

KDL-40EX521

40" (diag) LED EX521-Series Internet TV

Discover Full HD 1080p LED picture quality contrast with the slim Sony® EX521-Series HDTV. Instantly access must-have entertainment on your terms including movies, TV episodes, videos, music and more. You also get new apps delivered automatically – so your selection is never outdated and you are always connected to the best entertainment.¹ Stay connected to family and friends on Skype™.² You also get incredible contrast and an even sharper picture with Sony's exclusive X-Reality™ technology that improves image quality pixel-by-pixel.



Bullets

- Online entertainment access with auto app updates¹
- Brilliant Full HD (1080p) picture quality
- Edge LED backlit for incredible contrast & slim design
- X-Reality™ Engine for clear, vivid, life-like picture
- ECO features including power-saving sensors

Features

Internet Streaming and Connectivity

Sony Internet TV:

Get instant access to must-have entertainment, including thousands of hit movies, TV shows, music choices, online videos and games.¹ Plus get new apps delivered to you automatically, so your selection is never outdated and you are always connected to the best entertainment.

Skype™ Ready:

Easily connect to family and friends live on your HDTV wherever they are with Skype! Enjoy free high definition Skype-to-Skype video calls from the comfort of your living room. Simply attach the Sony® compact microphone/camera (CMU-BR100, required, sold separately) and see your friends on the big screen – it's unlike any experience you could get on a PC.²

Wi-Fi® Ready

Going wireless is easy with the UWA-BR100 Wi-Fi® adapter (sold separately). Just plug it in and get ready to stream movies, photos, music and videos straight to your TV from the Internet or your home network.¹

DLNA® Streaming

Access and share photos, videos and music on your TV by streaming them from compatible DLNA® devices like your PC or Playstation®3 system.³

Edge LED Backlighting

Experience the next level of picture quality and contrast with Sony's Edge LED Backlight technology. This technology sharpens image contrast giving an amazingly crisp picture you can see. The ultra-thin backlight system allows for a slimmer, sleeker design.

X-Reality™ Engine

Enjoy a vivid, lifelike picture experience. Sony's X-Reality engine brings out the best by analyzing each scene so you see sharpened images, and amazing contrast detail.

Presence Sensor

Save energy when you're not around. The television's built-in motion sensor has the ability to scan the room and detect movement. If the sensor detects no movement it automatically turns off the picture leaving only sound. After more time and no movement, the TV turns itself off minimizing any unnecessary power draw.

Navigation Made Easy

Enjoy an easy-to-use menu that allows you to navigate additional content or adjust the picture settings while watching your favorite program.

Media Remote App.

Download the free Media Remote app and use your iPhone® or Android™ phone as a versatile remote control with full QWERTY keyboard. ⁴

Faster Start-Up

Quick Start & Viewing feature enables this Sony television to go from 'OFF' to 'ON' 2-3 times faster than previous Sony televisions.

USB Photos, Videos & Music

Share your photos on the big screen or listen to your favorite music. Simply connect your digital camera, USB-enabled MP3 player, or USB storage device directly to your HDTV's USB input.

LightSensor™ Technology

Enjoy customized picture brightness and save energy without lifting a finger. The built-in Light Sensor automatically adjusts the picture brightness based on the amount of light in the room.

BRAVIA® Sync™ Compatible

Conveniently operate and control other BRAVIA® Sync™ compatible devices - including BRAVIA® HDTVs, Blu-ray Disc™ Players, surround sound systems, Handycam® camcorders and Cyber-shot® digital still cameras, all with one remote control.

Specifications

Audio	
Audio Power Output	10W + 10W
Speaker Configuration	2
Speaker Position	Rear Facing
Audio Features	
5.1 Channel Audio Out	Yes
5.1ch Through Out (Handycam)	Yes
Alternate Audio (Digital)	Yes
Audio Out	Fixed/variable
Auto Mute (on no signal)	Yes
Auto SAP	Yes
Clear Phase Speaker	Yes
Dolby®	Dolby Digital, Dolby Digital Plus, Dolby Pulse
Headphone/ Speaker Link	Yes
Invisible Speaker (w/Sound Elevation)	Yes
S-Master	Yes
Sony Original Surround	S-Force Front Surround 3D
Sound Booster	Yes
Sound Enhancer	Yes
Sound Mode	Dynamic, Standard, Clear Voice, Custom
Stereo System	MTS

Surround Effect	Cinema, Sports, Music, Game
Broadcast Features	
TV Guide On-Screen	Yes
Convenience Features	
Auto Shut-off	Yes
BRAVIA® Sync™	Yes
Channel Block (with password)	Analog & Digital
Channel Jump	Yes
Channel Surf	Yes
Control for HDMI™ (HDMI™ CEC)	Yes
Edit Channel Labels	Yes
Info Banner	Yes
Input Skip	Automatic
Label Inputs	Yes
Multiple Language Display	English, French, Spanish
On/Off Timer	Yes
On-Screen Clock	Yes
On-Screen Display for External Input	Yes
On-Screen Operating Instructions	Yes
Panorama	Yes
PAP (Fixed or Variable)	PAP(Variable)
Parental Control	Yes

Picture Adjustments Lock	Yes
Picture Frame Mode	Yes
PIP (Picture in Picture)	Yes
Quick Start & Viewing	Yes
Scene Select	Photo, Music, Cinema, Game, Graphics, Sports, Animation
Show/Hide Channels	Yes
Skin Naturalizer	Yes
Sleep Timer	Yes
USB Play	Yes
Design Features	
6 degree Upward Style	Yes
Stand Swivel	Yes
Stand Swivel Range	Left 20°/Right 20°
Stand Tilt	Yes
Stand Tilt Range	0°- 6° Flexible
Display	
Aspect Ratio	16:9
Display Resolution	Full HD 1080p
Dynamic Contrast Ratio	Infinite ⁵
Panel Frequency	60Hz
Screen Size (measured diagonally)	40"

Viewing Angle (Right/Left)	178 (89/89)
Viewing Angle (Up/Down)	178 (89/89)
Energy Saving & Efficiency	
Backlight Off Mode	Yes
Dynamic Backlight Control	Yes
Energy Star® compliant	Yes (Exceeds v5.0)
Power Consumption (On Mode) for Energy Star	64W
Power Consumption (Standby Mode) for Energy Star	0.20W
General Features	
Audio Return Channel	Yes
Closed Captions (CC)	Analog, Digital
Finish (Surface Color)	Black
HDMI™ InstaPort	Yes
New GUI	Yes
Start Up Sony Logo Display	Yes
Inputs and Outputs	
AC Power Input	1 (Rear)
Analog Audio Input(s) (Total)	2 (Rear)
Audio Out	1 (Side/Hybrid)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear/Hybrid)
Composite Video Input(s)	2 (1 Rear/1 Hybrid)
Digital Audio Output(s)	1 (Rear)
Ethernet Connection(s)	1 (Rear)
HDMI™ Connection(s) (Total)	4 (1 Side/3 Rear)
HDMI™ PC Input	Yes
Headphone Output(s)	1 (Side/Hybrid)
PC In (D-Sub) + Audio In (Stereo Mini)	D-Sub 1 (Side), Mini 1 (Rear)
RF Connection Input(s)	1 (Rear)
USB 2.0	2 (Side)
Network Features	
BRAVIA® Internet Video	Yes
BRAVIA® Internet Widgets	Yes
DLNA	Yes
DLNA	Yes

HTML Browser	Yes
Media Remote	Yes(Network Update)
Photo MAP	Yes
Skype™	Yes(Network Update)
TrackID	Yes
Video Search	Yes
What's New	Yes(Network Update)
Wi-Fi Direct	Network Update(WLAN Ready model)
Wireless LAN	Ready (UWA-BR100 required, sold separately)
Power	
Power Consumption (in Download Acquisition Mode)	0.02kWh / Day
Power Consumption (in Operation) max.	102W
Power Consumption (in Standby)	0.20W (120V)
Power Requirements (frequency)	60Hz for UL
Power Requirements (voltage)	AC 120V for UL
Recycled & Recyclable Materials	
Packaging Materials	Recycled Carton (more than 40%)
Regulation and Standards Compliance	
VESA® Hole Pitch	300 x 300 mm
VESA® Hole Spacing Compatible	Yes
Sensing Features	
LightSensor™ Technology	Yes
Presence Sensor	Yes
Service and Warranty Information	
Limited Warranty Term	18 Months Parts / 18 Months Labor
TV System	
Channel Coverage	VHF: 2-13, UHF: 14-69, CATV: 1-135
Color System	NTSC
Number of Tuners (Analog)	1
Number of Tuners (Digital)	1
Tuner (Cable)	Clear QAM
Tuner (Terrestrial)	ATSC
TV System (Analog)	M
TV System (Digital)	ATSC
Video Features	

24p True Cinema™ Technology	Yes
3D Comb Filter	Yes
4:3 Default	Yes
Advanced Contrast Enhancer (ACE)	Yes
Auto Wide	Yes
CineMotion® Reverse 3:2 Pulldown Technology	Yes
Deep Color	Yes
Intelligent Image Enhancer	Yes
Intelligent MPEG Noise Reduction	Yes
Live Color™ Technology	Yes
PhotoTV HD	Yes
Picture Mode	Vivid, Standard, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Animation
Video Processing	X-Reality™ Engine
Wide Mode	Full, Normal, Wide Zoom, Zoom, Caption, Normal/Full1/Full2 for PC
Dimensions (Approx.)	
Dimensions (Approx.)	37 1/4 x 23 1/8 x 1 2/3" (943 x 586 x 42mm) without stand; 37 1/4 x 24 3/8 x 9 7/8" (943 x 616 x 250mm) with stand
Weights and Measurements	
Packaging (Approx.)	43 3/4 x 26 3/4 x 5 1/4" (1109 x 679 x 132mm); 42 lbs (19 Kg)
Weight (Approx.)	24.7 lbs (11.2 Kg) without stand; 31.8 lbs (14.4 Kg) with stand
Accessories	
Supplied Accessories	Remote Control (RM-YD063) AC Power Cord (attached) Table Top Stand (separate, assembly required)
Optional Accessories	Wallmount Bracket (SU-WL500) Camera/Microphone for Skype™ (CMU-BR100)

1. Broadband speed of 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires UWA-BR100 USB adapter and 802.11 home network (802.11n recommended).
2. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires UWA-BR100 USB adapter and an 802.11 home network (802.11n recommended). Skype requires firmware update and CMU-BR100 camera sold sep (expected availability summer 2011). Subject to Skype's terms and conditions.
3. Requires 802.11 home network, and content stored on a DLNA® compliant device.
4. Media Remote capability requires TV firmware update, expected Spring 2011, and devices connected to the same wireless home network.
5. Dynamic contrast ratio compares the luminance of a 100 IRE (white) signal with that of a 0 IRE (black) signal. When the TV receives a 0 IRE signal the backlight is turned off and the luminance measurement is 0.00 cd/m². The resulting dynamic contrast ratio is infinite.

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