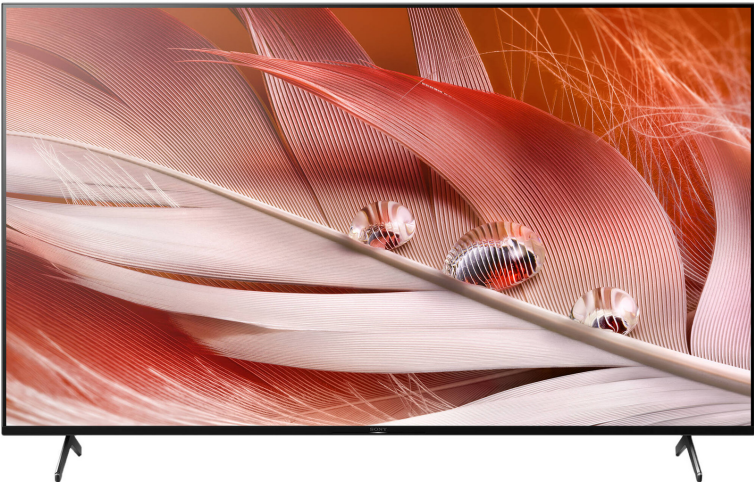


Sony Bravia FWD50X90J 50" 4K UHD Android 10 Smart TV



Features

World's First Cognitive Intelligence TV

Our BRAVIA XR™ TV takes vision and sound to the next level with the ingenious Cognitive Processor XR. It understands how humans see and hear, providing a whole new experience that immerses you completely in the scene.

Precise 4K pictures, as perceived by the human eye

Enjoy pictures that feel deep, natural and real. Our revolutionary processor uses human perspective analysis to cross analyse and optimise hundreds of thousands of elements in the blink of an eye. Combined with our Full Array LED panel, this technology creates ultra realistic pictures full of lifelike contrast.

Turn any sound into a truly immersive experience

Advanced speaker technology with our Cognitive Processor XR turns any sound source into an immersive sound experience. Hear sound more clearly and accurately, whatever you're watching. Enjoy your entertainment in a whole new way with sound and picture in perfect harmony.

Thousands of movies and shows, at the sound of your voice

Use your voice to quickly find what you want to watch. Find a specific title just by saying it. Or search more broadly for recommendations by saying "show me sci-fi adventure TV shows."

A wide palette of naturally beautiful colours

See colours that are natural and beautiful to the human eye. The Cognitive Processor XR enables our unique display to access a wider palette and reproduce each colour with the subtle differences seen in the real world. With extended hue and saturation, vivid shades and realistic texture can be seen in the flowers. Even pale colours look realistic.

Real life depth with deep blacks and intense brightness

Feel breathtaking contrast, just as in real life. Our Cognitive Processor XR cross analyses data, enhancing pictures in the same way that the human eye focuses for real life colour and depth. With XR Contrast Booster, bright areas are brighter and dark areas darker - no more details overwhelmed by shadow or lost in blown-out highlights.*

**This is the perceptible contrast level expanded by XR Contrast Booster technology, which is a unique figure calculated for the contrast that users actually feel and experience.*

Recreating lost texture, the intelligent way

Whatever the content or source, you'll enjoy entertainment close to 4K resolution with XR 4K Upscaling. Our Cognitive Processor XR accesses a vast amount of data, intelligently recreating lost textures and detail for real world pictures. See details such as naturally defined animal fur and sharply outlined rock.

**Upscaled, simulated and enhanced 4K images will vary based on source content.*

Intelligent motion processing for fast-moving, blur-free scenes

Watching sports and fast-moving movies just got a whole lot better. Our Cognitive Processor XR with XR Motion Clarity™ cross analyses data to ensure action stays smooth, bright and clear.

Sound from the screen, perfectly matching action

For an audio experience that matches how we sense the world, XR Sound Position brings you the reality of sound behind the picture. With sound positioning tweeters on this BRAVIA XR Full Array LED TV, sound matches precisely with what's on the screen for a truly immersive experience.

All your entertainment upscaled to 3D surround sound

With BRAVIA XR, everything you watch gets the true surround sound treatment. XR Surround creates surround sound from the sides and vertically so you can experience 3D audio without the need for in-ceiling or up-firing speakers.

Voice Zoom™ 2 enhances voices for clearer dialogue

Hear TV dialogue more clearly without turning up the volume. Even if speech is difficult to hear, Voice Zoom 2 detects the type of voice, analyses it and enhances its clarity.

Supersize your smartphone favourites

Quickly and easily enjoy your favourite videos, photos, games and more from your iOS or Android devices on the big screen.

Control all your devices with one smart remote

All your connected devices can be controlled with our smart commander. One button access to video on demand services brings shows and movies into your room in seconds.

Supreme pictures and sound, whatever the environment

Sit back and enjoy an enthralling viewing experience. Our unique ambient optimisation technology with light sensor automatically adjusts picture and sound to your environment.

Specifications

Display

DISPLAY RESOLUTION (H X V, PIXELS)	3840 x 2160
BACKLIGHT TYPE	Direct(Full Array LED)

Network Connectivity

INTERNET BROWSER	Vewd
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Connectivity

WI-FI STANDARD	Wi-Fi Certified 802.11a/b/g/n/ac
USB PLAYBACK CODECS	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV,AVCHD):MPEG2,AVC/MP4(XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,mail only)
USB DRIVE FORMAT SUPPORT	FAT16/FAT32/exFAT/NTFS
RS-232C INPUT(S)	No
IF (SATELLITE) CONNECTION INPUT(S)	No
HDMI AUDIO RETURN CHANNEL (ARC)	Yes (eARC/ARC)
HDCP	HDCP2.3(for HDMI1/2/3/4)
BLUETOOTH PROFILE SUPPORT	version 4.2;HID (mouse/keyboard connectivity)/HOGP (Low Energy device connectivity)/SPP(Serial Port Profile)/A2DP (stereo audio) /AVRCP (AV remote control)

Built-in tuners

TV SYSTEM (DIGITAL TERRESTRIAL)	DVB-T/T2
TV SYSTEM (DIGITAL CABLE)	-

Interface

USB PORTS	2(Side)
RF (TERRESTRIAL/CABLE) CONNECTION INPUT(S)	1(Side)
HDMI INPUTS TOTAL	4(4Side)
ETHERNET INPUTS	1(Side)
DIGITAL AUDIO OUTPUT(S)	1(Side)
COMPOSITE VIDEO INPUT(S)	1(Side, Mini jack)
COMPONENT VIDEO (Y/PB/PR) INPUT(S)	No

Picture and Audio Features

X-REALITY™ PRO	XR 4K Upscaling
SOUND MODES	Standard, Dialog, Cinema, Music, Sports, Dolby Audio
PICTURE MODES	Vivid,Standard,Cinema,IMAX Enhanced,Game,Graphics,Photo,Custom,Dolby Vision Bright,Dolby Vision Dark,Netflix calibrated
MOTION ENHANCER	XR Motion Clarity, Auto mode
HDR (HIGH DYNAMIC RANGE) COMPATIBILITY	Yes(HDR10,HLG,Dolby Vision)
AUDIO	Acoustic Multi-Audio

Special features

USB HDD RECORDING	No
ON/OFF TIMER	Yes
HDMI-CEC	Yes

Eco and energy saving

POWER SAVING MODE / BACK LIGHT OFF MODE	Yes
POWER CONSUMPTION (IN STANDBY)	0.5 W
MERCURY CONTENT(MG)	0.0 mg

Dimensions and Weight

VESA® HOLE PITCH(W X H)	200 x 200 mm
SCREEN SIZE (INCH, MEASURED DIAGONALLY)	50"(49.5")
WEIGHT OF TV WITHOUT STAND	Approx. 13.5 kg