



Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- BRAVIA Engine™ 3 fully digital video processor
- Motionflow™ 240Hz
- BRAVIA® Internet Video/Widgets
- USB photo/music/video player
- XMB™ w/ enhanced 3D Favorites Menu
- 7 HD inputs (HDMI™ x4, Component x2, PC Input x1)
- Ethernet x1 w/ DLNA® photo/music/video player
- BRAVIA® Sync™ capable²
- BRAVIA® Link ready (DVD, Input, Wireless)
- Exceeds Energy Star® 3.0 Requirements
- TV Guide® Interactive Program Guide⁵
- Thin and slim design
- Scene Select

Key Technologies

16:9 Full HD 1080p Resolution Panel (1920x1080) 16:9 Full HD 1080p resolution panel (1920x1080) accepts any high definition video signal and renders it with optimum resolution, so you can take full advantage of Blu-ray Disc™ players and Sony® PLAYSTATION® 3 entertainment systems that can deliver 1080p content.

Motionflow™ 240Hz technology Motionflow 240Hz technology is Sony's highest level of motion detail and clarity so you enjoy unprecedented motion detail in sports, movies and games. Motionflow 240Hz technology quadruples the frame rate, resulting in a crisp fluid motion and a natural, realistic viewing experience.

BRAVIA™ Internet Video⁴ With BRAVIA Internet Video⁴ you can enjoy one of the largest collections of premium and free on-demand entertainment directly to your HDTV. Use your in-home broadband connection and the BRAVIA HDTV remote control to access online video, music, and more content from over 20 providers including Amazon Video On Demand, YouTube™, Sports Illustrated, Sony Pictures, Sony Music, Slacker, and Epicurious.com.

BRAVIA® widgets Personalize your viewing experience by selecting, positioning, and resizing widgets on your BRAVIA HDTV display. BRAVIA widgets are small icons that can be accessed with the touch of one button providing you with the latest in news, weather, sports, and much more right on your BRAVIA Z-Series HDTV.

BRAVIA Engine™ 3 fully digital video processor BRAVIA Engine 3 is the newest fully digital video processor from Sony®. It uses a collection of enhanced algorithms to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images.

USB with photos, music, and video Connect your camera, USB-enabled MP3 player, or USB storage device directly to the HDTV's USB input to view photos on the big screen or listen to your favorite MP3s. BRAVIA® Z-Series HDTVs also include mpeg2 video file support, so you can go straight from shooting video to screening it via USB.



Features

General

Closed Captions (CC): Analog, Digital
 On-Screen Display: 3D XMB
 Illuminated Sony Logo: Yes
 Finish (Surface Color): Black
 Supports Rear Mounting of DMEx™ Module: Yes
 BRAVIA® Link Module support: DMX-NV1, DMX-SW1, DMX-CT1, DMX-DVD, DMX-WL1

Display

Backlight Type: CCFL
 Display Device: LCD

Video

Video Processing: BRAVIA Engine 3™ Technology
 CineMotion® Reverse 3:2 Pulldown Technology: Yes
 Game Mode: Yes
 Wide Mode: Wide Zoom, Normal, Full (Full1-2 for PC), H Stretch, Zoom
 Deep Color: Yes
 3D Comb Filter: Yes
 MPEG Noise Reduction: Yes
 Auto Wide: Yes
 4:3 Default: Yes
 24p True Cinema™ Technology: Yes
 Picture Mode: Vivid, Standard, Custom, Cinema, Sports, Game, Graphics, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom
 Advanced Contrast Enhancer (ACE): Yes
 Motionflow™ Technology: 240 Hz

Audio

Digital Amplifier: S-Master Digital Amplifier
 Voice Zoom: Yes
 Auto SAP: Yes
 Auto Mute (on no signal): Yes
 Steady Sound® Automatic Volume Control: Yes
 Audio Out: Variable/Fixed
 Sony Original Surround: S-Force
 Stereo System: MTS
 Dolby®: Dolby® Digital
 Alternate Audio (Digital): Yes
 Surround Effect: Sports, Music, Cinema, Game
 Sound Booster: Yes
 5.1 Channel Audio Out: Yes
 Sound Mode: Dynamic, Standard, Clear Voice, Custom
 5.1ch Through Out (Handycam): Yes
 Sound Enhancer: Yes

Convenience

Channel Jump: Yes
 Favorite Channel: Yes
 Multiple Language Display: English, French, Spanish
 Info Banner: TV Guide on Screen, PSIP, XDS
 Sleep Timer: Yes
 Input Skip: Automatic
 Channel Surf: Yes
 Channel Block (with password): Yes
 Edit Channel Labels: Yes
 Label Inputs: Yes
 ID-1 Detection: Yes
 On/Off Timer: Yes
 USB Application(s): Music Player (mp3), Photo Viewer (jpeg), Video Player (mpeg2 TS)
 Theatre Mode (Theatre Button): Yes
 Show/Hide Channels: Yes
 BRAVIA® Sync™ : Yes
 Parental Control: Yes
 BRAVIA® Sync™ Menu Button: Yes (on Remote Control)
 On-Screen Display for External Input: Yes
 Channel Labels: Yes
 Program Block: Yes

Auto Photo Mode: Yes (DLNA, USB)
 On-Screen Clock: Yes
 Picture Adjustments Lock: Yes
 White Balance: RGB Gain/Bias
 Auto Picture Setting w/HDMI™ : Game, Graphics, Photo, Cinema
 Internet Radio: Yes
 Scene Select: Cinema, Sports, Photo, Music, Game, Graphics, General, Auto
 Theatre Mode with Cinema Surround: Yes
 Start Up BRAVIA® Logo Display: Yes
 Favorites Menu: Graphic
 New Theatre Mode with surround: Yes
 TV Guide On-Screen: Yes (Gemstar ver.10)

Network

DLNA: Client (Photo), Client (Music), Client (Video)
 BRAVIA® Internet Video: Yes
 BRAVIA® Internet Widgets: Yes

Specifications

Display

Viewing Angle (Right/Left): 178 (89/89)
 Viewing Angle (Up/Down): 178 (89/89)
 On-screen Contrast Ratio: 3,800:1 (typ)
 Dynamic Contrast Ratio: 100,000:1 (typ)
 Screen Size (measured diagonally): 40"
 Native Resolution: 1920 x 1080
 Display Resolution: 1920 x 1080p (Full HD)
 Panel Bit: 10-bit
 Aspect Ratio: 16:9
 Color Range (u'v'): 90% of NTSC
 Color Range (xy): 72% of NTSC

TV System

Tuner (Cable): Clear QAM
 Tuner (Terrestrial): ATSC Tuner, NTSC Tuner
 Channel Coverage: VHF: 2-13
 UHF: 14-69
 CATV (analog): 1-135
 CATV (digital) : 1-135
 TV System (Analog): M
 Number of Tuners (Analog): 1
 Number of Tuners (Digital): 1 (Hybrid)
 TV System (Digital): ATSC
 Color System: NTSC 3.58

Video

Video Signal: 1080/60p (HDMI™ / COMPONENT), 1080/60i, 1080/24p (HDMI™ ONLY), 720/60p, 480/60p, 480/60i

Audio

Audio Power Output: 20W (10W+10W)
 Speakers (Total): 2
 Speaker Configuration: Direct Speaker - 3.4 x 16 mm

Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 2 (Rear) (1 fixed/1 selectable)
 Composite Video Input(s): 2 (1 Side/1 Rear - selectable)
 Digital Audio Output(s): Optical Digital Output - 1 (Rear)
 RF Connection Input(s): 1 (Rear)
 S-Video Input(s): 1 (Side)
 Analog Audio Input(s) (Total): 3 (1 Side/2 Rear)
 Audio Out: 1 (Rear)
 HDMI™ Connection(s) (Total): 4 (3 Side/1 Rear)
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Side) see owner's manual for supported timings
 USB 2.0: 1 (Side)
 HDMI™ PC Input: Yes (see owner's manual for supported timings)
 S-Video Detection: Yes
 AC Power Input: 1 (Rear)
 Ethernet Connection(s): 1 (Rear)
 Analog Audio Input(s) for HDMI™ : 1 (Rear)

USB 1.1: 1 (Rear) for Service only

Power

Power Consumption (in Operation): 205 W (max)
 Power Consumption (in Standby): Less than 0.1W (120VAC)
 Power Requirements (voltage): AC 120-240V
 Power Requirements (frequency): 50/60Hz

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
 VESA® Hole Pitch: 300x300 M6

Service and Warranty Information

Limited Warranty Term: 1 Year Parts / 1 Year Labor
 Online Instruction Manual: Yes

Energy Saving & Efficiency

LightSensor™ Technology: Yes
 Power Saving Modes: Yes
 Energy Star® compliant: Exceeds Energy Star® Version 3.0 by more than 15%
 Eco Settings: Yes
 Dynamic Backlight Control: Yes
 Backlight Off Mode: Yes
 PC Power Management: Yes
 Estimated Annual Energy Consumption (kWh): 295 kWhr
 Idle TV Standby: Yes
 Power Consumption (On Mode) for Energy Star: 161.3 W (Energy Star® Version 3.0)
 Power Consumption (Standby Mode) for Energy Star: Less than 0.1W (120VAC)

Dimensions

Weight: 43 lbs. (19.5kg) with pedestal; 37.3 lbs. (16.9kg) without pedestal
 Measurements: 37 7/8 x 26 1/8 x 12 in (961 x 662 x 303mm) with pedestal; 37 7/8 x 24 1/4 x 3 1/8 in (961 x 614 x 79mm) without pedestal

Supplied Accessories

Remote Control RM-YD029
 Batteries (Type AA x2)
 AC Power Cord (separate)
 Screws (4) for Stand
 Operating Instructions
 Quick Setup Guide
 Warranty Card
 Table Top Stand (separate, assembly required)

Optional Accessories

SU-WL500 Wallmount Bracket

UPC Code: 027242756878

2 Works with other BRAVIA® Sync™ or Theatre Sync™ labeled home audio/video products when connected via HDMI.
 3 Limited to resolutions supported by both the PC and the Sony® HDTV. For supported resolutions, see Sony TV user's manual and PC documentation.

4 Video quality and picture size will vary depending on your broadband connection speed (we recommend at least 2.5Mbps and 10Mbps for HD content) and the content itself. Select content provided and subject to change.*

5. See product specifications for power consumption details.

6. Distance will vary depending upon environmental conditions

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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.eiae.org).

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