

Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Dynamic Contrast Ratio: 30,000:1
- BRAVIA Engine™ 2 fully digital video processor
- 6 HD Inputs (HDMI x3/ Component x2/ PC x1)
- BRAVIA® Link compatibility
- BRAVIA® Sync capable²
- 24p True Cinema™ capable
- ACE (Advanced Contrast Enhancer)
- Light Sensor™ technology
- Favorites Menu
- VESA® compatible hole spacing
- ATSC™ /NTSC tuner with QAM⁴
- Exceeds ENERGY STAR® 3.0 requirements



Key Technologies

16:9 Full HD 1080p Resolution Panel (1920x1080) 16:9 Full HD 1080p resolution panel (1920x1080) accepts any HDTV 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.

Dynamic contrast (30,000:1) Advanced Contrast Enhancer (ACE) creates a dynamic contrast level by working in real time to produce 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.

BRAVIA Engine™ 2 fully digital video processor The BRAVIA Engine 2 fully digital video processor uses a collection of unique Sony technologies to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images and color.

HDMI™ connection x 3 (1080/60p capable) Get versatile HDMI connection options with three HDMI inputs (up to 1080/60p input capable)¹. Connect a Sony® PLAYSTATION® 3 entertainment system, Blu-ray Disc™ player, or any other HDMI-capable equipment and get uncompressed digital video and multi-channel digital audio on a single cable.

HD Component x 2 (1080/60i capable) Two YPbPr Component inputs (1080/60i capable) provide added HD-capable connectivity, and a PC input³ (HD-15 pin) offers the added versatility to use your HDTV as a computer monitor.

BRAVIA® Link compatibility BRAVIA Link compatibility expands your HDTV's capabilities by letting you connect optional BRAVIA Link modules, including the BRAVIA DVD Link, BRAVIA Wireless Link, and BRAVIA Input Link (all sold separately).

BRAVIA® Sync™ capable BRAVIA Sync capability combines the one-touch access and control functionality of BRAVIA Theatre Sync™ with the ability to control CEC-enabled Sony® Handycam® camcorders and Cyber-shot® digital still cameras using the TV's remote and an on-screen display via HDMI connector^{1, 2}.

24p True Cinema™ 24p True Cinema support provides a direct connection to 24p video sources, avoiding conversions and allowing users to enjoy films at their intended 24 fps (frames per second) cinematic picture quality when using a 24p-capable output device, such as a Blu-ray Disc™ player or Sony® PLAYSTATION® 3 entertainment system.



Features

General

Closed Captions (CC): Analog, Digital
 On-Screen Display: Traditional
 Finish (Surface Color): Piano Black

Display

Backlight Type: CCFL
 Display Device: LCD

Video

Video Processing: BRAVIA Engine 2™ Technology
 CineMotion® Reverse 3:2 Pulldown Technology: Yes
 Game Mode: Yes
 Wide Mode: Full, Normal, Wide Zoom, Zoom, Full Pixel
 3D Comb Filter: Yes
 Auto Wide: Yes
 4:3 Default: Yes
 24p True Cinema™ Technology: Yes
 Picture Mode: Vivid, Standard, Cinema, Custom
 Advanced Contrast Enhancer (ACE): Yes

Audio

Digital Amplifier: Standard
 Auto SAP: Yes
 Auto Mute (on no signal): Yes
 Steady Sound® Automatic Volume Control: Yes
 Audio Out: Fixed
 Stereo System: MTS
 Dolby®: Dolby® Digital (for broadcasting)
 Alternate Audio (Digital): Yes
 SRS®: SRS® TruSurround XT®
 Sound Mode: Clear Voice, Dynamic, Custom, Standard

Convenience

Channel Jump: Yes
 Favorite Channel: Standard
 Multiple Language Display: English, Spanish, French
 Info Banner: PSIP / XDS
 Sleep Timer: Yes
 Clock: Yes
 Input Skip: Manual
 Channel Surf: Yes
 Channel Block (with password): Yes
 Edit Channel Labels: Yes
 Label Inputs: Yes
 ID-1 Detection: Yes
 On/Off Timer: Yes
 Theatre Mode (Theatre Button): Yes
 Show/Hide Channels: Yes
 Auto Shut-off: Yes
 BRAVIA® Sync™ : Yes
 Parental Control: Yes
 BRAVIA® Sync™ Menu Button: Yes (on remote control)
 Channel Labels: Yes
 Control for HDMI™ (HDMI™ CEC): Yes
 On-Screen Clock: Yes
 Start Up BRAVIA® Logo Display: Yes

Specifications

Display

Viewing Angle (Right/Left): 178 (89/89)
 Viewing Angle (Up/Down): 178 (89/89)
 On-screen Contrast Ratio: 3,000:1
 Dynamic Contrast Ratio: 30,000:1

Screen Size (measured diagonally): 40"
 Native Resolution: 1920 x 1080
 Display Resolution: 1920 x 1080p (Full HD)
 Panel Bit: 8-bit
 Aspect Ratio: 16:9
 Color Range (xy): 72% of NTSC

TV System

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

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 X 2)
 Speaker Configuration: 2.0

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): 5 (2 Side, 3 Rear)
 Audio Out: 1 (Rear)
 HDMI™ Connection(s) (Total): 3 (2 Side, 1 Rear)
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Side)
 HDMI™ Connection(s) (w/ Analog Audio In): 1 (Rear)
 HDMI™ PC Input: Yes
 S-Video Detection: Yes
 AC Power Input: 1 (Rear)
 Analog Audio Input(s) for HDMI™ : 1 (Rear)
 USB 1.1: 1 (Rear) (Service only)

Power

Power Consumption (in Operation): 120 W max
 Power Consumption (in Standby): Less than 1W
 Power Requirements (voltage): AC 120V
 Power Requirements (frequency): 60HZ

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
 VESA® Hole Pitch: Yes

Service and Warranty Information

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

Energy Saving & Efficiency

LightSensor™ Technology: Yes
 Power Saving Modes: Yes
 Energy Star® compliant: Exceeds Energy Star® Version 3.0
 Eco Settings: Yes
 Dynamic Backlight Control: Yes
 Backlight Off Mode: Yes
 PC Power Management: Yes

Dimensions

Weight: 40.8 lbs. (18.5kg) with pedestal: 37.1 lbs. (16.8kg)
 without pedestal

Measurements: 38.875 x 26.875 x 10.75 in (987 x 681 x
 271mm) with pedestal; 38.875 x 25.125 x 3.75 in (987 x
 636 x 93mm) without pedestal

Supplied Accessories

Remote Control RM-YD028
 Batteries (Type AA x2)
 AC Power Cord (attached)
 Operating Instructions
 Quick Setup Guide
 Cable Clamper
 Table Top Stand (separate, pre-assembled)
 Screws (4) for Pedestal
 Warranty Card

Optional Accessories

SU-WL500 Wallmount Bracket
 BRAVIA® DVD Link
 BRAVIA® Input Link
 BRAVIA® Wireless Link

UPC Code: 027242753006

1. HDMI connector required and sold separately.
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 TV. See Sony TV user's manual and PC documentation for the supported resolutions.
4. Check with your local TV station or cable company for details on accessing or subscribing to HD content

© 2009 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, HDNA, BRAVIA, Theatre Sync, BRAVIA Engine, Light Sensor, Cyber-shot, Handycam, 24p True Cinema, and their respective logos are trademarks of Sony. HDMI, and the HDMI logo are trademarks of HDMI Licensing LLC. PlayStation is a trademark of Sony Computer Entertainment Inc. Blu-ray Disc is a trademark. ENERGY STAR and the ENERGY STAR mark are registered U.S. marks. Energy Star is a registered mark owned by the U.S. government. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate and may vary.

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