

Key Features

- Motionflow™ 120Hz technology
- BRAVIA® Engine™ fully digital video processor
- Advanced Contrast Enhancer circuit (ACE)
- 24p True Cinema capable
- DLNA® Compliant² (RJ-45 Ethernet jack)
- DIGITAL MEDIA PORT
- 10-bit processor/10-bit panel
- Deep Color (an HDMI™ v1.3 option)
- DMe^x compatible
- Xross Media Bar™ (XMB™) User Interface
- Favorites function with rich 3D Graphics
- TV Guide® IPG
- Up to 1080/60p input capable via HDMI™ interface x4
- HD Component YPbPr x2 (1080/60p capable)
- PC Input¹ x1



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^x Sony's Digital Media Extender (DMe^x) 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^x 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 120 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.

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.

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.

DLNA DLNA stands for the Digital Living Network Alliance, an Industry Standard Networking Capability supported by leading companies in the consumer electronics industry that allows DLNA compliant products to work with one another². Think for a moment about all of the photos "locked away" on your home PC that you wish you could access while entertaining your friends and family. Now, thanks to DLNA enabled devices, a DLNA-enabled PC can be accessed from the comfort of your living room or family room via a BRAVIA DLNA-enabled HDTV, where you can enjoy your memories with friends and family, without having to deal with the hassle and non-intuitive "PCexperience".



Features

General

DMeX Seamless Upgradeable: Yes

Video

Video Processing: BRAVIA Engine™ 2 Technology

CineMotion® Reverse 3:2 Pulldown Technology: Yes

Game Mode: Yes

x.v.Color™ : Yes

MotionFlow™ 120Hz: Yes

BRAVIA® Theatre Sync™ : Yes

Deep Color: Yes

3D Comb Filter: Yes

24p True Cinema: Yes

PhotoTV HD: Yes

MPEG Noise Reduction: Yes

Live Color Creation™ Technology: Yes

Advanced Contrast Enhancer (ACE): Yes

Audio

Digital Amplifier: Yes

Voice Zoom: Yes

Auto Mute (on no signal): Yes

Steady Sound® Automatic Volume Control: Yes

Audio Out: Yes

Sony Original Surround: S-Force® Front

Dolby®: Dolby® Digital

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

Label Inputs: Yes (Auto)

ID-1 Detection: Yes

On/Off Timer: Yes

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, 720/60p, 1080/60i, 1080/24p (HDMI™ only), 1080/60p (HDMI™ / Component)

Video

Dynamic Contrast Ratio: 30,000:1

On-screen Contrast Ratio: 3,000:1

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

DIGITAL MEDIA PORT (Connector): 1 (Rear)

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

VESA® Hole Pitch: 300 x 300 / M6

Service and Warranty Information

Limited Warranty: 1 year parts / 1 year labor

Dimensions

Weight: 48 lbs. (21.5kg) with pedestal; 40 lbs. (18kg) without pedestal

Measurements: 37 1/4 x 25 3/4 x 11 in (944 x 654 x 279mm) with pedestal; 37 1/4 x 24 x 2 7/8 in (944 x 608 x 72mm) without pedestal

Supplied Accessories

RM-YD024 Remote Control

Batteries (Type AA x 2)

AC Power Cord

Operating Instructions

Quick Setup Guide

Warranty Card

On-line Registration Card

Cable Clamper

Open-source software flyer

Optional Accessories

RHT-G900 Stand

WS-S10LS Stand

SU-WL500 Wallmount Bracket

Color: Brushed Metal finish

UPC Code: 027242736634

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

2. Media streaming requires PC with Microsoft Windows XP, SP2 or later or DLNA-compliant media server. Home network required and sold separately.

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