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## Sony K43S30

# Sony 43-Inch Class 4K Ultra HD BRAVIA 3 LED Smart TV User Manual

Model: K-43S30

## INTRODUCTION

This user manual provides essential information for setting up, operating, and maintaining your Sony 43-Inch Class 4K Ultra HD BRAVIA 3 LED Smart TV. Please read this manual thoroughly before using your television to ensure optimal performance and safety.



Figure 1: Front view of the Sony 43-Inch BRAVIA 3 LED Smart TV.

## SETUP

## Unpacking and Initial Placement

Carefully remove all components from the packaging. Ensure all accessories, including the power cable, remote control, stand, and manuals, are present. Place the TV on a stable, flat surface or mount it securely to a wall. Refer to the included stand assembly guide or wall-mount instructions for detailed steps.

# BRAVIA 3 43" class

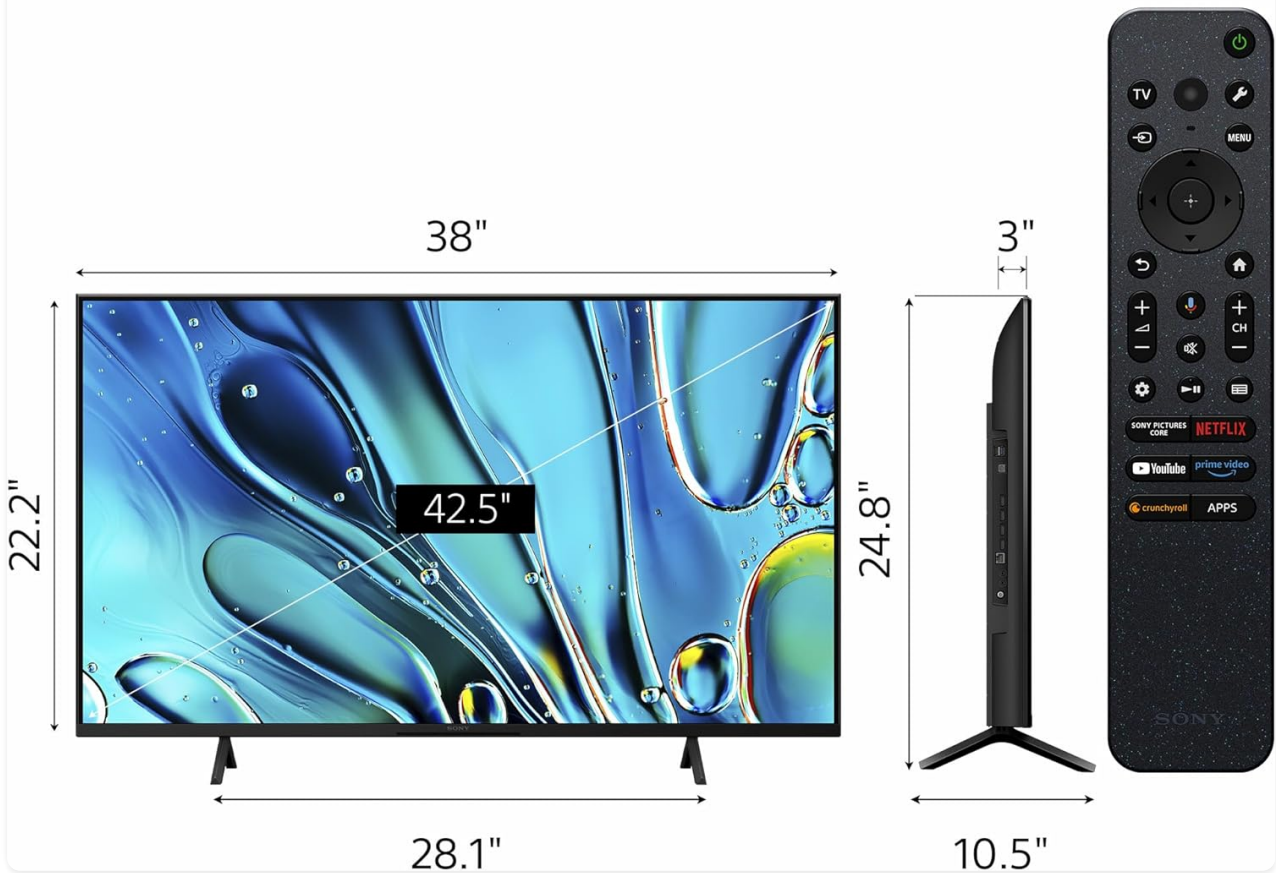


Figure 2: Sony 43-Inch BRAVIA 3 LED Smart TV with key dimensions and remote control.

## Connecting Peripherals

Connect your external devices such as gaming consoles, Blu-ray players, or sound systems to the appropriate HDMI ports. The TV supports multiple HDMI inputs for versatile connectivity. For network access, connect an Ethernet cable to the LAN port or connect wirelessly via Wi-Fi.

# Google TV brings together movies, shows, live TV and more from across your apps and subscriptions and organizes them just for you.



Google TV is the name of this device's software experience and a trademark of Google LLC. Google, YouTube and YouTube Music are trademarks of Google LLC.

Figure 3: Rear view of the TV highlighting various input ports including HDMI, USB, and LAN.

## Power On and Initial Setup

Plug the power cable into the TV and a wall outlet. Press the power button on the remote control or the TV. Follow the on-screen instructions to complete the initial setup, including connecting to your Google account, setting up Wi-Fi, and scanning for channels.

## OPERATING

### Google TV with Google Assistant

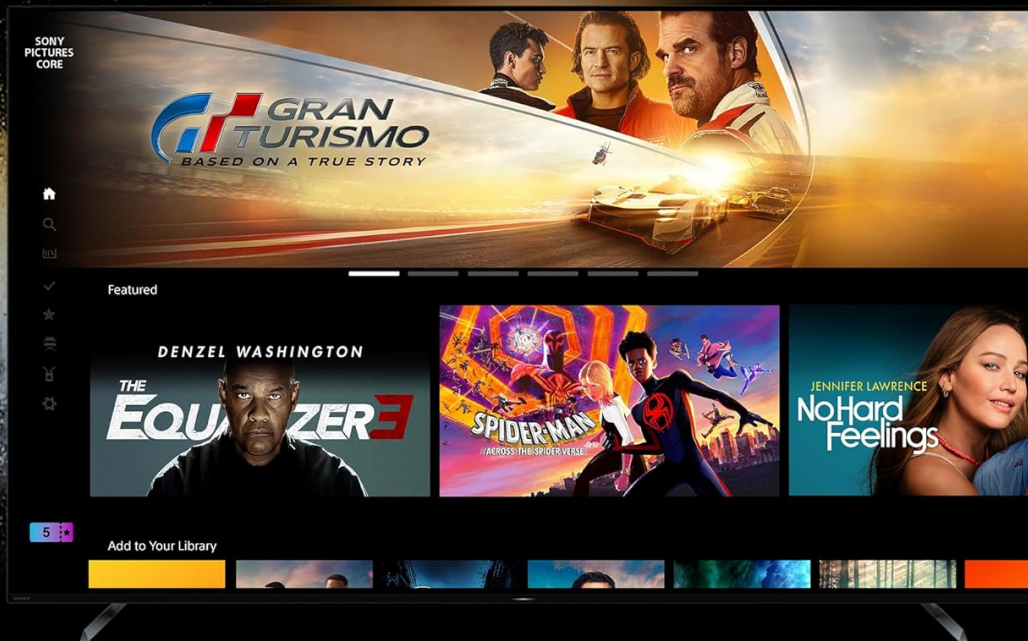
Your BRAVIA 3 TV comes with Google TV, providing a centralized hub for all your streaming apps like Netflix, Prime Video, Disney+, YouTube, and more. Use the Google Assistant feature by pressing the microphone button on your remote and speaking commands to search for content, control smart home devices, or ask questions.

# MOVIES INCLUDED

5 movie credits to redeem on latest movie releases  
12 months unlimited streaming of up to 100 movies



**SONY PICTURES CORE**



Purchase an eligible TV and register for SONY PICTURES CORE by February 23, 2026 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for more details see <https://www.sony.net/sony-pictures-core> © 2024 Layout and Design Sony Pictures Home Entertainment Inc. All Rights Reserved

Figure 4: The intuitive Google TV interface on your Sony BRAVIA TV, organizing all your favorite content.

## Picture and Sound Enhancements

Experience stunning visuals with 4K Ultra HD resolution, Dolby Vision HDR, and Triluminos Pro technology, which delivers over a billion accurate colors. The 4K HDR Processor X1 intelligently enhances every scene for improved clarity and contrast. For audio, the innovative X-Balanced Speaker and Dolby Atmos support provide clear, natural sound. You can also pair your BRAVIA TV with compatible Sony soundbars for an enhanced cinematic experience.

# Truly cinematic movie experience at home

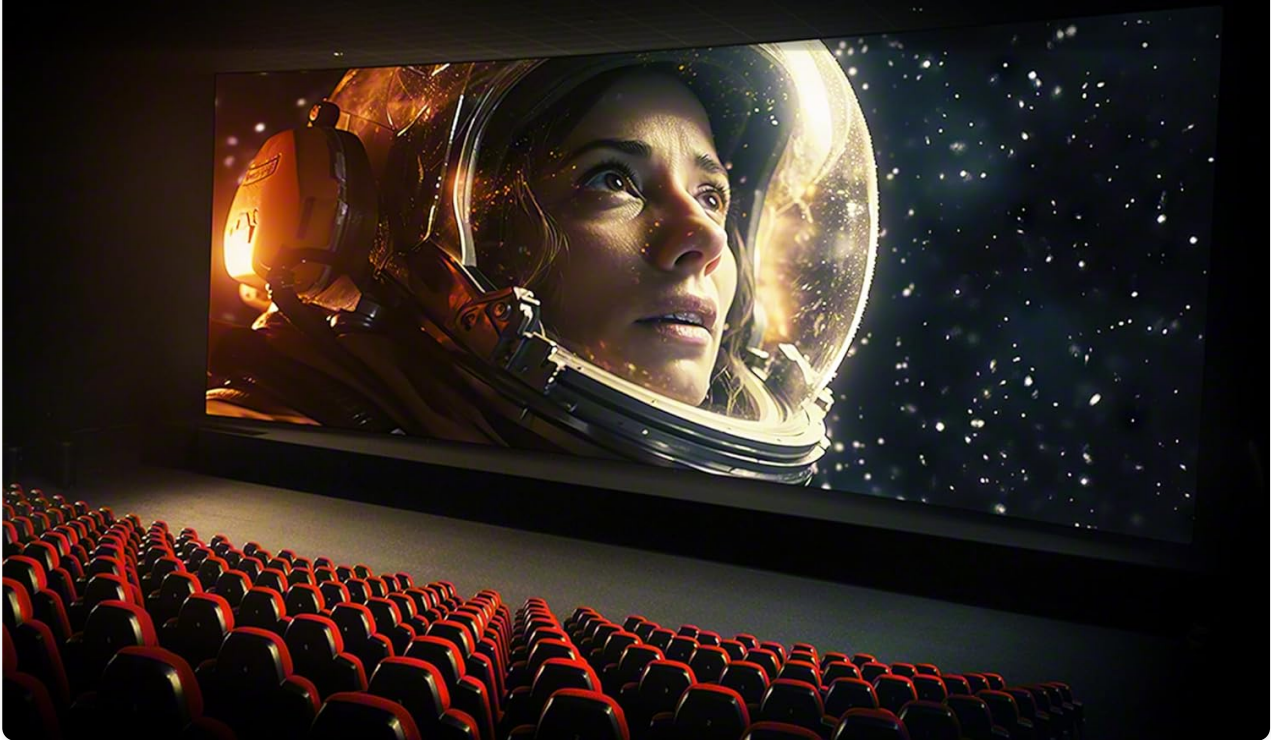


Figure 5: Visual comparison demonstrating the vibrant and accurate colors achieved with Triluminos Pro.

# Clear and natural sound for all your favorite entertainment

X-Balanced  
Speaker

Dolby  
ATMOS



Figure 6: Immerse yourself in a truly cinematic viewing experience with 4K HDR, Dolby Vision, and Dolby Atmos.

## Features for PlayStation 5

Optimize your gaming experience with exclusive features for PlayStation 5, including Auto HDR Tone Mapping and Auto Genre Picture Mode. These features automatically adjust picture settings for gaming and streaming, ensuring the best visual quality. The Game Menu provides quick access to all your gaming picture settings and assist features.



Figure 7: Enhanced gaming with exclusive features for PlayStation 5, optimizing picture quality for an immersive experience.

## MAINTENANCE

### Cleaning the TV

To clean the screen, gently wipe it with a soft, dry cloth. For stubborn smudges, slightly dampen the cloth with water. Avoid using harsh chemicals or abrasive materials, as they can damage the screen. Clean the TV's exterior with a soft, dry cloth.

### General Care

Ensure proper ventilation around the TV by keeping adequate space from walls and other objects. Avoid blocking the ventilation slots. Do not expose the TV to direct sunlight, high temperatures, or excessive humidity. Unplug the TV from the power outlet during lightning storms or when it will be left unattended for extended periods.

## TROUBLESHOOTING

### No Power

If the TV does not turn on, check if the power cable is securely connected to both the TV and the wall outlet. Ensure the power outlet is functioning by testing it with another device. Try pressing the power button on the TV itself, not just the remote.

### No Picture or Sound

Verify that the correct input source is selected on the TV. Check all cable connections (HDMI, optical, etc.) between the TV and external devices. If using a soundbar or external speakers, ensure they are powered on and correctly connected. For network issues, check your Wi-Fi connection or Ethernet cable.

## Remote Control Not Working

Replace the batteries in the remote control. Ensure there are no obstructions between the remote and the TV's IR sensor. If the issue persists, try resetting the remote control according to its specific instructions.

## SPECIFICATIONS

| Feature                      | Detail  |
|------------------------------|---|
| Brand Name                   | Sony  |
| Item Weight                  | 22.3 pounds   |
| Product Dimensions           | 10.5 x 38 x 24.88 inches  |
| Item model number            | K43S30  |
| Batteries                    | 2 AAA batteries required. (included)  |
| Color Name                   | Black   |
| Special Features             | Exclusive features for the PlayStation 5, TRILUMINOS Pro, Google TV with Google Assistant, AirPlay 2, 4K X-Reality™ PRO, Game Menu, Minimal Flush Surface bezel, Sony Pictures CORE (5 credits/12 months streaming) |
| Speaker Type                 | Bass Reflex Speaker   |
| Standing screen display size | 43 Inches   |
| Aspect Ratio                 | 16:9  |
| Display Technology           | LED   |
| Resolution                   | 4K  |
| Refresh Rate                 | 60 Hz   |
| Included Components          | Power Cable, Remote Control, Stand, Manuals   |

| Feature                 | Detail                                |
|-------------------------|---------------------------------------|
| Connectivity Technology | Bluetooth, Ethernet, HDMI, USB, Wi-Fi |

## WARRANTY AND SUPPORT

Your Sony BRAVIA 3 TV is covered by a manufacturer's warranty. Please refer to the warranty card included in your product packaging for specific terms and conditions. For technical support, product registration, or service inquiries, visit the official Sony support website or contact their customer service hotline. Keep your purchase receipt and product serial number handy for all support requests.

- **Online Support:** Visit [sony.com/electronics/support](https://sony.com/electronics/support)
- **Phone Support:** Refer to your regional Sony support contact information in the included documentation.