



## Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- BRAVIA Engine™ 3 fully digital video processor
- Motionflow™ 240Hz
- Live Color Creation™ technology w/ WCG-CCFL backlight
- BRAVIA® Internet Video<sup>1</sup> /Widgets
- USB to view photo/music/video
- 7 HD inputs (HDMI™ x4, Component x2, PC Input x1)
- XMB™ w/ enhanced 3D Favorites Menu
- x.v.Color™ /Deep Color
- Ethernet x1 w/ DLNA photo/music/video player
- BRAVIA® Sync™<sup>2</sup>
- BRAVIA® Link ready (DVD, Input, Wireless)
- 24p True Cinema
- Exceeds Energy Star® 3.0 Requirements by more than 15%



## 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 exceptional 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 Video<sup>4</sup>** With BRAVIA Internet Video<sup>4</sup> 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.

**Personalize your HDTV with BRAVIA® widgets** Personalize your viewing experience by selecting, positioning, and resizing widgets on your BRAVIA HDTV display. BRAVIA Internet Widgets are small applications that can be accessed with the touch of one button providing you with the latest in news, weather, stock info, and much more right on your BRAVIA XBR9-Series.

**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.

**Live Color Creation™ technology w/ WCG-CCFL backlight** Live Color Creation technology works with the BRAVIA XBR9-Series' WCG-CCFL (Wide Color Gamut - Cold Cathode Fluorescent Lamp) backlight to achieve wide color reproduction for more natural and vibrant colors. The technology combines advanced chroma signal processing with enhanced filters and purer light to reproduce 105 percent of the NTSC (National Television System Committee) color standard. This means deeper reds and greens with overall color that's truer and more life-like.

# KDL-52XBR9

# 52" BRAVIA® XBR Series LCD TV

## Features

### General

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

### Display

Backlight Type: WCG-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  
PhotoTV HD: Yes (HDMI™ / Component)  
MPEG Noise Reduction: Yes  
Live Color Creation™ Technology: Yes  
Auto Wide: Yes  
4:3 Default: Yes  
24p True Cinema™ Technology: Yes  
x.v.Color™ 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

### General

Television Type: Flat Panel LCD HDTV

### Display

Viewing Angle (Right/Left): 178 (89/89)  
Viewing Angle (Up/Down): 178 (89/89)  
On-screen Contrast Ratio: 3,800:1  
Dynamic Contrast Ratio: 100,000:1  
Screen Size (measured diagonally): 52"  
Native Resolution: 1920 x 1080  
Display Resolution: 1920 x 1080p (Full HD)  
Panel Bit: 10-bit  
Aspect Ratio: 16:9  
Color Range (u'v'): 102% of NTSC  
Color Range (xy): 91% 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): 4  
Speaker Configuration: Invisible Speaker Box + Tweeter

### Inputs and Outputs

Audio Out (Variable/Fixed): 1 (Rear)  
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 Standby): Less than 0.1W (120VAC)  
Power Requirements (voltage): AC 120-240V  
Power Requirements (frequency): 50/60Hz  
Power Consumption (in Operation) max.: 300 W (max)

### Regulation and Standard Compliance

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

### Service and Warranty Information

Limited Warranty Term: 1 Year Labor / 1 Year Parts  
Online Instruction Manual (Reference Book): Yes

### Energy Saving & Efficiency

LightSensor™ Technology: Yes  
Power Saving Modes: Yes  
Energy Star® compliant: Exceeds Energy Star® Version 3.0 by at least 15%  
Eco Settings: Yes  
Dynamic Backlight Control: Yes  
Backlight Off Mode: Yes  
PC Power Management: Yes  
Estimated Annual Energy Consumption (kWh): 459 kWh  
Idle TV Standby: Yes  
Power Consumption (On Mode) for Energy Star: 251.0 W  
Power Consumption (Standby Mode) for Energy Star: Less than 0.1W (120VAC)

### Dimensions

Weight: 65.9 lbs. (29.9kg) with pedestal; 57.1 lbs. (25.9kg) without pedestal  
Measurements: 49 x 32 3/8 x 14 1/8 in (1243 x 821 x 358mm) with pedestal; 49 x 29 3/8 x 3 3/8 in (1243 x 745 x 85mm) without pedestal

### Supplied Accessories

Remote Control RM-YD029  
Batteries (Type AA x2)  
AC Power Cord (separate)  
Operating Instructions  
Quick Setup Guide  
Warranty Card  
Table Top Stand (attached)

### Optional Accessories

SU-WL500 Wallmount Bracket

UPC Code: 027242752856

1. 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.\*
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. See product specifications for power consumption details.
5. Distance will vary depending upon environmental conditions.

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