

### Key Features

- 16:9 Full HD 1080p Resolution (1920x1080p) LCD Panel
- Motionflow™ 120Hz technology
- BRAVIA Engine™ fully digital video processor
- Advanced Contrast Enhancer circuit (ACE)
- 24p True Cinema capable
- DMe<sup>x</sup> capable
- TV Guide® IPG
- Enhanced (XMB™) User Interface with Rich 3D Graphics
- BRAVIA® Sync™ capable
- S-Force® Front Surround



### Key Technologies

**Full HD 1080p** It's a high definition world and the best high definition resolution this brave new world offers is 1080p; that's why Sony has more Full HD 1080p HDTVs than ever before. Full HD 1080p means our connections accept 1080p signals and the display will render that signal in Full HD 1080p. The flexibility of native 1920 x 1080 displays allows any high definition content to be viewed without the need to downconvert images to the native resolution of the display. Take full advantage of Blu-ray Disc™ players and PlayStation®3 systems that can deliver 1080p content.

**DMe<sup>x</sup>** Sony's Digital Media Extender (DMe<sup>x</sup>) offers a digital connection path for optional modules like the BRAVIA Internet Video Link, as well as other modules you can add in the future. Innovative DMe<sup>x</sup> expansion capabilities integrate into the award-winning XMB™ user interface making HDTVs a powerful entertainment platform that not only meets current needs, but expands to meet tomorrow's needs as well.

**Motionflow™ 120Hz Technology** Motionflow 120Hz technology doubles the number of existing frames by calculating in real time and inserting 60 entirely new frames between the original 60 frames. It uses a special Sony-developed algorithm that detects specific objects, as well as the movement of the overall scene and intelligently applies the right amount of enhancement. There's more to the story. Unlike some other high frame rate technologies, Motionflow also includes Sony's unique Image Blur Reduction algorithm, which reduces blur from the original source image captured by a camera before applying motion enhancement technology. There are many forms of high frame rate technology in the market today, but only Motionflow 120Hz technology uses special Sony algorithms designed to intelligently detect and apply the right amount of enhancement to reduce judder and deliver a smoother, sharper picture with more natural motion of the original film.

**Advanced Contrast Enhancer (ACE)** Part of the cinematic drama in film-making comes from details found in shadows and dark areas of the picture. Sony's Advanced Contrast Enhancer (ACE) uses real-time image processing to dynamically adjust backlight levels for improved contrast without masking details the filmmaker intended you to see. ACE delivers deep blacks in darker scenes, as well as fine details in shadows and other dark areas of the picture for a difference you can truly see.

**BRAVIA® Engine™ Technology** The latest version of Sony's respected BRAVIA Engine fully digital video processor uses a collection of unique SONY algorithms to significantly reduce noise and produce sharp, vibrant, life-like images... Dynamic Noise Reduction: Intelligently identifies and dramatically reduces noise in the signal according to the motion and brightness of each scene for clearer, crisper images. Detail Enhancement: Improved image enhancement algorithms render greater overall detail. Contrast Enhancement: Works with the Advanced Contrast Enhancer circuit to optimize the contrast for every scene to create better depth and reality. BRAVIA Engine technology optimizes the color, contrast, detail and clarity of every scene for the exceptional performance that BRAVIA HDTVs are known for.

**Rich Graphics** Delivering a fun user experience is what the new rich graphics are designed to do. Accessing video content and sharing it with your family and friends on an HDTV is now fast, easy and fun. Colorful thumbnails cascade before your eyes allowing you to visually choose what you want to access.

**TV Guide® On-Screen Interactive Program Guide** The TV Guide On-screen IPG delivers continually updated program listings to users. The guide requires no subscription fees or phone connection and is available at no extra cost to the consumer. Sony is the first company to integrate the TV Guide On-Screen User Interface into a custom interface – Sony's exclusive Xross Media Bar™ user interface.



**Features**

General

DMeX Seamless Upgradeable: Yes

Video

Video Processing: BRAVIA Engine™ 2 Technology

CineMotion® Reverse 3:2 Pulldown Technology: Yes

Game Mode: Text

MotionFlow™ 120Hz: Yes

BRAVIA® Theatre Sync™ : Yes

3D Comb Filter: Yes

24p True Cinema: Yes

PhotoTV HD: Yes

MPEG Noise Reduction: Yes

Advanced Contrast Enhancer (ACE): Yes

Audio

Simulated Surround: Yes

Dolby® Digital: Yes

Voice Zoom: Yes

S-Force® Front: Yes

Auto Mute (on no signal): Yes

Steady Sound® Automatic Volume Control: Yes

Audio Out: Yes

Convenience

Channel Label: Yes

Channel Jump: Yes

Favorite Channel: Yes

Multiple Language Display: English, Spanish, French

Info Banner: Yes

Clock: Yes

Power Save Mode: Picture Off, Yes

Input Skip: Yes (Auto)

Edit Channel Labels: Yes

Label Inputs: Yes

ID-1 Detection: Yes

On/Off Timer: On only

Auto CC on Mute: Yes

HDMI™ CEC Menu Button: Yes

PAP (Picture & Picture): Yes, Fixed

PC Input PIP (Picture in Picture): Yes

TV Guide On Screen: Yes

Parental Control: Yes

**Specifications**

General

Screen Size: 40" (measured diagonally)

Acceptable Video Signals: 480/60i, 480/60p, 720p, 1080/60i, 1080/24p (HDMI™ only), 1080/60p (HDMI™ / Component)

Video

Dynamic Contrast Ratio: 30,000:1

On-screen Contrast Ratio: 3,000:1

Audio

Digital Amplifier: Yes

Inputs and Outputs

Component Video (Y/Pb/Pr ) Input(s): 2 (Rear)

Composite Video Input(s): 3 (1 Side/2 Rear)

Digital Audio Output(s): Optical Digital Output - 1 (Rear)

RF Connection Input(s): 1 (Rear)

S-Video Input(s): 1 (Rear)

Analog Audio Input(s) (Total): 6 (1 Side/5 Rear)

Audio Out: 1 (Rear)

HDMI™ Connection(s) (Total): 4 (1 Side/3 Rear)

HDMI™ PC Input Format Support: Yes

AC Power Input: 1 (Rear)

PC Input Format Support: 1 (Rear)

Power

Power Management: Yes (for PC Input Only)

Input Voltage: AC 120V

Regulation and Standard Compliance

Energy Star® Compliant: Yes

VESA® Hole Spacing Compatible: Yes

Service and Warranty Information

Limited Warranty: 1 year parts / 1 year labor

Dimensions

Weight: 51 lbs. (23kg) with pedestal; 45 lbs. (20kg) without pedestal

Measurements: 38.9 x 27 x 11 in (986 x 684 x 279mm) with pedestal; 38.9 x 25.5 x 4.4 in (986 x 646 x 110mm) without pedestal

Supplied Accessories

RM-YD023 Remote Control

Batteries (Type AA x 2)

AC Power Cord

Operating Instructions

Quick Setup Guide

Warranty Card

On-line Registration Card

Registration Card

Cable Clamper

Open-source software layer

Pedestal

Optional Accessories

RHT-G900 Stand

WS-S10LS Stand

SU-WL500 Wallmount Bracket

Color: Piano Black

UPC Code: 027242736603

1. Resolution Limited. See Sony TV and PC manuals.

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 Features and specifications are subject to change without notice. Non-metric weights and measures are approximate.  
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