



**Key Features**

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Motionflow™ 120Hz technology delivers natural motion
- BRAVIA Engine™ EX fully digital video processor
- Advanced Contrast Enhancer circuit (ACE)
- 10-bit display panel
- Live Color Creation™ technology
- x.v.Color™ technology
- Dynamic Video Noise Reduction adaptive technology
- 24p True Cinema™ capable
- DMex™ capable<sup>3</sup>



**Key Technologies**

**16:9 Full HD 1080p Resolution Panel** 16:9 Full HD 1080p resolution panel (1920 x 1080) accepts any HDTV signal and renders it with optimum resolution.

**Motionflow™ 120Hz technology** Motionflow™ 120Hz technology doubles the frame rate to help remove judder in film sources, HD content, and broadcast movies and primetime programming, creating smoother, more fluid motion that delivers a natural and realistic viewing experience.

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

**Advanced Contrast Enhancer circuit (ACE)** Advanced Contrast Enhancer circuit (ACE) dynamically improves contrast, resulting in deep blacks in darker scenes without losing fine details in shadows and other dark areas of the picture.

**Live Color Creation™ technology** Live Color Creation™ technology with WCG-CCFL backlight uses advanced chroma signal processing to widen the color reproduction range for overall more natural and vibrant colors.

**x.v.Color™ technology<sup>2</sup>** x.v.Color™ technology adopts the x.v.YCC international color standard to display nearly twice as many (1.8x) viewable colors than the existing RGB color standard.

**Dynamic Video Noise Reduction** Dynamic Video Noise Reduction adaptive technology analyzes the motion, sharpness and brightness of each scene in real time to identify various types of noise and reduce unwanted artifacts without compromising the video signal.

**24p True Cinema™ capable** 24p True Cinema™ mode enables you to enjoy films at their intended 24 fps (frames per second) when viewed using a 24p capable output device, such as a Blu-ray Disc™ player.

**DMex™ enabled** DMex™ functionality<sup>3</sup> expands your HDTV's capabilities by letting you connect optional BRAVIA® Link modules, including the BRAVIA® Internet Video Link, BRAVIA® DVD Link, BRAVIA® Wireless Link and BRAVIA® Input Link (all sold separately).

**Digital Media Port** The Digital Media Port connection allows the use of an optional Digital Media Port cradle to connect digital devices directly to your BRAVIA® HDTV.

**BRAVIA® Sync** BRAVIA® Sync capability allows you to control CEC-enabled components connected via HDMI™ input. Use your BRAVIA® HDTV remote control to play Blu-ray Disc™ or DVD movies<sup>6</sup>, access home theater settings, and even operate compatible Handycam® camcorders with a convenient on-screen display<sup>5</sup>.

**DLNA® compliant** DLNA (Digital Living Network Alliance) compliance allows BRAVIA® XBR®7-Series HDTVs to access digital photos from DLNA-enabled PCs and other devices<sup>3</sup>.

**PhotoTV HD<sup>4</sup>** Bring your photos to life and enjoy highly detailed, Full HD 1920x1080 images with the PhotoTV HD<sup>4</sup> mode. PhotoTV HD fine tunes settings on your BRAVIA® XBR®7-Series HDTV such as sharpness, gradation and color to display images that more closely match the look of printed photographs.

**Xross Media Bar™ (XMB™) user interface** Xross Media Bar™ (XMB™) makes it simple and intuitive to navigate the television's menus, controls, and user settings.

**TV Guide® Interactive Program Guide** Sony® has integrated the TV Guide® Interactive Program Guide into the exclusive Xross Media Bar™ user interface to deliver continually updated program listings.

Features

General

DMeX Seamless Upgradeable: Yes  
 RS-232C Control: Yes  
 Closed Caption Button: Yes  
 Closed Captions (CC): Yes  
 On-Screen Display: Enhanced GUI + XMB  
 Auto CC on Mute: Yes  
 DMeX™ support: Yes  
 Illuminated Sony Logo: Yes  
 Touch Sensor: Yes

Display

Backlight Type: WCG-CCFL  
 Panel Type: LCD

Video

Video Processing: Bravia Engine 2 EX™ Technology  
 CineMotion® Reverse 3:2 Pulldown Technology: Yes  
 Game Mode: Text  
 Wide Mode: Wide Zoom, Normal, Full, Stretch, Zoom  
 Deep Color: Yes  
 3D Comb Filter: Yes  
 PhotoTV HD: Yes  
 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, Cinema, Custom; Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom  
 Advanced Contrast Enhancer (ACE): Yes  
 Image Blur Reduction: Yes  
 Motionflow™ Technology: Motionflow™ 120Hz

Audio

Digital Amplifier: Yes  
 Simulated Surround: Yes  
 Voice Zoom: Yes  
 Auto SAP: Yes  
 Auto Mute (on no signal): Yes  
 Steady Sound® Automatic Volume Control: Yes  
 Audio Out: Yes  
 Sony Original Surround: S-Force®  
 Stereo System: MTS  
 Dolby®: Dolby® Digital  
 Alternate Audio (Digital): Yes  
 Audio Mode: Dynamic, Standard, Clear Voice  
 Sound Booster: Yes  
 5.1 Channel Audio Out: Yes

Convenience

Channel Jump: Yes  
 Favorite Channel: Yes  
 Program Guide Access: Yes  
 Multiple Language Display: English, Spanish, French  
 Info Banner: Yes  
 Sleep Timer: Yes  
 Clock: Yes  
 Input Skip: Yes (Auto)  
 Channel Surf: Yes  
 Channel Block (with password): Yes  
 Edit Channel Labels: Yes  
 Label Inputs: Yes  
 ID-1 Detection: Yes  
 Initial Setup: Yes  
 On/Off Timer: Yes  
 PAP (Picture & Picture): Yes

TV Guide On Screen: Yes  
 USB Application(s): Music Player (mp3), Photo Viewer (jpeg)  
 Theatre Mode (Theatre Button): Yes  
 Show/Hide Channels: Yes  
 Power Saving Mode - Picture Off: Yes  
 PAP (Fixed or Variable): Fixed  
 BRAVIA® Sync™ : Yes  
 Parental Control: Yes  
 LightSensor™ Technology: Yes  
 BRAVIA® Sync™ Menu Button: Yes  
 Freeze: Yes  
 On-Screen Display for External Input: Yes  
 PIP (Picture in Picture): PC Input  
 Channel Labels: 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: 3,000:1  
 Dynamic Contrast Ratio: 50,000:1  
 Screen Size (measured diagonally): 40"  
 Native Resolution: 1920 x 1080  
 Display Resolution: 1920 x 1080p Full HD  
 Panel Bit: 10-bit  
 Aspect Ratio: 16:9

TV System

Tuner (Cable): QAM  
 Tuner (Terrestrial): ATSC, NTSC  
 TV System (Analog): NTSC  
 Number of Tuners (Analog): 1  
 Number of Tuners (Digital): 1  
 TV System (Digital): ATSC, NTSC

Video

Video Signal: 480/60i, 480/60p, 720p, 1080/60i, 1080/24p (HDMI™ only), 1080/60p (HDMI™ / Component)

Audio

Audio Power Output: 10 W + 10 W, 12 W + 12 W (Woofer)  
 Speakers (Total): 4

Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 2 (Rear)  
 Composite Video Input(s): 3 (1 Side/2 Rear)  
 Digital Audio Output(s): Optical Digital Output - 1 (Rear)  
 RF Connection Input(s): 1 (Rear)  
 S-Video Input(s): 1 (Rear)  
 Analog Audio Input(s) (Total): 6 (1 Side/5 Rear)  
 Audio Out: 1 (Rear)  
 HDMI™ Connection(s) (Total): 4 (1 Side/3 Rear)  
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Rear)  
 HDMI™ PC Input Format Support: Yes  
 HDMI™ Connection(s) (w/ Analog Audio In): Yes  
 S-Video Detection: Yes  
 AC Power Input: 1 (Rear)  
 PC Input Format Support: Yes (see manual for exact formats)  
 Digital Media Port: 1 (Rear)  
 RS-232C Input(s): Yes

Power

Power Consumption (in Operation): 230W  
 Power Consumption (in Standby): 0.1W

Power Management: Yes (for PC Input Only)  
 Power Requirements (voltage): AC 120V

Regulation and Standard Compliance

Energy Star® Compliant: Yes  
 VESA® Hole Spacing Compatible: Yes  
 VESA® Hole Pitch: 300 x 300; M6 screw, 16mm length

Service and Warranty Information

Limited Warranty Term: 18 Months Parts / 18 Months Labor

Dimensions

Weight: 59 lbs. (26.5kg) with pedestal; 52 lbs. (23.5kg) without pedestal  
 Measurements: 44.5 x 25.875 x 11 in (1128 x 655 x 279mm) with pedestal; 44.5 x 23.75 x 5 in (1128 x 603 x 125mm) without pedestal

Network

DLNA: Yes

Supplied Accessories

RM-YD024 Remote Control  
 2 x AA  
 Operating Instructions  
 Quick Setup Guide  
 Warranty Card  
 On-line Registration Card  
 Online POP  
 Pedestal (separate)

Optional Accessories

SU-WL500 Wallmount Bracket  
 CRU-40SG11/R Ruby Color variation Bezel/SP Grill  
 CRU-40SG11/S Sterling Color variation Bezel/SP Grill  
 CRU-40SG11/T BronzeColor variation Bezel/SP Grill  
 CRU-40SG11/N Platinum Color variation Bezel/SP Grill

Color: Piano Black  
 UPC Code: 027242739109

- Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for the supported resolutions.
- Requires x.v.Color™ capable video source, such as a Blu-ray Disc player.
- Media streaming requires a PC with Microsoft Windows XP, SP2 or later or DLNA-compliant media server. Home network required and sold separately.
- Works with select Sony cameras with PhotoHD capability and requires a separate cable (sold separately). Special TV settings are required. Further details are available in the BRAVIA® TV instruction manual.
- BRAVIA Sync works with select Sony home theater products. Please refer to owner's manual for compatibility.
- Certain circumstances may limit or prevent Blu-ray Disc media or DVD playback.

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