

SONY



W SERIES LCD TV
(Available in 52", 46", 40" & 32")

PICTURE

- BRAVIA Engine 2
- Improved Advanced Contrast Enhancer
- Intelligent Picture
- MPEG Noise Reduction
- Live Colour Creation*
- Full HD 1080
- 10-bit Panel*

SOUND

- New S-Force Front Surround
- Voice Zoom

CONNECTIVITY

- HDMI x 3
- DM Port x 1

FEATURES

- BRAVIA Sync
- PhotoTV HD*
- 24p True Cinema
- PIP & PAP
- 1080p Signal Capable
- Ambient Light Sensor
- Swivel

*Applicable to selected models.
Refer to Specifications for more details.



Specifications

MODEL	KLV-52W400A	KLV-46W400A	KLV-40W400A	KLV-32W400A
LCD Screen Size	52" (16:9)	46" (16:9)	40" (16:9)	32" (16:9)
TV System	M, B/G, D/K, I	M, B/G, D/K, I	M, B/G, D/K, I	M, B/G, D/K, I
Colour System	NSTC 3.58, PAL, SECAM, NTSC 4.43(AV In), PAL 60(AV In)	NSTC 3.58, PAL, SECAM, NTSC 4.43(AV In), PAL 60(AV In)	NSTC 3.58, PAL, SECAM, NTSC 4.43(AV In), PAL 60(AV In)	NSTC 3.58, PAL, SECAM, NTSC 4.43(AV In), PAL 60(AV In)
Video Signal	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p
PICTURE				
Display Resolution	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080
Video Processing	BRAVIA ENGINE 2	BRAVIA ENGINE 2	BRAVIA ENGINE 2	BRAVIA ENGINE 2
Panel Bit	10	10	10	8
Backlight Module	WCG-CCFL	WCG-CCFL	WCG-CCFL	CCFL
Advanced Contrast Enhancer (ACE)	Yes	Yes	Yes	Yes
Theatre Mode	Yes	Yes	Yes	Yes
24P True Cinema	Yes	Yes	Yes	Yes
PhotoTV HD	Yes	Yes	Yes	No
MPEG Noise Reduction	Yes	Yes	Yes	Yes
Brightness	450	450	450	450
Dynamic Contrast (VESA Standard Measuring Method)	30000:1	30000:1	30000:1	30000:1
Panel Contrast	3000:1	3000:1	3000:1	3000:1
Response Time	8ms	8ms	8ms	8ms
Viewing Angle	178°	178°	178°	178°
Screen Format	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom
Picture Mode	Vivid / Standard / Cinema / Photo	Vivid / Standard / Cinema / Photo	Vivid / Standard / Cinema / Photo	Vivid / Standard / Cinema / Photo
3D Digital Comb Filter	Yes	Yes	Yes	Yes
AUDIO				
Sound Mode	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice
Surround Mode	S-Force / Simulated Stereo	S-Force / Simulated Stereo	S-Force / Simulated Stereo	S-Force / Simulated Stereo
Voice Zoom	Yes	Yes	Yes	Yes
Surround	S-Force	S-Force	S-Force	S-Force
Stereo	NICAM, A2	NICAM, A2	NICAM, A2	NICAM, A2
Audio Power	10W + 10W	10W + 10W	10W + 10W	10W + 10W
TERMINAL				
Digital Media Port	1	1	1	1
HDMI / Audio In	3 / 1	3 / 1	3 / 1	3 / 1
Component / Audio In	2	2	2	2
Composite / Audio In	3	3	3	3
HD 15 PC Input / Audio	1	1	1	1
Composite Monitor Out / Audio Out	1	1	1	1
Audio Out	2	2	2	2
Headphone Out	1	1	1	1
OTHER FEATURES				
BRAVIA Sync	Yes	Yes	Yes	Yes
Power Saving Mode	Yes	Yes	Yes	Yes
Clock	Yes	Yes	Yes	Yes
Sleep Timer	Yes	Yes	Yes	Yes
On / Off Timer	Yes	Yes	Yes	Yes
Teletext	Yes	Yes	Yes	Yes
PAP	Yes (1 Tuner)	Yes (1 Tuner)	Yes (1 Tuner)	Yes (1 Tuner)
PC Input PIP	Yes	Yes	Yes	Yes
Ambient Light Sensor	Yes	Yes	Yes	Yes
OSD Language	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai
Swivel / Tilt	Yes / -	Yes / -	Yes / -	Yes / -
Swivel Range	Left 20° / Right 20°	Left 20° / Right 20°	Left 20° / Right 20°	Left 20° / Right 20°
GENERAL				
Power Requirements	110-240V 50 / 60Hz	110-240V 50 / 60Hz	110-240V 50 / 60Hz	110-240V 50 / 60Hz
Power Consumption	280W	270W	220W	170W
Standby Power Consumption	Less than 0.3W	Less than 0.3W	Less than 0.3W	Less than 0.3W
Dimensions (W x H x D) with Stand	1262 x 871 x 347	1120 x 782 x 307	986 x 684 x 279	794 x 577 x 242
Dimensions (W x H x D) without Stand	1262 x 829 x 119	1120 x 742 x 115	986 x 646 x 110	794 x 540 x 99
Weight with Stand	38	29	22	16
Weight without Stand	32	25	19	13
SUPPLIED ACCESSORIES				
Remote Control	RM-GA011	RM-GA011	RM-GA011	RM-GA011
Batteries	2 x AA	2 x AA	2 x AA	2 x AA
OPTIONAL ACCESSORIES				
Wallmount Bracket	SU-WL500 / SU-WL50B	SU-WL500 / SU-WL50B	SU-WL500 / SU-WL50B	SU-WL500 / SU-WL50B

SONY

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W SERIES LCD TV



BRAVIA



W Series LCD TV A Design that Redefines Extreme Performance

Usher in a new era of visual superiority with the BRAVIA W-Series LCD TV. Feature-packed with the latest image reproduction technology and a new design concept, each and every W-Series model is certain to redefine all your expectations of a high-performance television on the inside, and out.

Sony's new design concept for BRAVIA LCD TV is titled "Draw the Line". Aptly named, the BRAVIA W-Series LCD TV's design is inspired by the brilliant night horizon where beautiful images float above it while framed by the avant-garde shimmering Midnight Blue - reminiscent of a stunning night sky filled with dazzling stars. Give your room an air of sophistication and beauty, like no other.

Sony has also included an array of technologies into the feature-packed W-Series models. Incorporated in the W-Series are the BRAVIA Engine 2, Intelligent Picture, MPEG Noise Reduction, BRAVIA Sync, Digital Media Port, and Ambient Light Sensor, just to name a few. These technologies work in synergy to bring you the best picture quality in the most environmentally-friendly manner possible.

Redefine your expectations of performance and experience true enjoyment with the BRAVIA W-Series.

MIDNIGHT
BLUE



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Unparalleled Picture Quality



Enjoy your favourite movie or sports programme on BRAVIA's Full High Definition W-Series televisions and experience excitement like never before. Redefine the way you experience excitement as BRAVIA's Full High Definition's 1920 x 1080 pixels bring images to life. BRAVIA's W-Series with Full High Definition can fully display 1920 x 1080 sources such as HD broadcasting, Blu-ray, and PLAYSTATION® 3 so you are able to immerse yourself in the exhilaration of watching action sequences with life-like images and precise details like no other.



Standard Definition
720 H x 480 V

HD Ready
1366 H x 768 V

Full HD
1920 H x 1080 V

The Ultra Intelligent BRAVIA Engine 2

At the heart of BRAVIA's W-Series LCD TVs is the BRAVIA Engine 2, a fully digital integrated picture-enhancement engine optimally engineered using Sony's unique technology to maximise the features of display devices. Equipped with an array of unique Sony algorithms such as Live Colour Creation and Advanced Contrast Enhancer, what you see on screen are images with perfect contrast. Enjoy spectacular images that are sharp and vibrant every single time.

Wide Colour Reproduction



Revel in a world defined by vibrant and natural colours with Sony's Live Colour Creation* technology. Live Colour Creation is the result of the synergistic effect of Sony's backlight technology and unique algorithm that enables it to capture the true colours of the source. The result is realistic pictures with radiant colours and deep accurate tones, reproduced exactly as nature intended. Be amazed by the wide range of colours that's perfected for your viewing pleasure.

*Applicable to selected models. Refer to Specifications for more details.



Improved Advanced Contrast Enhancer (ACE)

Enjoy pictures of the highest quality on BRAVIA's W-Series televisions with the Advanced Contrast Enhancer (ACE). This improved version of ACE optimises the contrast of every scene even further by adjusting the backlight level and recreating the subtle gradation for true blacks without sacrificing the brightness in dark scenes. Enjoy your favourite programmes with incredible pictures that are rich and detailed even in dark scenes and in every light.



Conventional LCD Television:
Deep blacks cannot be reproduced.

Dynamic Contrast without ACE:
The backlight is dimmed to deepen the black, but the darker shades of greys are washed out.

Dynamic Contrast with ACE:
ACE reproduces true black while faithfully recreating all the subtle levels of gradation.



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Intelligent Picture



BRAVIA's W-Series is equipped with Intelligent Picture* that automatically boosts weak analogue broadcast signals (RF) and reduces the noise of these signals to produce vibrant and noise-free pictures. Enjoy images of the highest clarity on BRAVIA's W-Series every single time.

*Default setting is ON.



Without Intelligent Picture, images on screen appear grainy and snowy due to weak signal levels.

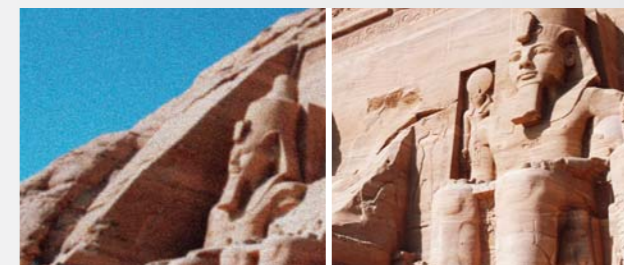


With Intelligent Picture, signal levels are boosted and images on screen appear crisp and clear.

MPEG Noise Reduction



Enjoy crisp, noise-free images with sharp edges on BRAVIA's W-Series. Featuring MPEG Noise Reduction that automatically reduces block noise – a common problem usually caused by MPEG compression – and improves the edges of characters, it also successfully suppresses noise that usually appears at high contrast edges. This produces clear subtitles on your television set, allowing you to always enjoy your favourite programmes at a quality that's unlike any other.



With MPEG Noise Reduction turned off, noise appears at high contrast edges and image doesn't appear clear.

With MPEG Noise Reduction turned on, noise is suppressed at high contrast edges and image appears sharp and clear.



With MPEG Noise Reduction turned off, subtitles on screen appear blurry and difficult to read.

With MPEG Noise Reduction turned on, subtitles on screen appear sharp and easy to read.

Authentic Theatre Experience



Recreate an authentic theatre experience right in the comfort of your own home as Sony incorporates the Hollywood standard of imaging to authoring in films (24 frames per second) into BRAVIA's W-Series. Experience every movie with the same film-like motion normally only seen in a theatre without having to step out of the house.

Theatre Mode

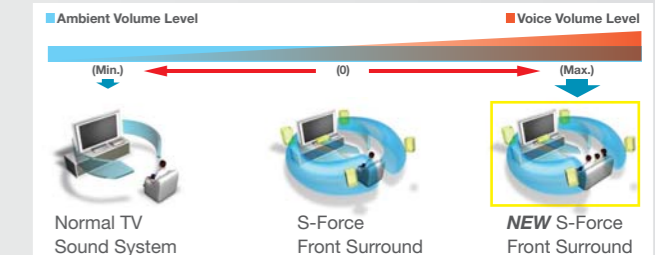


Collaborating with Sony Pictures Entertainment, Sony has created Theatre Mode, Sony's authorised picture setting for films that accurately balances the colours of dark scenes and with the right amount of "film-grain". You can now experience every movie exactly the way the director wants you to!

Realistic Virtual Surround

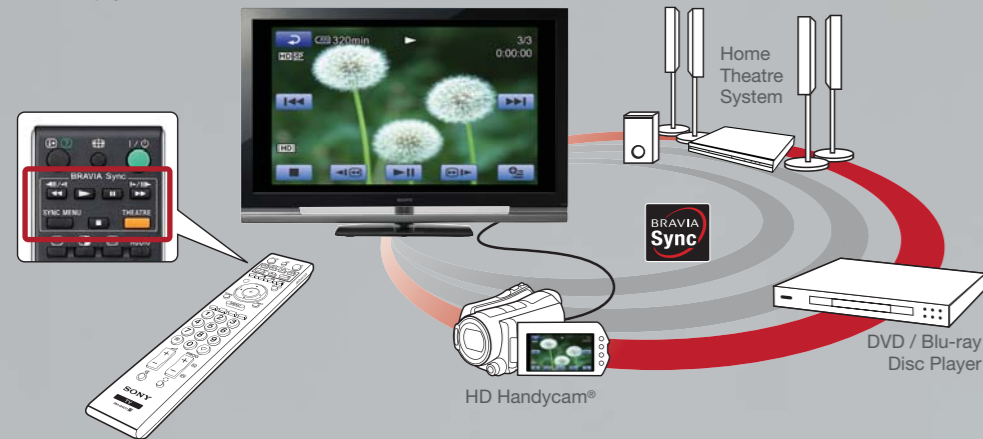


Sony has developed the new S-Force Front Surround by improving the digital signal processor algorithm and the result is a wider listening area that delivers amazing virtual surround sound using just the built-in television speakers. Listen to every dialogue with the Voice Zoom function while maintaining the level of ambient surround sound and maximise your movie watching experience with BRAVIA.



Fuss Free Entertainment

Redefine the way you set up your home theatre system with BRAVIA Sync. BRAVIA Sync allows for intuitive one-push play and shutdown as it synchronises with all your other entertainment devices. Connect your Handycam® directly to a BRAVIA HD TV that is compatible with BRAVIA Sync using a HDMI cable and the Handycam® playback screen is automatically displayed. You can even control your home theatre system and your Handycam® directly using BRAVIA's remote controller! With such an easy operation, watching your recorded footage on a large-screen TV just became even more enjoyable.



All-in-One Integrated Entertainment System

Listen to your favourite portable tunes in crisp, high fidelity sound with the new Digital Media Port (DMP) on the BRAVIA W-Series. DMP allows you to connect your portable devices* such as Sony's Walkman® MP3 Player, iPod†, or even your Bluetooth®-enabled Sony Ericsson phone to your television. Not only can you view playlists, artists, albums and track information on the W-Series, you can even control connected devices on the BRAVIA display with its remote controller! Enhance the way you listen to music with BRAVIA's W-Series with Digital Media Port.

*A variety of optional DMP bases is available for different devices and is sold separately.
†iPod is a trademark of Apple Inc., registered in the U.S. and other countries.



DIGITAL
MEDIA
PORT



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Breathtaking Imaging



Relive every memory with BRAVIA's W-Series that come integrated with PhotoTV HD*. Connect Sony's PhotoTV HD-compatible devices directly to your television and view all your favourite still images in breathtaking Full High Definition quality. BRAVIA PhotoTV HD brings out the radiant beauty in every detail, allowing you to experience every moment in rich contrast and high colour fidelity.

* Applicable to selected models. Refer to Specifications for more details.

Environmentally-Friendly Entertainment

Redefine the way you watch television with BRAVIA's energy-saving and environmentally-friendly technologies such as Brightness Sensor, Power Saving Mode, and Auto Power-off. It even has the lowest power consumption (standby mode) among other LCD TVs. BRAVIA allows you to watch your favourite programmes and still save energy at the same time.

Automatic Ambient Light Sensor



BRAVIA's innovative ambient light sensor automatically adjusts screen brightness to match the ambient light in the room and, as a result, saves on power consumption and reduces eye fatigue at the same time. Now you can just switch on your television and enjoy your favourite programmes in perfect colour and contrast automatically without having to adjust a single thing.

