

Key Features

- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)<sup>8</sup>
- BRAVIA Engine™ EX Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- Advanced Contrast Enhancer (ACE)
- Dynamic Contrast Ratio 13,000:1<sup>2</sup> with Ace (On-screen Contrast Ratio 1,800:1<sup>1</sup>)
- Xross Media Bar® (XMB) Advanced HD User Interface
- DMe<sup>x</sup> Feature Expansion Capability
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability<sup>5</sup>
- Digital Amplifier with S-Force Front Surround
- Sleep Timer
- 24p True Cinema input capability (HDMI input)



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 XBR HDTVs, Full HD 1080 means 1920 x 1080 pixels<sup>5</sup> 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<sup>5</sup> (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.

**BRAVIA Engine™ EX Full Digital Video Processor** BRAVIA Engine™ EX full digital video processing system is based on Sony's 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 (such as 480i DVDs and TV broadcasts) via Digital Reality Creation Multi Function v1.0 (DRC-MF v1.0) technology, which renders a picture with four times the density of the original one resulting in a picture with

more detail and definition.

**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 ratio performance of 1,800:1<sup>1</sup>. A Dynamic Contrast Ratio of up to 13,000:1<sup>2</sup> 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 enabled products can now offer more accurate color reproduction and natural colors beyond broadcast HDTV.

**24p True Cinema (24p Input Capability)** Many movies are filmed at 24 frames per second (fps) and prime time TV programs are recorded at 24p. Seizing on an opportunity, some studios are taking a purist approach and encoding high definition video content such as Blu-ray Disc™ in 24p. Sony wisely takes advantage of this by including 24p output capability on our Blu-ray Disc™ players as well as including 24p input capability select 2007 BRAVIA TVs. The benefit? Images are smooth and natural looking. Once you experience 24p video it will be hard to view video without it.



Features

General

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

Video

Tuner: ATSC, Clear QAM<sup>5</sup>  
 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  
 Display Technology: LCD (178° wide viewing angle)  
 Backlight Type: WCG-CCFL (Wide Color Gamut - CCFL)  
 High Definition: Yes (Full HD 1080)  
 10-bit Display Panel: Yes  
 BRAVIA® Theatre Sync™ : Yes (One-Button Home Theater Control (HDMI-CEC))

Audio

MTS Stereo Decoder: Yes (with SAP)  
 Digital Amplifier: Yes  
 Dolby® Digital: Yes (ATSC/QAM only)  
 Voice Zoom: Yes  
 S-Force® Front: Yes

Convenience

Channel Skip/Add: Yes  
 Favorite Channel: Yes  
 Speed Surf™ Channel Selection: Yes  
 Parental Control (V-Chip): Yes  
 Programmable Timer: Yes  
 Sleep Timer: 15, 30, 45, 60, 90, Off  
 Timer Events: On/Off Timer  
 Clock: Yes  
 Power Save Mode: Standard, Reduced, Picture Off  
 Input Skip: Yes  
 DMe<sup>xTM</sup> Ready: Yes (Feature Expansion Capability)  
 Xross Media Bar®: Yes (Graphical User Interface)  
 Remote Control: Yes

Specifications

General

Aspect Ratio: 16:9  
 Screen Size: 46 inch class (45.5 inches measured diagonally)  
 Television Type: Flat Panel

Video

Native Resolution: 1080p  
 Contrast Ratio: 13,000:1 (Dynamic) <sup>2</sup> ; 1,800:1 (On-screen) <sup>1</sup>  
 Display Resolution: 1920 x 1080p (native)<sup>8</sup>

Audio

Steady Sound® Automatic Volume Control: Yes

Inputs and Outputs

Analog Audio Input(s): 5 (4 Rear/1 Side)  
 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<sup>4</sup>  
 HDMI™ Connection(s): 2 (Rear) 1 with L/R RCA audio connections  
 1080/24p Input Capable: Yes (via HDMI™ )

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  
 Support Strap

Optional Accessories

SU-WL500 Wall Mount Bracket  
 RHT-G800 Floor Stand

UPC Code: 027242717497

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. Contact your local cable provider for details on how to access or subscribe to HD programming.
6. HDMI™ cable required, sold separately. Image quality and upscaling results will vary.
7. Internet module sold separately. Select Internet video limited to Sony content providers.
8. Picture is slightly over-scanned to prevent video source artifacts at screen edges.
9. All products require BRAVIA Theatre Sync capability. HDMI cable required and sold separately.

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