.4W

**Regulation and Standard Compliance**
Energy Star® Compliant: Yes  
VESA® Hole Spacing Compatible: Yes

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

**Dimensions**
Weight: 108lbs (49kg) with pedestal; 93lbs (42kg) without pedestal

**Supplied Accessories**
Remote Control  
Battery (type AA x2)  
AC power cord  
Operating Instructions  
Quick Setup Guide  
Warranty Card  
Table Top Stand

**Optional Accessories**
RHT-G800 Floor Stand  
SU-WLS00 Wall Mount Bracket  
DMX-NV1 BRAVIA® Internet Video Link  
SU-FL300L TV Stand  
CRU52X1/NI Champagne Gold Bezel  
CRU52X1/R Rose Metallic Bezel  
CRU52X1/S Titanium Silver Bezel

**Color**  
Midnight Black

**UPC Code**  
027242717404

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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 resolutions.  
5. Picture is slightly overscanned to prevent video source artifacts at screen edges.  
6. Contact your local cable provider for details on how to access or subscribe to HD programming.  
7. Internet module sold separately. Select Internet video limited to Sony content providers.  
8. All products require BRAVIA Theatre Sync capability. HDMI cable required and sold separately.

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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.eliae.org).