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## Sony KD43X720E

# Sony KD43X720E 43-Inch 4K Ultra HD Smart LED TV User Manual

Model: KD43X720E | Brand: Sony

## 1. INTRODUCTION

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This manual provides essential information for setting up, operating, and maintaining your Sony KD43X720E 43-Inch 4K Ultra HD Smart LED TV. This television delivers a high-quality viewing experience with 4K HDR technology, offering enhanced contrast, color, and clarity. The integrated 4K X-Reality Pro engine upscales content to near 4K quality, ensuring a detailed picture. Smart functionality provides access to various applications and streaming services.

## 2. WHAT'S IN THE BOX

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Please ensure all the following items are included with your television:

- Sony KD43X720E 43-Inch 4K Ultra HD Smart LED TV
- AC Power Adapter
- Mini-plug Video Adapter
- Remote Control (RMT-TX300U)
- Batteries (R03) for Remote Control
- AC Power Cord (US, 2pin, Pigtail, Straight)
- Operating Instructions (this manual)
- Quick Setup Guide / Supplement CUE (GA)
- Table Top Stand (Separate, assembly required)

## 3. SETUP

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### 3.1. Assembling the Table Top Stand

Carefully attach the table top stand to the television. Ensure all screws are securely fastened to prevent instability. Refer to the Quick Setup Guide for detailed visual instructions.



Image: Close-up view of the TV stand, which needs to be assembled separately.

### 3.2. Connecting Power

Connect the AC power adapter to the TV and then plug the AC power cord into a wall outlet. The TV supports AC 110-240 V, 50/60 Hz.

### 3.3. Connecting External Devices

Your TV is equipped with multiple input ports for various devices:

- **HDMI:** 3 ports for high-definition devices like Blu-ray players, gaming consoles, or set-top boxes.
- **USB 2.0:** 3 ports for connecting USB storage devices.
- **Component/Composite Hybrid:** 1 port for older devices.
- **Composite:** 1 additional composite input.



Image: Rear view of the TV displaying the various input ports.

### 3.4. Network Connection

The TV supports Wi-Fi certified 802.11b/g/n for wireless internet access. You can also connect via an Ethernet cable for a stable wired connection. Follow the on-screen prompts during initial setup to connect to your home network.

## 4. OPERATING THE TV

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### 4.1. Power On/Off

Press the 'POWER' button on the remote control to turn the TV on or off.

### 4.2. Input Selection

Use the 'INPUT' button on the remote control to cycle through connected devices and TV tuners.

### 4.3. Smart Functionality and Quick Access Buttons

The remote control features dedicated buttons for quick access to popular streaming services like YouTube and Netflix. Pressing these buttons will directly launch the respective application, providing immediate access to endless entertainment.

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Video: An official product video demonstrating the features of the Sony KD43X720E 4K Ultra HD Smart LED TV, including its picture quality and quick access buttons on the remote.

## 5. PICTURE SETTINGS

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The Sony KD43X720E offers various picture settings to optimize your viewing experience. Access these settings via the 'Options' button on your remote, then navigate to 'Picture Adjustments'.



Image: Front view of the TV showcasing its display capabilities.

- **Scene Select:** Choose between modes like 'General' for standard viewing or 'Game' for reduced input lag during gaming. Settings can be saved per input and scene selection.
- **Picture Mode:** Adjust overall picture characteristics. Options may include Standard, Vivid, Cinema, Game, etc.
- **Brightness:** Controls the overall luminance of the screen. Adjust according to room lighting.
- **Contrast:** Defines the difference between the brightest and darkest parts of the image.
- **Black Level:** Adjusts the depth of black colors.
- **Color:** Controls the intensity of colors.
- **Hue:** Adjusts the color balance between green and magenta.
- **Color Temperature:** Changes the warmth or coolness of the white balance (e.g., Neutral, Warm, Cool).
- **Sharpness:** Enhances the edge definition of objects in the picture.
- **Reality Creation:** Sony's technology to enhance detail and texture. Set to 'Auto' for optimal results.
- **Random Noise Reduction & Digital Noise Reduction:** Reduces visual noise in the picture, especially beneficial for lower-resolution content.
- **Motionflow XR:** Enhances motion clarity for fast-moving action scenes, reducing blur.
- **Cinemotion:** Optimizes film content for smooth playback.

## 6. SOUND SETTINGS

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To adjust audio settings, press the 'Options' button on your remote and navigate to 'Sound Adjustments'.

- **Sound Mode:** Select a mode that best suits your content, such as 'Cinema' for a fuller sound experience or 'Standard'.
- **Volume Offset:** Adjusts the overall volume level. Increasing this can make the TV louder.
- **Dynamic Range:** Found under 'Advanced Settings', this can be set to 'Standard' or 'Condensed'. 'Condensed' may increase perceived loudness but can alter sound quality.

For an enhanced audio experience, consider connecting an external soundbar or home theater system.

## 7. SPECIFICATIONS

Feature	Detail
Screen Size	43 Inches
Display Technology	LED (Edge-lit)
Resolution	4K (2160p)
Refresh Rate	60Hz Native (Motionflow XR)
Product Dimensions (with stand)	9.7"D x 38.3"W x 24.5"H
Product Dimensions (without stand)	2.9"D x 38.3"W x 22.5"H
Item Weight	20.5 Pounds
Connectivity Technology	Built-in Wi-Fi (802.11b/g/n)
HDMI Inputs	3
USB 2.0 Ports	3
Component/Composite Hybrid Input	1
Composite Input	1
VESA Mount Standard	100 x 200 mm
Model Year	2017
Power Supply	AC 110-240 V, 50/60 Hz
Included Components	Television



Image: Diagram illustrating the physical dimensions of the television.

## 8. TROUBLESHOOTING

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If you encounter issues with your TV, refer to the following common solutions:

- **No Power:** Ensure the power cord is securely connected to both the TV and a working wall outlet. Check if the power adapter is properly connected.
- **No Picture/Sound:** Verify that the correct input source is selected. Check all HDMI, component, or composite cable connections.
- **Poor Picture Quality:** Adjust picture settings (Brightness, Contrast, Sharpness, etc.) as described in Section 5. Ensure your content source is high-quality. For 4K content, use appropriate HDMI cables.
- **Poor Sound Quality:** Adjust sound settings as described in Section 6. If built-in speakers are insufficient, consider connecting an external soundbar or audio system.
- **Smart Features Not Working:** Check your internet connection (Wi-Fi or wired). Ensure the TV's software is up to date.
- **Remote Control Issues:** Replace the batteries (R03 type). Ensure there are no obstructions between the remote and the TV's IR sensor.
- **Screen Anomalies:** If you observe marks or imperfections on the screen that appear to be internal, contact customer support as this may indicate a manufacturing issue.

## 9. MAINTENANCE

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Proper care will extend the life of your television:

- **Cleaning the Screen:** Gently wipe the screen with a soft, dry, lint-free cloth. For stubborn marks, lightly dampen the cloth with water or a specialized screen cleaner (avoid harsh chemicals).
- **Cleaning the TV Body:** Use a soft, dry cloth to wipe the exterior of the TV.
- **Ventilation:** Ensure the TV's ventilation openings are not blocked to prevent overheating.
- **Power Off When Not in Use:** Turn off the TV when not in use to conserve energy.

## 10. WARRANTY AND SUPPORT

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Your Sony KD43X720E television comes with a **1-Year Limited Warranty**. For detailed terms and conditions, please refer to the warranty card included with your product or visit the official Sony support website.

For technical assistance, troubleshooting beyond this manual, or warranty claims, please contact Sony Customer Support. You can typically find contact information on the Sony website or in your Quick Setup Guide.