

Key Features

- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)⁵
- BRAVIA Engine™ EX Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- Advanced Contrast Enhancer (ACE)
- Dynamic Contrast Ratio 16,000:1² (On-screen Contrast Ratio 2000:1)
- Deep Color capability (HDMI v1.3 option)
- x.v.Color™ connectivity (HDMI v1.3 option)
- Xross Media Bar® (XMB) Advanced HD User Interface
- DMEx Feature Expansion Capability
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability⁶
- Digital Amplifier with S-Force Front Surround
- Sleep Timer



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 consumers. With Sony BRAVIA W Series HDTVs, Full HD 1080 means 1920 x 1080 pixels⁵ 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 Panel Resolution When it comes to high-definition TV the pinnacle of performance is achieved by using 1920 x 1080 display panels. And BRAVIA W Series televisions have them. Full HD 1920 x 1080 panel resolution with over 2 million pixels⁵ (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. And working with BRAVIA Engine™ PRO everything from standard definition and high definition is upconverted to 1080p for a picture so real it's like you're actually there.

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. (Found on select Sony BRAVIA televisions.)

BRAVIA Engine™ EX Full Digital Video Processor The BRAVIA Engine EX full digital video processing system is based on Sony's

famous BRAVIA Engine video processing system. It has all of the same functions of BRAVIA Engine plus the added ability to upconvert 480i standard definition signals via Digital Reality Creation Multi Function v1.0 technology for a picture with more detail and definition.

Live Color Creation™ System featuring WCG-CCFL Decades of television know how allow us to realize that an LCD TV is more than just the panel; it's actually a system. Uncompromised picture quality starts with combining carefully chosen components and circuits to optimize system quality, among these are the color creation and processing functions. That's what Live Color Creation is all about. It starts with the BRAVIA Engine™ PRO video processing system, which enhances primary colors and corrects half-tone colors for natural overall color. Next, a WCG-CCFL backlight using Sony's phosphor formula delivers a specific spectrum of light designed to work with our specially formulated color filters. The combination of these three components creates deep, deep blues and natural greens for overall colors that draw you right into the picture.

Advanced Contrast Enhancer (ACE) Function Sony's Advanced Contrast Enhancer (ACE) builds on our excellent on-contrast ratio performance of 1,800:1¹. A Dynamic Contrast Ratio of up to 16,000:1² 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 xvYCC (an option in the HDMI v1.3 spec and which Sony participated in creating), the color space has been greatly expanded. 1.8 times as many natural colors as existing HDTV signals will now be faithfully reproduced. x.v.Color™ is the name Sony has chosen to promote video products that include xvYCC capability. x.v.Color enabled products can now offer more accurate color reproduction and natural colors.

Features

General

Closed Caption (CC): Yes
ID1 Detection: Yes
Video Label: Yes

Video

Tuner: ATSC, Clear QAM⁶
Video Processing: Yes (BRAVIA Engine™ EX)
Noise Reduction: Yes
Comb Filter: 3D Digital Comb Filter
DRC® MultiFunction Circuitry: Yes (DRC MF V1.0)
Game Mode: On/Off
Light Sensor: Yes
Picture Modes: Vivid/ Standard/ Custom
Wide Mode: Wide Zoom/ Normal/ Full/ Zoom
Display Technology: LCD (178° wide viewing angle LCD display panels)
Backlight Type: WCG-CCFL (Wide Color Gamut - CCFL)
High Definition: Yes (Full HD 1080p)
10-bit Display Panel: Yes

Audio

Sound Mode: Dynamic/ Standard/ Custom
MTS Stereo Decoder: Yes (with SAP)
Digital Amplifier: Yes
Dolby® Digital: Yes (ATSC/QAM only)
S-Force™ Front Surround: Yes
Voice Zoom: Yes

Convenience

Channel Skip/Add: Yes
Favorite Channel: Yes
Speed Surf™ Channel Selection: Yes
Parental Control (V-Chip): Yes
Sleep Timer: 15, 30, 45, 60, 90, Off
Clock: Yes
Power Save Mode: Standard, Reduced, Picture Off
Picture Freeze: Yes
Input Skip: Yes
DMeX™ Ready: Yes (Digital Media Extender DMeX)
Xross Media Bar®: Yes (Graphical User Interface)
Remote Control: Yes (Backlit)

Specifications

General

Aspect Ratio: 16:9
Screen Size: 46 inches measured diagonally
Television Type: Flat Panel

Video

Contrast Ratio: 1,800:1 (On-screen)
Display Resolution: 1920 x 1080p (native)⁵

Audio

Steady Sound® Automatic Volume Control: Yes

Inputs and Outputs

Analog Audio Input(s): 5 (1 Side /4 Rear)
Audio Out (Variable/Fixed): 1 (Rear)
Component Video (Y/Pb/Pr) Input(s): 2 (Rear)
Composite Video Input(s): 3 (1 Side /2 Rear)
Digital Audio Output(s): 1 (Rear)
S-Video Input(s): 1 (Rear)
Headphone Output(s): 1 (Side)
PC Video Input(s): 1 (Rear) D-Sub 15⁴
HDMI™ Connection(s): One-Button Home Theater Control (HDMI-CEC) -- BRAVIA® Theatre Sync™ ⁸
RS232 Control: x1 (Home Theater Installation Control Capabilities)

Power

Power Consumption (in Operation): 260W
Power Consumption (in Standby): Less than 0.4W

Capability

VESA: Yes - VESA Hole Mount Compatibility for Mounting Applications

Regulation and Standard Compliance

Energy Star® Compliant: Yes

Service and Warranty Information

Limited Warranty: 1 Year Parts / 1 Year Labor

Dimensions

Weight: 71.1lbs (32.0kg) with pedestal
Measurements: 44.7" x 30.6" x 12.0" (1135 x 779 x 306mm) with pedestal; 44.7" x 28.9" x 4.8" (1135 x 734 x 122mm) 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-WL500 Wall Mount Bracket
DMX-NV1 BRAVIA® Internet Video Link

UPC Code: 027242717466

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 resolution.
5. Picture is slightly over-scanned 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.

©2007 Sony Electronics Inc. All rights reserved
Sony, BRAVIA, BRAVIA Engine, DRC, Speed Surf, Live Color Creation, x.v.Color, Xross Media Bar, Theatre Sync and CineMotion are trademarks of Sony. Dolby Digital is a registered trademark of Dolby Laboratories. This TV incorporates High-Definition Multimedia Interface (HDMI™) technology. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. All other trademarks are property of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate. VESA is a trademark of Video Electronics Standards Association Inc.



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