

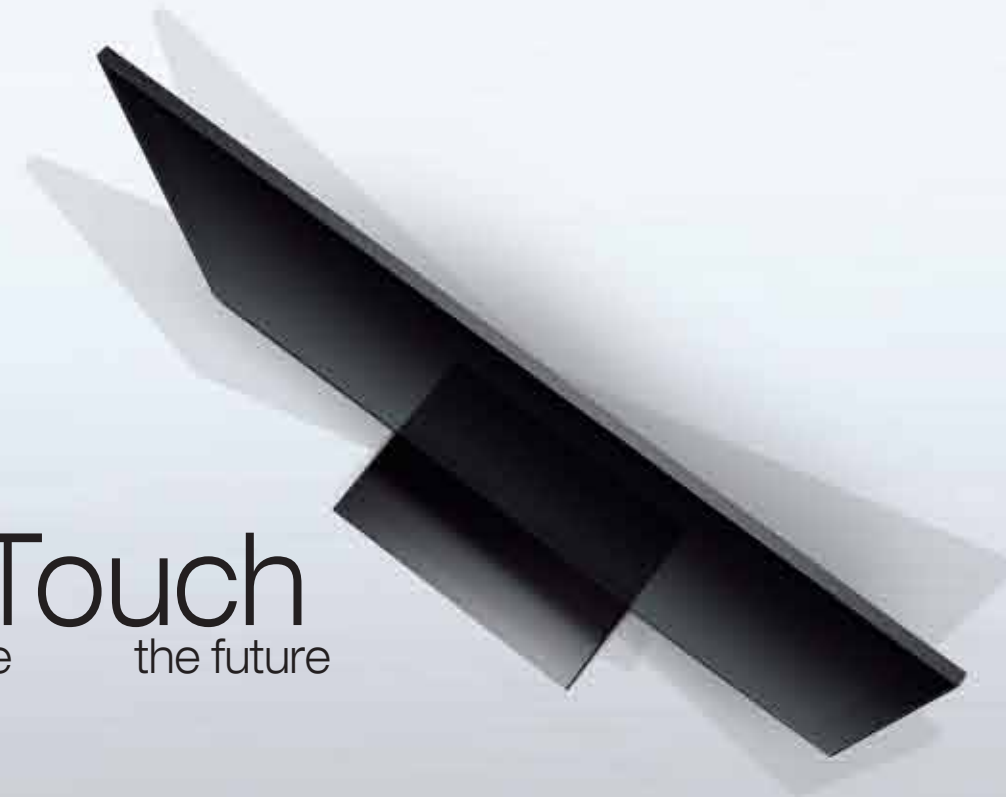
SONY
make.believe

BRAVIA

SONY
make.believe



Innovate
Your
Senses



Feel See Touch
the passion the difference the future

Whether it's a tear-jerking scene in a romantic movie or an adrenaline-pumping action sequence, watching television shows is more than just a viewing experience; it's a holistic activity that engages all your senses. And with the new range of BRAVIA televisions, you can now experience a true revolution in sensory perception. From lifelike pictures that draw you into the moment to advanced technological features that blur the line between movie and viewer, everything about BRAVIA is designed to expand your horizons and innovate your senses.



DESIGN

Innovations

No longer are televisions just functional devices with thick, boxy frames. These days, people want much more and the truly discerning ones look to BRAVIA to meet all expectations. As much a work of art as a great performer, every BRAVIA model is carefully crafted to capture attention with its sleek lines, high-quality finishing, and flushed bezel design for a visually stunning performance, on or off.



A Presence In Any Room

When turned off, your BRAVIA television captures the eye with its stylish flushed surface. Not only does this give the impression of the screen extending seamlessly to the very edge, but it also allows the television to blend in easily with your room's décor.

But it is when your BRAVIA television is turned on that its true nature comes to the fore in a powerful and captivating display of lifelike images on its clear glass screen. Now you can enjoy your favourite movies and games with better clarity and sharpness than ever before!



When the TV is ON.

When the TV is OFF.



Pushing The Edge Of Great Design

Surrounded by sleek brushed aluminium, BRAVIA television glass screens are set perfectly flush with the frame to accentuate the luxurious and meticulous nature of its construction.

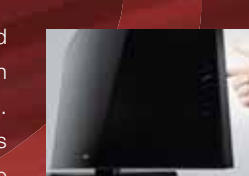


Only Premium materials are chosen

A specially-designed interface also conceals the edge of the screen and allows images to fade out gracefully near the edges, further blurring the line between television and art piece.

Out Of Sight But Not Out Of Mind

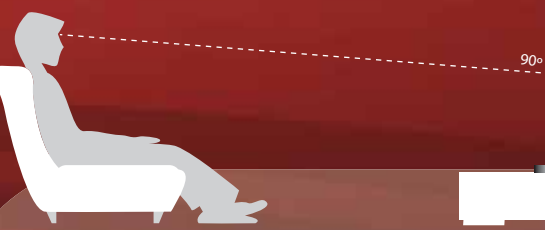
Keeping in line with the BRAVIA's clean and stylish design, the touch-sensitive operation buttons have been placed behind the screen. Apart from maintaining a sophisticated look, this arrangement also eliminates the need for the user to touch the screen and accidentally staining it with dirt and fingerprints.



Behind-the-screen operation buttons

6° Of Perfection

Ever wonder what it's like for your TV to adjust to you instead of you adjusting to find the best viewing angle? With the 6° Upward Tilt* option, you don't have to wonder anymore because you can now get the perfect viewing angle effortlessly. Sink into a plush couch in front of your BRAVIA television and start seeing things in a whole new way!



*Tilt adjustment offers either fixed 0° or 6° upward tilt.



PICTURE QUALITY

Innovations

Take the home cinematic experience to the next level with sharp, clear, and smooth images. Always revolutionary and never compromising, BRAVIA televisions are packed with state-of-the-art and intelligent image enhancement features that will completely change the way you enjoy movies and games.

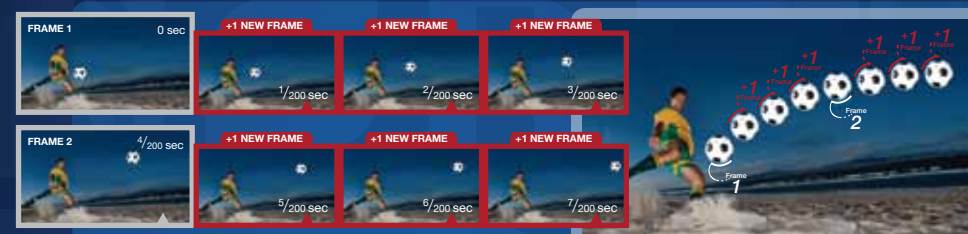


Stay Up To Speed With Sony's Unique Motionflow™ Technology

Wouldn't it be nice to see all the fast-paced action in its clearest and smoothest form? Whether it is that exciting soccer game or the sci-fi movie of the year, BRAVIA televisions feature the advanced technology to let you simply take it all in. From the groundbreaking Motionflow™ 100Hz to the ultra smooth Motionflow™ 200Hz, you'll never miss anything again with a BRAVIA television.



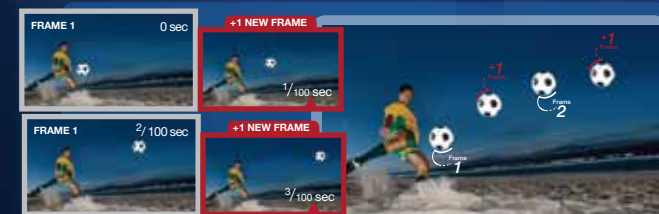
With Motionflow™ 200Hz, you get crisp, fluid motion and the most realistic viewing experience around. This technology inserts three new images between the original pictures, making it the perfect choice for sports, action movies, and games. Additionally, Sony's IB (Image Blur) Reduction algorithm further increases clarity by reducing blur generated during the original recording.



Motionflow™ 200Hz Technology:
By inserting three extra frames between images, the result is astonishingly fluid & crisp pictures.



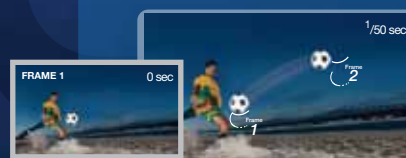
By doubling the number of displayed frames, Motionflow™ 100Hz reduces blur and judder and makes fast-moving scenes appear smoother, sharper, and clearer.



Motionflow™ 100Hz Technology:
Fast-moving scenes appear smooth and clear with Motionflow™ 100Hz.

Normal TV

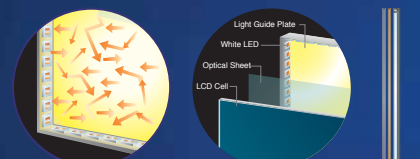
Fast-moving scenes appear choppy and jarring to the eyes.



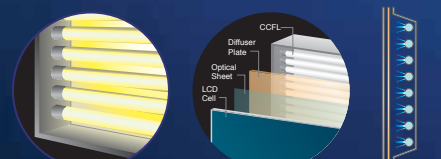
A Slimmer & Lightweight BRAVIA With Edge LED



Using Edge LED backlight technology results in a much thinner and lighter BRAVIA when compared to conventional direct-type backlight system televisions. Typically used for small to mid-sized computer monitors, Sony has adapted this new type of backlighting for LCD TVs. The result is a more efficient light transmission process and lower power consumption without any compromise to picture quality.



White LED (Light Emitting Diode)
Edge-type White LED



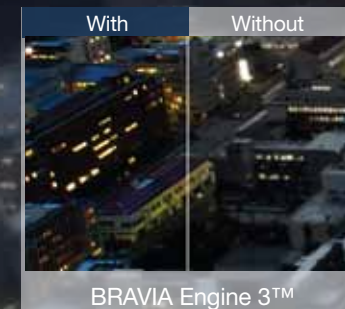
CCFL (Cold Cathode Fluorescent Lamp)
Conventional CCFL Backlight

The illustrations above are conceptual



BRAVIA ENGINE 3™ The Driving Force Behind Great Pictures

In LCD televisions, the main determining factor for picture quality is the processing engine. BRAVIA Engine 3™ is a high definition video processor which reproduces pictures with higher contrast, superior colours, and amazing clarity. Best of all, you can enjoy these high quality images regardless of whether the source is in SD (Standard Definition) or HD (High Definition).

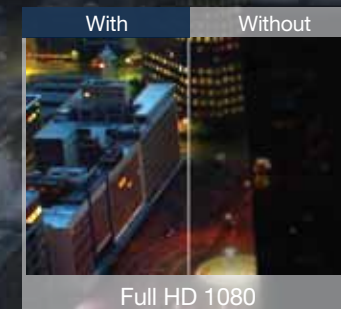


BRAVIA Engine 3™



Uncompromising Image Quality With Full High Definition

Don't miss a single thing with Full HD quality! From the smallest detail to the brightest colour, everything appears clearer and more lifelike for a truly immersive experience. Plus, with so many HD source options – from HD broadcasting, Blu-ray Disc™ players, HD Handycam® camcorders, HD Cyber-shot digital cameras, to your PLAYSTATION®3 – it's easier to enjoy quality images than ever before!

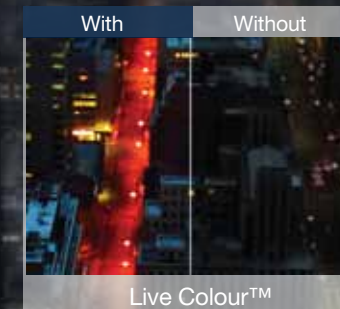


Full HD 1080



Perfect Colour Recreation With Live Colour™

Powered by an image processor using an algorithm specially developed by Sony, Live Colour™ is able to reproduce incredibly vivid colours on screen. With four user-adjustable settings available, you can choose just how vivid you want your images to be. Whether it's a brilliant blue sky or a bright red rose, everything stands out so much more with Live Colour™!

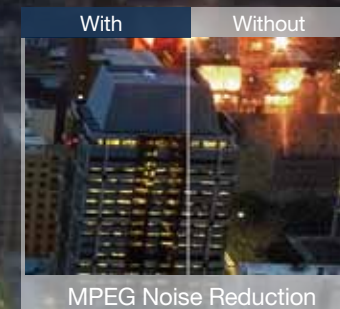


Live Colour™



Less Noise, More Enjoyment With MPEG NR

BRAVIA televisions have an intelligent MPEG Noise Reduction (NR) feature that gets rid of both speck-like noise around subtitles and block noise that are usually found in fast-moving scenes. Effective for SD, HD, and even upconverted images, MPEG NR ensures a sharper and more beautiful result each and every time.

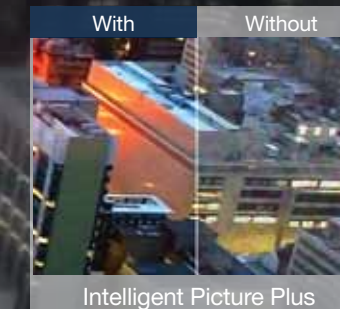


MPEG Noise Reduction



Give Picture Quality A Boost With Intelligent Picture Plus

Analogue broadcast (RF) and video input signals sometimes contain noise that can affect picture quality. Intelligent Picture Plus, together with Intelligent Signal Booster and Picture Optimisation, effectively "cleans up" the image for beautiful and clear noise-free scenes.



Intelligent Picture Plus



ECO-FRIENDLY

Innovations

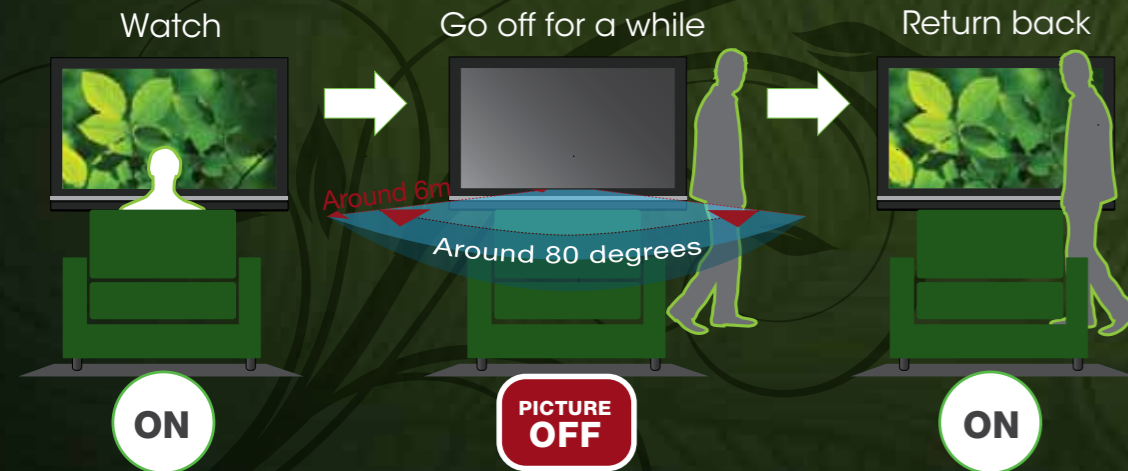
Being eco-friendly is now a lifestyle choice that influences our every activity. But that doesn't mean we have to compromise on quality or enjoyment. With all the innovative energy-saving features found in BRAVIA, you can now enjoy your favourite shows with the peace of mind knowing that you're doing your part to save the Earth.



Stop Electricity Wastage With Presence Sensor



Ever regret wasting electricity because you stepped out of the room to answer a call or to attend to something and completely forgot that you left the TV on? BRAVIA's Presence Sensor gives you the solution to stop unnecessary power wastage. If the intelligent Presence Sensor cannot detect anyone within a 6m range from the TV, it will automatically set the TV to PICTURE OFF, reducing power consumption by 50%.



Perfect Pictures Under Any Lighting Condition With Ambient Sensor



Because we watch television shows under varying lighting conditions throughout the day – whether daylight or fluorescent lamps – images may sometimes appear washed out or too bright. Ambient Sensor compensates for this by reading the brightness and colour temperature of the BRAVIA's surroundings and adjusting the image accordingly so you'll always get the best picture possible all the time, at any time.

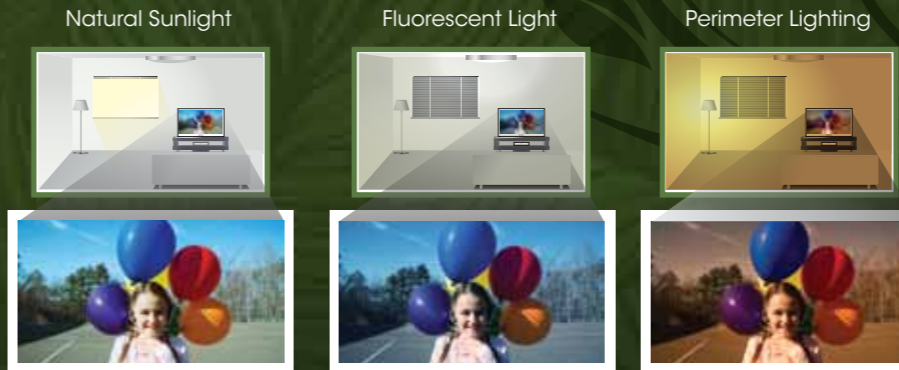


Image is optimised to be vivid and clear even with bright sunlight flooding through the window.

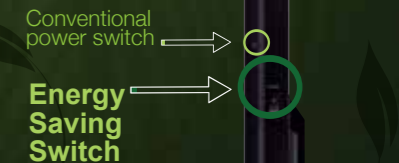
Image is adjusted to compensate for the lower colour temperature that fluorescent lighting has when compared with natural sunlight.

Perimeter lighting has a much lower colour temperature and might cause viewers' eyes to be overwhelmed. Ambient Sensor corrects for this and produces images that are friendlier to the eye.

Energy Saving Switch Makes It More Convenient Than Ever To Save The Earth



Most electronic devices still consume electricity when plugged into the main outlet, even if switched off. With the Energy Saving Switch, you can now cut standby electricity consumption to almost 0W* and help save the Earth, all with just the flick of a switch.



*There is very weak power consumption beyond the detectable range of common energy meters (i.e. less than 0.0001W).





ENTERTAINMENT

Innovations

In this day and digital age, we rely heavily on a host of devices for our music, movies, and entertainment. Recognising that all are equally important to any lifestyle, BRAVIA televisions now allow you to link all of them together in one integrated entertainment hub for unparalleled convenience and versatility.



Surf The Web On Your TV
With BRAVIA
Internet Video

BRAVIA

Internet
Video

With BRAVIA Internet Video, your television is now a true all-in-one entertainment centre that allows you to access your favourite video websites straight on your BRAVIA. Get quick access to YouTube, Style.com, BlipTV, Singing Fool, and many more sites that will keep you entertained for hours on end!



A World Of Information
With BRAVIA
Internet Widgets

BRAVIA

Internet
Widgets

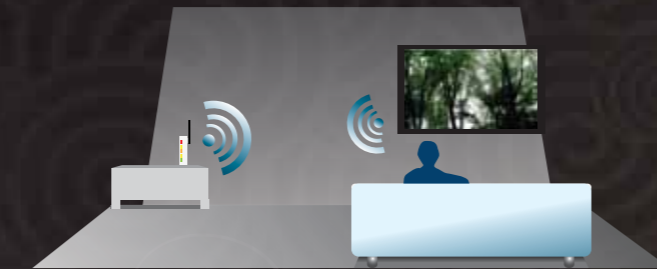
Stay in touch with the latest happenings from around the world without ever having to leave your couch! BRAVIA Internet Widgets are configurable and customisable add-ons that allow you to access the news, weather, and all sorts of information from the Internet directly from your BRAVIA television. Assign frequently used widgets to the Favourite list, or scroll through all available widgets with just the press of a button on your BRAVIA remote control.



Free Yourself
With An Integrated
Wi-Fi Connection



Enjoy convenient internet connections with Wi-Fi Integrated and Wi-Fi Ready models. These features enable you to use the BRAVIA Internet TV & Widgets without any additional wires and lets you experience true freedom from cumbersome and messy cables.



Stay Connected
With DLNA



DLNA is a new standard in home connectivity that allows you to seamlessly link compatible devices from anywhere in the house to each other. Ever wanted to watch a video file stored on your VAIO laptop or view pictures from your Cyber-shot directly on your BRAVIA television? Now you can do all those things and more with DLNA technology in BRAVIA!

Easy Connectivity, Easier Enjoyment
With BRAVIA Sync



BRAVIA Sync lets you link all compatible devices together for a simple one-push startup/shutdown process. Additionally, you can also operate these devices using just the BRAVIA remote control. With BRAVIA Sync, it's all about convenience because entertainment should never be hard work!



**Please check on compatibility of each specific model.*

Listen To Your Favourite Radio Programmes Or The Latest News
With FM Radio



The built-in FM Radio allows you to tune in to radio stations directly from your BRAVIA television.

Seamless Connections
With HDMI™



With up to four HDMI™ ports, it's never been easier to stay connected to all your high definition devices!



NX 800 SERIES

60"/52"

Brilliantly designed,
Technologically advanced.



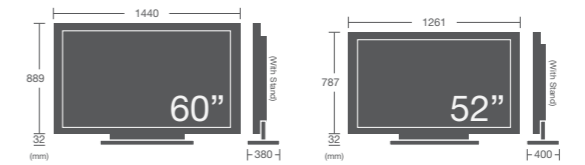
BRAVIA Internet Video
BRAVIA Internet Video (IPTV)
Watch videos from your favourite online websites right on your television screen.

Edge LED
Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.

BRAVIA ENGINE 3
BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.

USB
USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA'S USB port.

Favourites
Save your most frequently used channels, external inputs, and media content into a Favourites menu.



WiFi CERTIFIED
Wi-Fi Integrated
Connect your BRAVIA directly to your wireless Internet router without any additional components.

Motionflow 200Hz
Motionflow™ 200
Adds three new images between the original pictures while IB Reduction further reduces blur.

DLNA CERTIFIED
DLNA
Wirelessly connect and share information between digital cameras, computers, camcorders, etc.

BRAVIA Sync
BRAVIA Sync
Startup and shutdown your entire home entertainment system with just one button.

ECO SETTINGS
Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.

NX 700 SERIES

46"/40"



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Motionflow™ 100
Doubles the number of displayed frames to reduce blur and judder.



BRAVIA Engine 3™
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USB Photo/Music/Video
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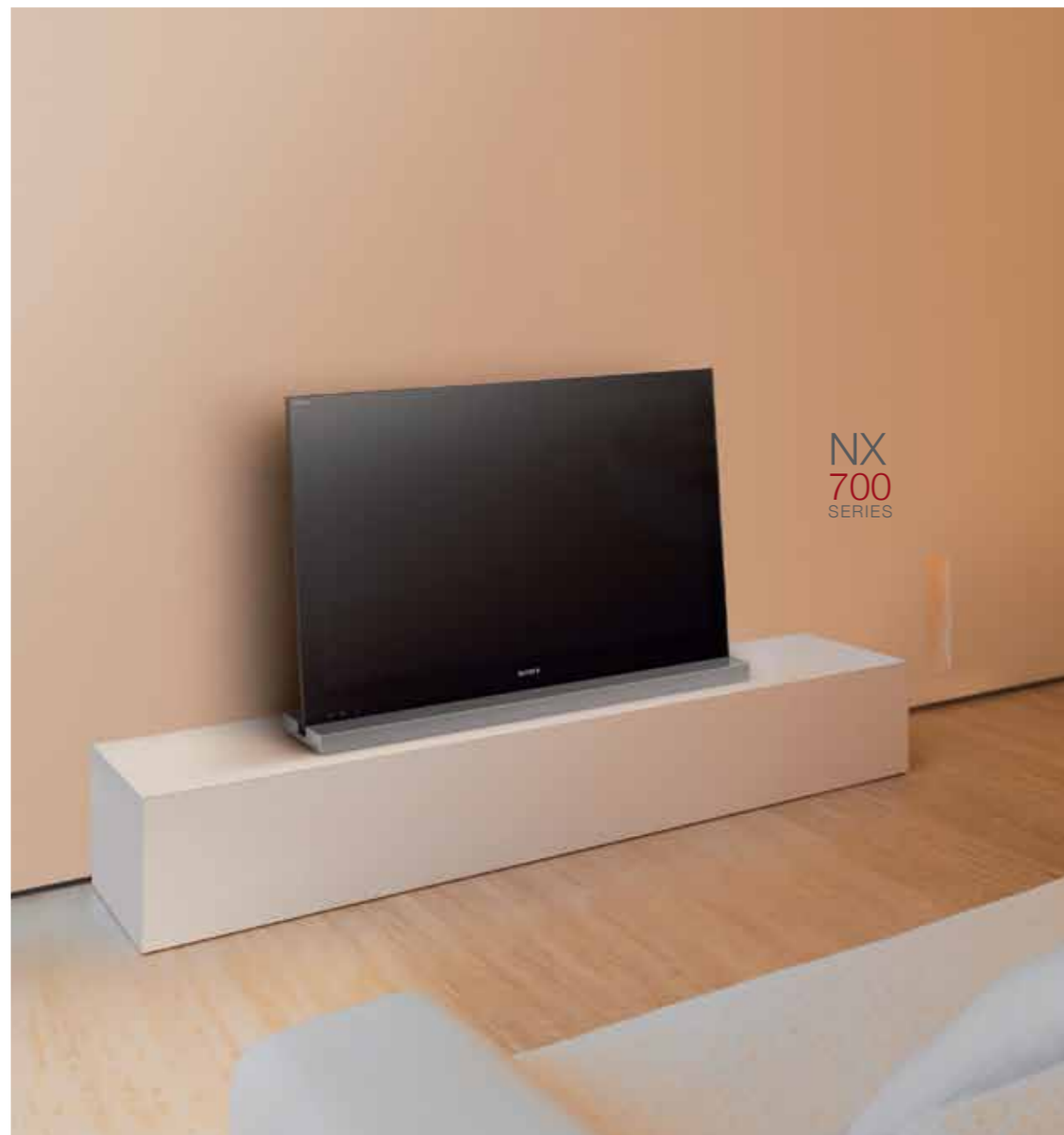
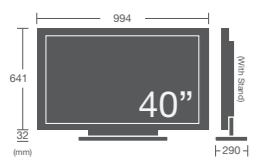
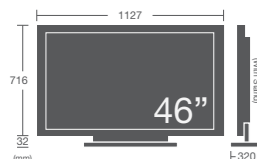
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Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



NX 500 SERIES

40"/32"



Full HD 1080
Get the Full High Definition experience with immersive lifelike images and sound.



BRAVIA Engine 3™
This high definition video processor lets you enjoy pictures with higher contrast and superior colours.



Intelligent Picture Plus
Automatically cleans up noise from analogue broadcast (RF) and video input signals.



MPEG NR
Subtitles and fast-moving scenes appear sharper and clearer.



24P True Cinema
Bring Hollywood right into your living room with movies displayed in authentic film-like quality.



USB Photo/Music/Video
Access photos, music, and videos from other devices by connecting them to the BRAVIA's USB port.



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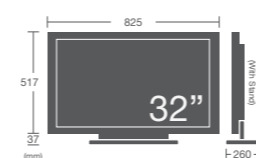
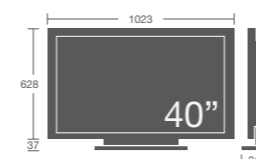
HDMI™ x 4
4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.



Ambient & Colour Sensor
Always get the best picture quality possible under any lighting condition.



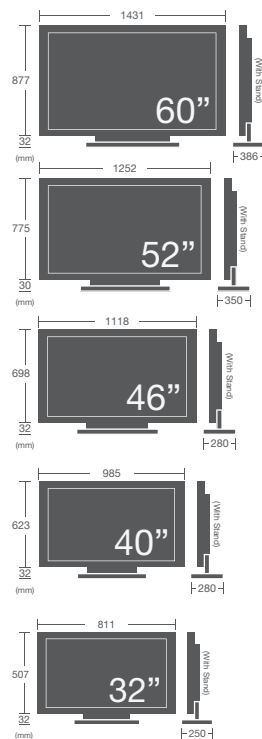
Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



EX 700 SERIES

60"/52"/46"/40"/32"

Essentially
stylish,
perfectly complementary.



Edge LED

Enables BRAVIA LCD TVs to be slimmer, lighter, and operate with a lower power consumption.



Presence Sensor

Automatically sets the TV to PICTURE OFF when no one is detected in front of it.



Energy Saving Switch

Saves electricity by cutting standby consumption to almost 0W.



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DLNA

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EX 600 SERIES

40"/32"



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Full HD 1080

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HDMI™ x 4

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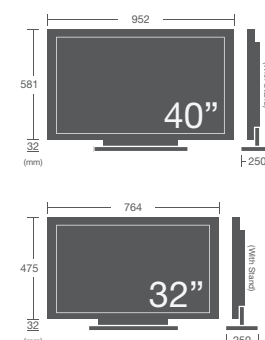
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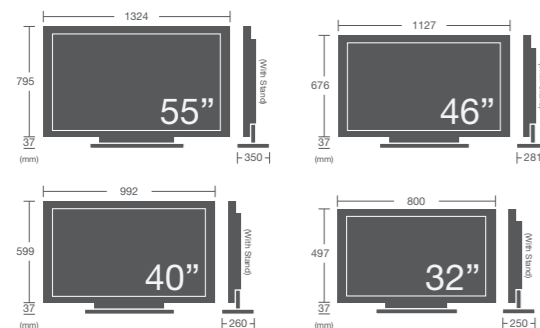
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EX 500 SERIES

55"/46"/40"/32"



Motionflow™ 100

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Full HD 1080

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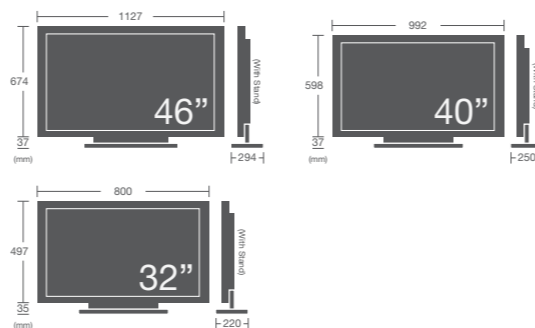


Eco Settings

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EX 400 SERIES

46"/40"/32"



Full HD 1080

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MPEG NR

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BRAVIA Sync

Startup and shutdown your entire home entertainment system with just one button.



HDMI™ x 4

4 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.



Scene Select

Always get the best picture and sound setting with seven unique scene presets.



Ambient & Colour Sensor

Always get the best picture quality possible under any lighting condition.

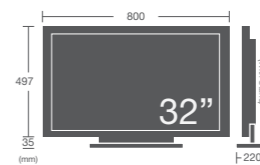


Eco Settings

Save power without compromising picture quality with a range of eco-friendly features.

EX 300 SERIES

32"



BRAVIA Engine 3™

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Intelligent Picture Plus

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MPEG NR

Subtitles and fast-moving scenes appear sharper and clearer.



24P True Cinema

Bring Hollywood right into your living room with movies displayed in authentic film-like quality.



USB Photo/Music/Video

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BX 400 SERIES

40"

No frills,
all the enjoyment.



Full HD 1080
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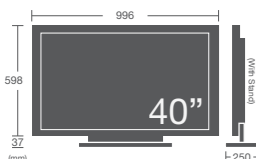
HDMI™ x 2
2 HDMI™ ports allow you to connect a variety of high definition devices directly to your BRAVIA.



FM Radio
Listen to your favourite radio stations directly on your BRAVIA.



Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



BX
400
SERIES

BX 300 SERIES

32"/26"/22"



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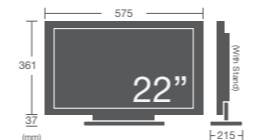
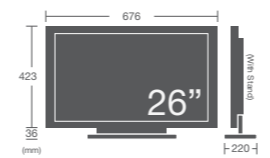
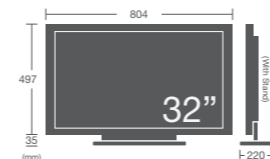
Scene Select
Always get the best picture and sound setting with seven unique scene presets.



FM Radio
Listen to your favourite radio stations directly on your BRAVIA.



Eco Settings
Save power without compromising picture quality with a range of eco-friendly features.



BX
300
SERIES

NX 800 SERIES

Specifications

| | NX800 (60") | NX800 (52") |
|---|--|-------------|
| SYSTEM | Analogue: B/G, D/K, I, M | |
| Colour System | NTSC 3.58, NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | |
| Display Resolution | Full HD 1080 (1920x1080) | |
| Backlight Type | LED | |
| Motionflow™ | Motionflow™ 200Hz | |
| Video Processing | BRAVIA Engine 3™ | |
| Live Colour™ Technology | Yes | |
| Intelligent Picture | Intelligent Picture | |
| MPEG Noise Reduction | Yes | |
| 24p True Cinema™ Technology | Yes | |
| Screen Format | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom/ 14:9 | |
| Picture Mode | Vivid/ Standard/ Custom/ Cinema/ Game-Standard/ Game-Original/ Graphics/ Sports/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo-Custom | |
| Viewing Angle | 178° | |
| Sony Original Surround | S-Force Front Surround | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | |
| Surround Effect | Cinema/ Music/ Live Sports/ Game | |
| Voice Zoom | Yes | |
| Stereo System | NICAM/ A2 | |
| Audio Power | 20W (10W x 2) | |
| BRAVIA Sync | Yes | |
| DLNA | Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD) | |
| Photo MAP | Yes | |
| Picture Frame Mode | Yes | |
| PhotoTV HD | Yes | |
| XMB™ | Yes | |
| On Screen Instruction Manual | Yes | |
| On Screen Clock | Yes | |
| Sleep Timer | Yes | |
| PAP | Yes | |
| PC Input PIP | Yes | |
| BRAVIA Internet Video | Yes | |
| BRAVIA Internet Widgets | Yes | |
| Wi-Fi | Wi-Fi Integrated | |
| PC Power Management | Yes | |
| Idle TV Standby | Yes | |
| Ambient Sensor | Yes | |
| Power Saving Modes | Yes | |
| Energy Saving Switch | Yes | |
| Product, Packaging & Printed Materials | >70% Recycled Paper | |
| HDMI™ | 4 (2 Side/ 2 Rear) | |
| USB 2.0 | 1 (Side)Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4) | |
| Ethernet Connection | 1 (Rear) | |
| Component | 1 (Side, Composite Input Common Use) | |
| Composite | 2 (1 Side, Component Input Common Use)/ 1 Rear | |
| HD 15 PC Input | 1 (Side) | |
| Digital Audio Output(s) | 1 (Rear) Optical Digital Output | |
| Audio Out | 1 (Rear) | |
| Headphone Out | 1 (Side) | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | |
| Stand Swivel | - | |
| Stand Tilt Range | 0°/ 6° Upward Style | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | |
| Power Consumption (in Operation) | 222W | 169W |
| Power Consumption (in Standby) | 0.23W | |
| TV Weight (kg) | 43.3 | 30.1 |
| TV Weight (with Stand) (kg) | 50.6 | 36.1 |
| Supplied Remote Control | RM-GD011 | |
| Supplied Batteries | Type AAA x2 | |
| Optional Wallmount Bracket | SU-WL500/ SU-WL50B | SU-WL700 |
| Optional Design Stand | - | SU-52NX1 |

NX 700 SERIES

Specifications

| | NX700 (46") | NX700 (40") |
|---|--|-------------|
| SYSTEM | Analogue: B/G, D/K, I, M | |
| Colour System | NTSC 3.58 (AV only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | |
| Display Resolution | Full HD 1080 (1920x1080) | |
| Backlight Type | LED | |
| Motionflow™ | Motionflow™ 100Hz | |
| Video Processing | BRAVIA Engine 3™ | |
| Live Colour™ Technology | Yes | |
| Intelligent Picture | Intelligent Picture | |
| MPEG Noise Reduction | Yes | |
| 24p True Cinema™ Technology | Yes | |
| Screen Format | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom/ 14:9 | |
| Picture Mode | Vivid/ Standard/ Custom/ Cinema/ Game-Standard/ Game-Original/ Graphics/ Sports/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo-Custom | |
| Viewing Angle | 178° | |
| Sony Original Surround | S-Force Front Surround | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | |
| Surround Effect | Cinema/ Music/ Live Sports/ Game | |
| Voice Zoom | Yes | |
| Stereo System | NICAM/ A2 | |
| Audio Power | 20W (10W x 2) | |
| BRAVIA Sync | Yes | |
| DLNA | Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD) | |
| Photo MAP | Yes | |
| Picture Frame Mode | Yes | |
| PhotoTV HD | Yes | |
| XMB™ | Yes | |
| On Screen Instruction Manual | Yes | |
| On Screen Clock | Yes | |
| Sleep Timer | Yes | |
| PAP | Yes | |
| PC Input PIP | Yes | |
| BRAVIA Internet Video | Yes | |
| BRAVIA Internet Widgets | Yes | |
| Wi-Fi | Wi-Fi Integrated | |
| PC Power Management | Yes | |
| Idle TV Standby | Yes | |
| Ambient Sensor | Yes | |
| Power Saving Modes | Yes | |
| Energy Saving Switch | Yes | |
| Product, Packaging & Printed Materials | >70% Recycled Paper | |
| HDMI™ | 4 (2 Side/ 2 Rear) | |
| USB 2.0 | 1 (Side)Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4) | |
| Ethernet Connection | 1 (Rear) | |
| Component | 1 (Side, Composite Input Common Use) | |
| Composite | 2 (1 Side, Component Input Common Use)/ 1 Rear | |
| HD 15 PC Input | 1 (Side) | |
| Digital Audio Output(s) | 1 (Rear) Optical Digital Output | |
| Audio Out | 1 (Rear) | |
| Headphone Out | 1 (Side) | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | |
| Stand Swivel | Yes | |
| Stand Tilt Range | 0°/ 6° Upward Style | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | |
| Power Consumption (in Operation) | 129W | 109W |
| Power Consumption (in Standby) | 0.23W | 0.2W |
| TV Weight (kg) | 24 | 19.2 |
| TV Weight (with Stand) (kg) | 27.8 | 22.6 |
| Supplied Remote Control | RM-GD011 | |
| Supplied Batteries | Type AAA x2 | |
| Optional Wallmount Bracket | SU-WL700 | SU-WL700 |
| Optional Design Stand | SU-46NX1 | SU-40NX1 |

NX 500 SERIES

SYSTEM
PICTURE
AUDIO
EASE OF USE FEATURES
NETWORK
ECO FEATURES
TERMINAL
GENERAL
ACCESSORIES

| | NX500 (40") | NX500 (32") |
|---|--|-------------|
| TV System | Analogue: B/G, D/K, I, M | |
| Colour System | NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | |
| Display Resolution | Full HD 1080 (1920x1080) | |
| Backlight Type | CCFL | |
| Motionflow™ | - | |
| Video Processing | BRAVIA Engine 3™ | |
| Live Colour™ Technology | Yes | |
| Intelligent Picture | Intelligent Picture Plus | |
| MPEG Noise Reduction | Yes | |
| 24p True Cinema™ Technology | Yes | |
| Screen Format | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom | |
| Picture Mode | Vivid/ Standard/ Custom/ Game-Standard/ Game-Original | |
| Viewing Angle | 178° | |
| Sony Original Surround | - | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | |
| Surround Effect | Cinema/ Music/ Sports/ Game | |
| Voice Zoom | - | |
| Stereo System | NICAM/ A2 | |
| Audio Power | 20W (10W x 2) | |
| BRAVIA Sync | Yes | |
| DLNA | - | |
| Photo MAP | - | |
| Picture Frame Mode | Yes | |
| PhotoTV HD | - | |
| XMB™ | - | |
| On Screen Instruction Manual | - | |
| On Screen Clock | Yes | |
| Sleep Timer | Yes | |
| PAP | Yes | |
| PC Input PIP | Yes | |
| BRAVIA Internet Video | - | |
| BRAVIA Internet Widgets | - | |
| WiFi | - | |
| PC Power Management | Yes | |
| Idle TV Standby | Yes | |
| Ambient Sensor | Yes | |
| Power Saving Modes | Yes | |
| Energy Saving Switch | - | |
| Product, Packaging & Printed Materials | >70% Recycled Carton, >40% Recycled Paper | |
| HDMI™ | 4 (1 Side/ 3 Rear) | |
| USB 2.0 | 1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) | |
| Ethernet Connection | - | |
| Component | 1 (Rear, Composite Input Common Use) | |
| Composite | 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) | |
| HD 15 PC Input | 1 (Side) | |
| Digital Audio Output(s) | - | |
| Audio Out | 1 (Rear) | |
| Headphone Out | 1 (Side) | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | |
| Stand Swivel | Yes | |
| Stand Tilt Range | 0°/ 6° Upward Style | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | |
| Power Consumption (in Operation) | 151W | 109W |
| Power Consumption (in Standby) | Less than 0.3W | |
| TV Weight (kg) | 19.2 | 13 |
| TV Weight (with Stand) (kg) | 22.4 | 15.5 |
| Supplied Remote Control | RM-GA018 | |
| Supplied Batteries | Type AAA x2 | |
| Optional Wallmount Bracket | SU-WL500 /SU-WL50B | |
| Optional Design Stand | - | |

EX 700 SERIES

SYSTEM
PICTURE
AUDIO
EASE OF USE FEATURES
NETWORK
ECO FEATURES
TERMINAL
GENERAL
ACCESSORIES

| | EX700 (60") | EX700 (52") | EX700 (46") | EX700 (40") | EX700 (32") |
|---|--|-------------|-------------|-------------|-------------|
| TV System | Analogue: B/G, D/K, I, M | | | | |
| Colour System | NTSC 3.58 (AV in only), NTSC 4.43 (AV in only), PAL, PAL60 (AV in only), SECAM | | | | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | | | | |
| Display Resolution | Full HD 1080 (1920x1080) | | | | |
| Backlight Type | LED | | | | |
| Motionflow™ | Motionflow™ 100Hz | | | | |
| Video Processing | BRAVIA Engine 3™ | | | | |
| Live Colour™ Technology | Yes | | | | |
| Intelligent Picture | Intelligent Picture | | | | |
| MPEG Noise Reduction | Yes | | | | |
| 24p True Cinema™ Technology | Yes | | | | |
| Screen Format | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom/ 14:9 | | | | |
| Picture Mode | Vivid/ Standard/ Custom/ Cinema/ Game-Standard/ Game-Original/ Graphics/ Sports/ Photo-Vivid/ Photo-Standard/ Photo-Original/ Photo-Custom | | | | |
| Viewing Angle | 178° | | | | |
| Sony Original Surround | S-Force Front Surround | | | | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | | | | |
| Surround Effect | Cinema/ Music/ Live Sports/ Game | | | | |
| Voice Zoom | Yes | | | | |
| Stereo System | NICAM/ A2 | | | | |
| Audio Power | 20W (10W x 2) | | | | |
| BRAVIA Sync | Yes | | | | |
| DLNA | Photo (JPEG), Music (MP3, LPCM), Video (MPEG2, AVCHD) | | | | |
| Photo MAP | Yes | | | | |
| Picture Frame Mode | Yes | | | | |
| PhotoTV HD | Yes | | | | |
| XMB™ | Yes | | | | |
| On Screen Instruction Manual | Yes | | | | |
| On Screen Clock | Yes | | | | |
| Sleep Timer | Yes | | | | |
| PAP | Yes | | | | |
| PC Input PIP | Yes | | | | |
| BRAVIA Internet Video | Yes | | | | |
| BRAVIA Internet Widgets | - | | | | |
| WiFi | Wi-Fi Ready | | | | |
| PC Power Management | Yes | | | | |
| Idle TV Standby | Yes | | | | |
| Ambient Sensor | Yes | | | | |
| Power Saving Modes | Yes | | | | |
| Energy Saving Switch | Yes | | | | |
| Product, Packaging & Printed Materials | TBD | | | | |
| HDMI™ | 4 (2 Side/ 2 Rear) | | | | |
| USB 2.0 | 1 (Side)Photo (JPEG, RAW), Music (MP3), Video (AVC, AVCHD, MPEG4, DivX) | | | | |
| Ethernet Connection | 1 (Rear) | | | | |
| Component | 2 (1 Rear/ 1 Rear, Composite Input Common Use) | | | | |
| Composite | 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) | | | | |
| HD 15 PC Input | 1 (Rear) | | | | |
| Digital Audio Output(s) | 1 (Rear) Optical Digital Output | | | | |
| Audio Out | 1 (Rear) | | | | |
| Headphone Out | 1 (Side) | | | | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | | | | |
| Stand Swivel | - | | | | |
| Stand Tilt Range | Yes | | | | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | | | | |
| Power Consumption (in Operation) | 208W | 142W | 125W | 107W | 91W |
| Power Consumption (in Standby) | 0.23W | | | | |
| TV Weight (kg) | 31.3 | 22.7 | 18.4 | 14.9 | 10.7 |
| TV Weight (with Stand) (kg) | 38.1 | 27 | 21.3 | 17.8 | 12.7 |
| Supplied Remote Control | RM-GD014 | | | | |
| Supplied Batteries | Type AAA x2 | | | | |
| Optional Wallmount Bracket | SU-WL500/ SU-WL50B | | | | |
| Optional Design Stand | - | | | | |

Specifications

EX 600 SERIES

Specifications

| | EX600 (40") | EX600 (32") |
|---|--|--------------|
| SYSTEM | | |
| TV System | Analogue: B/G, D/K, I, M | |
| Colour System | NTSC 3.58 (AV only), NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | |
| Display Resolution | Full HD 1080 (1920x1080) | |
| Backlight Type | LED | |
| Motionflow™ | - | |
| Video Processing | BRAVIA Engine 3™ | |
| Live Colour™ Technology | Yes | |
| Intelligent Picture | Intelligent Picture Plus | |
| MPEG Noise Reduction | Yes | |
| 24p True Cinema™ Technology | Yes | |
| Screen Format | TV: Full/ Normal/ Wide Zoom/ Zoom PC; Full 1/ Full 2/ Normal | |
| Picture Mode | Vivid/ Standard/ Custom/ Game-Standard/ Game-Original | |
| Viewing Angle | 178° | |
| Sony Original Surround | Simulated Surround | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | |
| Surround Effect | Cinema/ Music/ Sports/ Game | |
| Voice Zoom | Yes | |
| Stereo System | NICAM/ A2 | |
| Audio Power | 20W (10W x 2) | |
| BRAVIA Sync | Yes | |
| DLNA | - | |
| Photo MAP | - | |
| Picture Frame Mode | Yes | |
| PhotoTV HD | - | |
| XMB™ | - | |
| On Screen Instruction Manual | - | |
| On Screen Clock | Yes | |
| Sleep Timer | Yes | |
| PAP | Yes | |
| PC Input PIP | Yes | |
| BRAVIA Internet Video | - | |
| BRAVIA Internet Widgets | - | |
| WiFi | - | |
| PC Power Management | Yes | |
| Idle TV Standby | Yes | |
| AmbientSensor™ Technology | Yes | |
| Power Saving Modes | Yes | |
| Energy Saving Switch | - | |
| Product, Packaging & Printed Materials | >70% Recycled Carton, >40% Recycled Paper | |
| HDMI™ | 4 (1 Side/ 3 Rear) | |
| USB 2.0 | 1 (Side) Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) | |
| Ethernet Connection | - | |
| Component | 1 (Rear, Composite Input Common Use) | |
| Composite | 3 (1 Rear Monitor Out Common Use / 1 Rear, Component Input Common Use/ 1 Side) | |
| HD 15 PC Input | 1 (Side) | |
| Digital Audio Output(s) | - | |
| Audio Out | 1 (Rear) | |
| Headphone Out | 1 (Side) | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | |
| Stand Swivel | Yes | |
| Stand Tilt Range | - | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | |
| Power Consumption (in Operation) | 98W | 80W |
| Power Consumption (in Standby) | Less than 0.3W | |
| TV Weight (kg) | Approx. 12.7 | Approx. 9.1 |
| TV Weight (with Stand) (kg) | Approx. 14.8 | Approx. 11.1 |
| Supplied Remote Control | RM-GA018 | |
| Supplied Batteries | Type AAA x2 | |
| Optional Wallmount Bracket | SU-WL500/ SU-WL50B | |
| Optional Design Stand | - | |

EX 500 SERIES

Specifications

| | EX500 (55") | EX500 (46") | EX500 (40") | EX500 (32") |
|---|--|-------------|-------------|-------------|
| SYSTEM | | | | |
| TV System | Analogue: B/G, D/K, I, M | | | |
| Colour System | NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM | | | |
| Video Signal | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | | | |
| Display Resolution | Full HD 1080 (1920x1080) | | | |
| Backlight Type | CCFL | | | |
| Motionflow™ | Motionflow™ 100Hz | | | |
| Video Processing | BRAVIA Engine 3™ | | | |
| Live Colour™ Technology | Yes | | | |
| Intelligent Picture | Intelligent Picture Plus | | | |
| MPEG Noise Reduction | Yes | | | |
| 24p True Cinema™ Technology | Yes | | | |
| Screen Format | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom | | | |
| Picture Mode | Vivid/ Standard/ Custom/ Game-Standard/ Game-Original | | | |
| Viewing Angle | 178° | | | |
| Sony Original Surround | - | | | |
| Sound Mode | Dynamic/ Standard/ Clear Voice | | | |
| Surround Effect | Cinema/ Music/ Sports/ Game | | | |
| Voice Zoom | - | | | |
| Stereo System | NICAM/ A2 | | | |
| Audio Power | 20W (10W x 2) | | | |
| BRAVIA Sync | Yes | | | |
| DLNA | - | | | |
| Photo MAP | - | | | |
| Picture Frame Mode | Yes | | | |
| PhotoTV HD | - | | | |
| XMB™ | - | | | |
| On Screen Instruction Manual | - | | | |
| On Screen Clock | Yes | | | |
| Sleep Timer | Yes | | | |
| PAP | Yes | | | |
| PC Input PIP | Yes | | | |
| BRAVIA Internet Video | - | | | |
| BRAVIA Internet Widgets | - | | | |
| Wi-Fi | - | | | |
| PC Power Management | Yes | | | |
| Idle TV Standby | Yes | | | |
| Ambient Sensor | Yes | | | |
| Power Saving Modes | Yes | | | |
| Energy Saving Switch | - | | | |
| Product, Packaging & Printed Materials | >70% Recycled Carton, >40% Recycled Paper | | | |
| HDMI™ | 4 (3 Side/ 1 Rear) | | | |
| USB 2.0 | 1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) | | | |
| Ethernet Connection | - | | | |
| Component | 1 (Rear, Composite Input Common Use) | | | |
| Composite | 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) | | | |
| HD 15 PC Input | 1 (Side) | | | |
| Digital Audio Output(s) | - | | | |
| Audio Out | 1 (Rear) | | | |
| Headphone Out | 1 (Side) | | | |
| Display Language | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | | | |
| Stand Swivel | Yes | | | |
| Stand Tilt Range | - | | | |
| Power Requirements (Voltage/ Frequency) | AC 110-240V, 50/60Hz | | | |
| Power Consumption (in Operation) | 251W | 195W | 161W | 112W |
| Power Consumption (in Standby) | Less than 0.3W | | | |
| TV Weight (kg) | 26.7 | 18.7 | 14.2 | 9.9 |
| TV Weight (with Stand) (kg) | 30.7 | 21.6 | 16.4 | 11.9 |
| Supplied Remote Control | RM-GA018 | | | |
| Supplied Batteries | Type AAA x2 | | | |
| Optional Wallmount Bracket | SU-WL500 /SU-WL50B | | | |
| Optional Design Stand | - | | | |

BX 400 SERIES



Specifications

| | BX400 (40") |
|--------|--|
| SYSTEM | TV System Analogue: B/G, D/K, I, M |
| | Colour System NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM |
| | Video Signal 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) |
| | Display Resolution Full HD 1080 (1920x 1080) |
| | Backlight Type CCFL |
| | Motionflow™ - |
| | Video Processing BRAVIA Engine 3™ |
| | Live Colour™ Technology Yes |
| | Intelligent Picture Intelligent Picture Plus |
| | MPEG Noise Reduction Yes |
| | 24p True Cinema™ Technology Yes |
| | Screen Format Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom |
| | Picture Mode Vivid/ Standard/ Custom/ Game-Standard/ Game-Original |
| | Viewing Angle 178° |
| | Sony Original Surround - |
| | Sound Mode Dynamic/ Standard/ Clear Voice |
| | Surround Effect Cinema/ Music/ Sports/ Game |
| | Voice Zoom - |
| | Stereo System NICAM/ A2 |
| | Audio Power 20W (10W x 2) |
| | BRAVIA Sync Yes |
| | DLNA - |
| | Photo MAP - |
| | Picture Frame Mode Yes |
| | PhotoTV HD - |
| | XMB™ - |
| | On Screen Instruction Manual - |
| | On Screen Clock Yes |
| | Sleep Timer Yes |
| | PAP Yes |
| | PC Input PIP Yes |
| | BRAVIA Internet Video - |
| | BRAVIA Internet Widgets - |
| | Wi-Fi - |
| | PC Power Management Yes |
| | Idle TV Standby Yes |
| | Ambient Sensor - |
| | Power Saving Modes Yes |
| | Energy Saving Switch - |
| | Product, Packaging & Printed Materials >40% Recycled Carton, >40% Recycled Paper |
| | HDMI™ 2 (1 Side/ 1 Rear) |
| | USB 2.0 1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) |
| | Ethernet Connection - |
| | Component 1 (Rear, Composite Input Common Use) |
| | Composite 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) |
| | HD 15 PC Input 1 (Side) |
| | Digital Audio Output(s) - |
| | Audio Out 1 (Rear) |
| | Headphone Out - |
| | Display Language English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian |
| | Stand Swivel - |
| | Stand Tilt Range - |
| | Power Requirements (Voltage/ Frequency) AC 110-240V, 50/60Hz |
| | Power Consumption (in Operation) 151W |
| | Power Consumption (in Standby) Less than 0.3W |
| | TV Weight (kg) 13.6 |
| | TV Weight (with Stand) (kg) 15.6 |
| | Supplied Remote Control RM-GA019 |
| | Supplied Batteries Type AAA x2 |
| | Optional Wallmount Bracket SU-WL500 /SU-WL50B |
| | Optional Design Stand - |

BX 300 SERIES



Specifications

| | BX300 (32") | BX300 (26") | BX300 (22") |
|--------|--|--|--------------|
| SYSTEM | TV System Analogue: B/G, D/K, I, M | Analogue: B/G, D/K, I, M | |
| | Colour System NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM | NTSC 3.58, NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM | |
| | Video Signal 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | 480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component) | |
| | Display Resolution WXGA (1366 x 768) | WXGA (1366 x 768) | |
| | Backlight Type CCFL | CCFL | |
| | Motionflow™ - | - | |
| | Video Processing BRAVIA Engine 3™ | BRAVIA Engine 3™ | |
| | Live Colour™ Technology Yes | Yes | |
| | Intelligent Picture Intelligent Picture Plus | Intelligent Picture Plus | |
| | MPEG Noise Reduction Yes | Yes | |
| | 24p True Cinema™ Technology Yes | Yes | |
| | Screen Format Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom | Full/ Full 1-2 for PC/ Normal/ Wide Zoom/ Zoom | |
| | Picture Mode Vivid/ Standard/ Custom/ Game-Standard/ Game-Original | Vivid/ Standard/ Custom/ Game-Standard/ Game-Original | |
| | Viewing Angle 178° | 178° | 176° |
| | Sony Original Surround - | - | |
| | Sound Mode Dynamic/ Standard/ Clear Voice | Dynamic/ Standard/ Clear Voice | |
| | Surround Effect Cinema/ Music/ Sports/ Game | Cinema/ Music/ Sports/ Game | |
| | Voice Zoom - | - | |
| | Stereo System NICAM/ A2 | NICAM/ A2 | |
| | Audio Power 20W (10W x 2) | 16W (8W x 2) | 10W (5W x 2) |
| | BRAVIA Sync Yes | Yes | |
| | DLNA - | - | |
| | Photo MAP - | - | |
| | Picture Frame Mode Yes | Yes | |
| | PhotoTV HD - | - | |
| | XMB™ - | - | |
| | On Screen Instruction Manual - | - | |
| | On Screen Clock Yes | Yes | |
| | Sleep Timer Yes | Yes | |
| | PAP Yes | Yes | |
| | PC Input PIP Yes | Yes | |
| | BRAVIA Internet Video - | - | |
| | BRAVIA Internet Widgets - | - | |
| | Wi-Fi - | - | |
| | PC Power Management Yes | Yes | |
| | Idle TV Standby Yes | Yes | |
| | Ambient Sensor - | - | |
| | Power Saving Modes Yes | Yes | |
| | Energy Saving Switch - | - | |
| | Product, Packaging & Printed Materials >40% Recycled Carton, >40% Recycled Paper | >40% Recycled Carton, >40% Recycled Paper | |
| | HDMI™ 2 (1 Side/ 1 Rear) | 2 (1 Side/ 1 Rear) | |
| | USB 2.0 1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) | 1 (Side)Photo (JPEG), Music (MP3), Video (MPEG1, MPEG2 TS & PS) | |
| | Ethernet Connection - | - | |
| | Component 1 (Rear, Composite Input Common Use) | 1 (Rear, Composite Input Common Use) | |
| | Composite 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) | 3 (1 Rear/ 1 Rear, Component Input Common Use/ 1 Side) | |
| | HD 15 PC Input 1 (Side) | 1 (Side) | |
| | Digital Audio Output(s) - | - | |
| | Audio Out 1 (Rear) | 1 (Rear) | |
| | Headphone Out - | - | |
| | Display Language English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | English, Simplified Chinese, Arabic, Persian, Vietnamese, Thai, French, Russian | |
| | Stand Swivel - | - | |
| | Stand Tilt Range - | - | |
| | Power Requirements (Voltage/ Frequency) AC 110-240V, 50/60Hz | AC 110-240V, 50/60Hz | |
| | Power Consumption (in Operation) 109W | 78W | 50W |
| | Power Consumption (in Standby) Less than 0.3W | Less than 0.3W | |
| | TV Weight (kg) 9.2 | 7.3 | 6 |
| | TV Weight (with Stand) (kg) 10.7 | 8.8 | 6.6 |
| | Supplied Remote Control RM-GA019 | RM-GA019 | |
| | Supplied Batteries Type AAA x2 | Type AAA x2 | |
| | Optional Wallmount Bracket SU-WL500 /SU-WL50B | | SU-WL100 |
| | Optional Design Stand - | - | |