

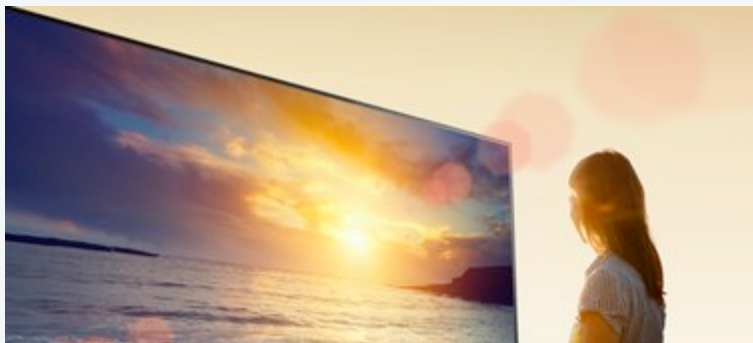
# Sony XBR 4K

## Best Z Series Features



### Backlight Master Drive™

The Backlight Master Drive™ is a full-array LED backlight technology that combines an ultra-dense LED structure, a spectacular algorithm and a completely new optical design. Powered by the 4K HDR Processor™ X1 Extreme, this technology delivers incredibly deep black, dazzling lights, and more vibrant color.



### 4K HDR Processor X1™ Extreme: So real you can feel it

Made to enhance the latest generation of 4K HDR pictures, the 4K HDR Processor X1™ Extreme brings reality to every scene. With 40% more real-time image processing than our renowned 4K Processor X1™, it delivers unprecedented picture quality for everything you watch, upscaling content from any source nearer to 4K HDR quality.



## Uncover the detail with 4K HDR

A High Dynamic Range (HDR)-compatible TV will change the way you look at TV. Combined with 4K Ultra HD resolution, HDR video content delivers exceptional detail, color and contrast, with a far wider range of brightness than other video formats. The result is the most lifelike picture TVs have ever been able to create, with brilliant highlights and fine detail.



## Backlight Master Drive™

The Backlight Master Drive™ is a backlight technology that combines an ultra-dense LED structure, a spectacular algorithm, and a completely new optical design. Powered by the 4K HDR Processor™ X1 Extreme, this technology delivers incredibly deep black, dazzling lights, and more vibrant color than you've ever seen on the big screen.<sup>2</sup>



## TRILUMINOS™ Display: Extra colors, extra brilliance

More colors means more realism. A TRILUMINOS™ Display with its specially developed backlight selectively maps colors across a wider gamut, ensuring subtle colors do not become oversaturated and unnatural. You'll enjoy vivid, authentic images that evoke the emotion in every scene.



## Dual database processing

The 4K HDR Processor X1™ Extreme has two imaging databases that work together in real time to improve your picture. By searching through thousands of picture patterns in Sony-exclusive databases for noise reduction and super-resolution, they remove unwanted noise and upscale every image to the clarity of 4K, so you can enjoy incredible picture quality no matter the source.



## Explore new worlds with Android TV™

Your smart TV just got smarter. Enjoy many of your favorite smartphone and tablet experiences on a big, beautiful BRAVIA® screen. Android TV™ with advanced voice control lets you connect and access content, from movies and TV shows to thousands of apps, simply by talking.



## This TV is recommended by Netflix

Get a better streaming experience with a Netflix Recommended TV. A Netflix Recommended TV is chosen for its high performance, cutting-edge smart features, and easy app access. You can also watch Marco Polo in 4K HDR today, with a premium Netflix subscription. Members will be able to enjoy more HDR content in the coming months.



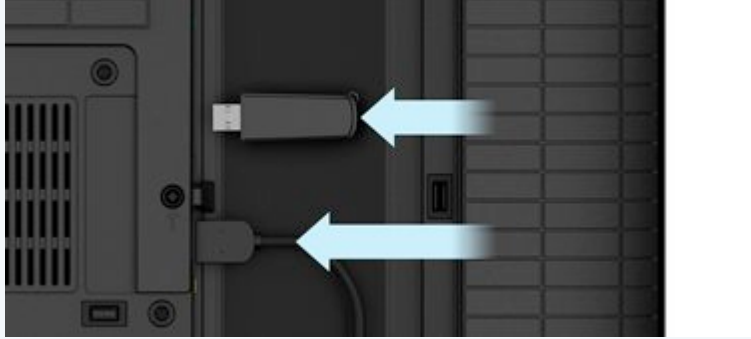
### Premium gold finish

The sophisticated aluminum bezel is finished with a strip of premium gold finish for a refined look that gives a premium feel to any space. The pale gold color sits perfectly alongside your furniture for an elegant viewing experience.



### Clean rear look

Keep wires out of sight, thanks to a hidden cable panel structure. All of your cables are fully concealed behind the panel, and run down through the center of the stand, so everything looks tidy.



## Easy to plug and play

Easily connect a USB or HDMI into the side of your TV to start playing. Just close the side cover to keep things tidy when you're not using it.



## Cable-free front

All of your cables can be neatly arranged across the back of the TV and channeled into the stand, so there are no wires visible from the front.



## Super slim flush surface display

The screen on this ultra-thin 4K HDR TV has a full flush surface and super-thin bezel so you stay focused on the picture.



## Motionflow™ XR keeps the action smooth

Enjoy smooth and sharp details even in fast-moving sequences with Motionflow™ XR. This innovative technology creates and inserts extra frames between the original ones. It compares key visual factors on successive frames, then calculates the split second of missing action in the sequences. Some models also include black-frame insertion for a blur-free and truly cinematic look.



## Backlight Master Drive™: Calibrated beam LED design

The Backlight Master Drive™ has a new optical LED design which keeps light only where it's needed in each scene. By gathering light more effectively, the design reduces diffusion and the flare effect that might be seen on other full-array TVs, for greater brightness and more accurate contrast than ever before.



## Object-based HDR remaster

By analyzing the objects in each scene individually, Object-based HDR remaster optimizes and enhances color and contrast. It brings everything you watch closer to the quality of HDR. Dark elements get darker, bright elements brighter, and everything in between is more accurately lit, for never-before-possible realism in every scene.





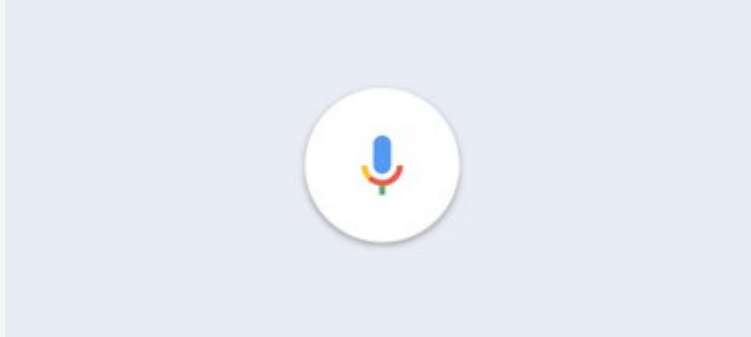
## Super Bit Mapping™ 4K HDR

Super Bit Mapping™ 4K HDR creates a smoother, more natural picture by minimizing its color banding. With 14-bit powerful signal processing, it breaks up the solid bands of color of an 8-bit or 10-bit source, up-converting to 14-bit equivalent gradation, with 64 times more color levels. It delivers graceful reproduction of faces, sunsets, and other areas of subtle color gradation.



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## Say what you want to see with voice search

Spend less time browsing, and more time watching. Voice search on Android TV™ provides you with the power of Google search, allowing you to find content across different services without the hassle of time-consuming text entry. You can also get recommendations; asking for "romantic comedies" for example, brings up a list of suitable options.



## Content Bar: Find everything fast

The unobtrusive content bar quickly lets you find the movie, TV show, or video you're looking for. Call up the Content bar and you can keep watching, while you scan through live TV, videos on demand, downloaded TV shows, and much more. You can even customize the content bar to show you the content you go to most often first.



## Chromecast built-in: Plays nice with your other devices

BRAVIA® is Chromecast built-in ready, so you can easily cast your favorite entertainment like YouTube™ or Netflix from your personal device on to the stunning BRAVIA® screen. You can cast from Android™, iOS™, or your laptop.



## Google Play™: A world of content and apps

Discover movies and TV shows, games, and much more from Google Play™. Enjoy a huge and ever-growing choice of apps on your TV in a brand new way.



## Made to listen: ClearAudio+

Make your listening as lifelike as your viewing. ClearAudio+ fine-tunes TV sound for an immersive experience that seems to surround you. Hear music, dialog, and surround effects with greater clarity and separation, whatever you're watching.

**DSEE**  
Digital Sound  
Enhancement Engine

## DSEE restores detail to your digital music

Low-resolution Internet video, catch-up TV and other heavily compressed audio files don't always sound so great. A large amount of information gets thrown away when digital audio is compressed. With Digital Sound Enhancement Engine (DSEE) technology, lost frequency components (especially high frequencies) are restored for natural sound with a more spacious feel.



### Clear Phase for smooth, balanced frequencies

BRAVIA® uses a powerful computer model to analyze and compensate for inaccuracies in speaker response. It does this by "sampling" the speaker frequency with higher precision. This information is fed back to cancel out any peaks or dips in the speaker's natural response — resulting in pure, natural audio with smooth, even reproduction of all frequencies.



### Cinematic S-Force Front Surround

Enjoy an immersive soundstage that pulls you into the heart of the action. S-Force Front Surround mimics the way the brain correlates sound sources to create proper volume, time lag, and sound wave spectrum — using only left and right speaker channels. By naturally emulating three-dimensional sound fields, you'll enjoy rich, high-fidelity audio across a wider listening area.



## IR Blaster: Control everything with one remote

The Infra-red (IR) Blaster lets you control other devices in your home from your Sony TV remote. You can use it to control your Set-top box (cable box) with the TV remote controller.