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## Sony K50S30

# Sony 50-Inch Class 4K Ultra HD BRAVIA 3 LED Smart TV User Manual

**MODEL: K-50S30**

**Brand: Sony**

## 1. Introduction

The Sony 50-Inch Class 4K Ultra HD BRAVIA 3 LED Smart TV (Model K-50S30) offers a vibrant viewing experience with intuitive smart features. It enhances content with over a billion accurate colors, lifelike clarity, and contrast. Powered by Google TV, it centralizes movies, shows, and apps for personalized organization. Key features include the 4K HDR Processor X1, TRILUMINOS Pro for real-world colors, 4K X-Reality PRO for upscaling, and Motionflow XR for smooth action. For an immersive audio experience, it features X-Balanced Speakers and supports Dolby Atmos. Additionally, it includes exclusive features optimized for PlayStation®5 gaming.

## 2. Setup

### Unboxing and Initial Setup

Carefully remove the TV and all components from the packaging. The box includes the Power Cable, Remote Control, Stand, and various Manuals. Ensure all parts are present before proceeding with assembly.



Image: Front view of the Sony 50-Inch BRAVIA 3 TV with its stand.

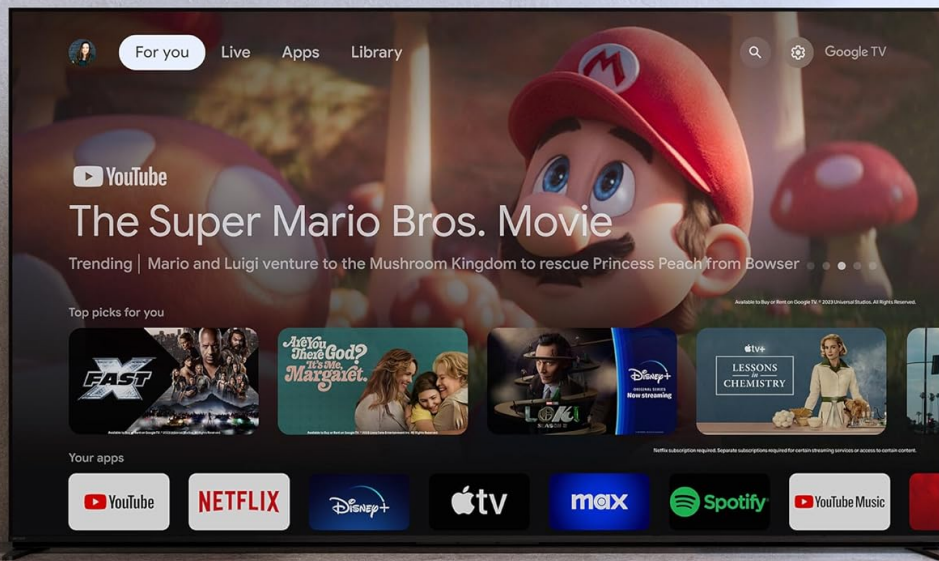
Video: A short unboxing video of the 2024 Sony Bravia 3 TV, demonstrating the initial setup process.

### Physical Connections

The TV is equipped with multiple ports for connecting external devices:

- **HDMI Ports:** Four HDMI inputs are available, all supporting 4K resolution at 60Hz.
- **Optical Audio Out:** For connecting soundbars or audio receivers that do not support HDMI ARC.
- **USB Ports:** Two USB ports are provided for connecting external storage devices or peripherals.
- **LAN (Ethernet) Port:** For a wired network connection.

# 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.

Image: Rear view of the Sony BRAVIA 3 TV, highlighting the various input and output ports.

Video: A demonstration of the various ports available on the Sony Bravia 3 TV, including HDMI and USB connections.

## Network Setup

Connect the TV to your home network via Wi-Fi or an Ethernet cable. A stable internet connection is essential for accessing Google TV features, streaming services, and software updates.

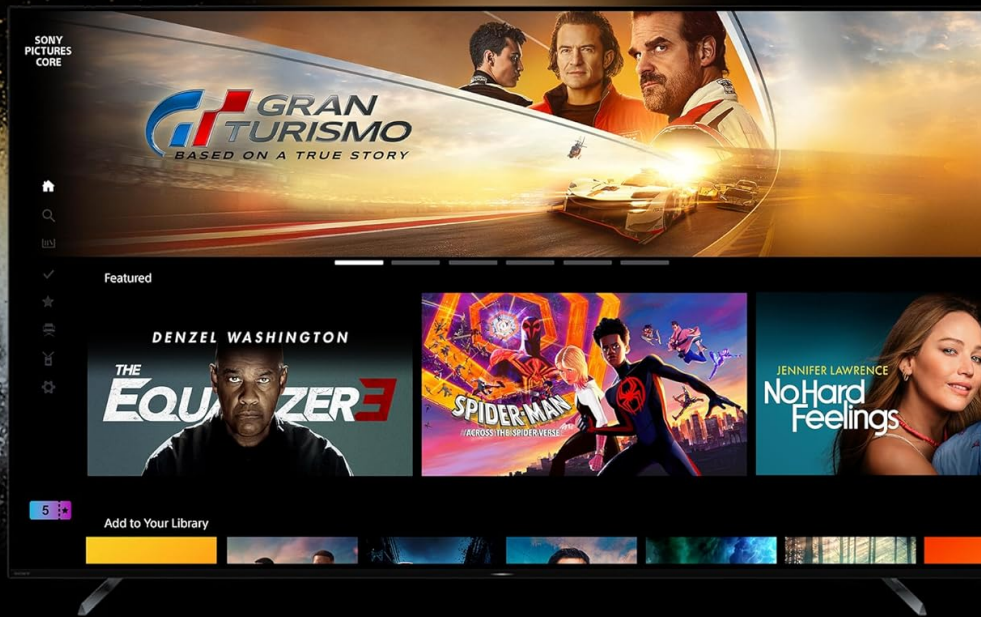
## 3. Operating the TV

### Google TV Interface

The BRAVIA 3 TV runs on Google TV, providing a centralized hub for all your entertainment. Access popular streaming apps like Netflix, Prime Video, Disney+, YouTube, and more. Use Google Assistant for voice commands to search for content, control smart home devices, and get information.

# MOVIES INCLUDED

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



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

Image: The Google TV interface displayed on the Sony BRAVIA 3, showing various streaming app icons and content recommendations.

Video: An official Sony video showcasing the features of the BRAVIA 3 LED 4K HDR Google TV, including its smart capabilities and picture quality.

## Picture Quality Features

- **4K HDR Processor X1:** Intelligently enhances every scene in real-time, boosting color, contrast, and clarity.
- **TRILUMINOS Pro:** Delivers over a billion accurate colors for lifelike, vivid, and bright picture quality.
- **4K X-Reality PRO:** Upscales content to near-4K resolution, restoring lost detail.
- **Motionflow XR:** Ensures smooth and clear action in fast-moving sports and movies.

# Truly cinematic movie experience at home



Image: A side-by-side comparison demonstrating the enhanced color vibrancy and accuracy provided by Triluminos Pro technology on the Sony BRAVIA 3.

# Clear and natural sound for all your favorite entertainment

X-Balanced  
Speaker

 **Dolby**  
ATMOS



Image: A comparison showing the improved detail and clarity achieved through 4K X-Reality Pro upscaling on the Sony BRAVIA 3.

## Sound Quality Features

- **X-Balanced Speaker:** Innovative speaker design provides clear, natural sound.
- **Dolby Atmos:** Supported for a truly cinematic audio experience.



Image: A diagram illustrating the X-Balanced Speaker technology and Dolby Atmos sound projection from the Sony BRAVIA 3 TV.

## Gaming Features

Optimized for PlayStation®5, the BRAVIA 3 offers exclusive features:

- **Auto HDR Tone Mapping:** Optimizes HDR settings for gaming.
- **Auto Genre Picture Mode:** Adjusts picture quality for gaming or streaming.
- **Game Menu:** Centralizes all gaming picture settings and assist features.

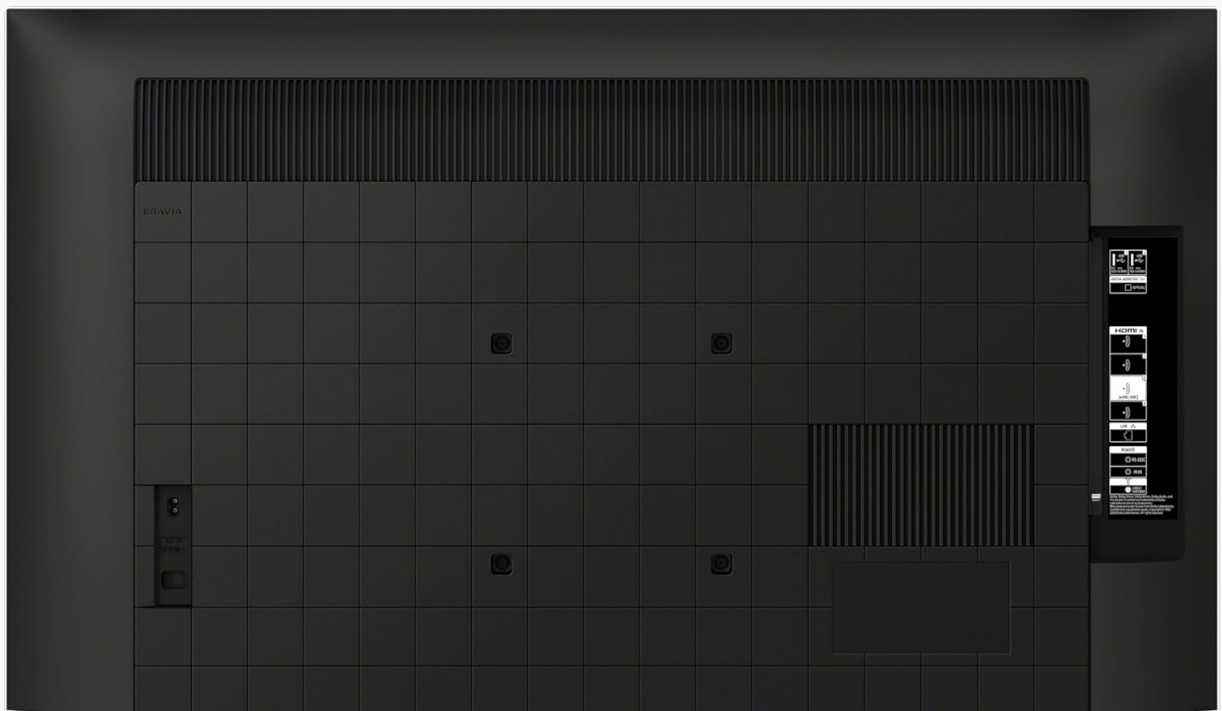


Image: Promotional image highlighting the exclusive features of the Sony BRAVIA 3 TV designed for PlayStation 5 gaming.

## 4. Maintenance

To ensure optimal performance and longevity of your Sony BRAVIA 3 TV, regular maintenance is recommended:

- **Cleaning:** Gently wipe the screen with a soft, dry microfiber cloth. For stubborn smudges, slightly dampen the cloth with water or a screen-safe cleaner. Avoid harsh chemicals.
- **Software Updates:** The TV has 16GB of onboard storage. Periodically check for and install software updates to ensure the best performance and access to new features. If storage becomes low, you may need to delete unused apps to make space for updates.
- **Ventilation:** Ensure adequate airflow around the TV. Do not block ventilation openings on the back or sides of the TV.

## 5. Troubleshooting

If you encounter issues with your TV, try the following basic troubleshooting steps:

- **No Picture/No Sound:** Check all cable connections (HDMI, power, audio). Ensure the correct input source is selected on the TV.
- **Network Connectivity Issues:** Restart your router and modem. Reconnect the TV to your Wi-Fi network or try a wired Ethernet connection.
- **Remote Not Responding:** Replace the batteries in the remote control. Ensure there are no obstructions between the remote and the TV's IR sensor.
- **General Performance Issues:** Try restarting the TV by unplugging it from the power outlet for a few minutes, then plugging it back in.

For more detailed troubleshooting guides or persistent issues, please refer to the comprehensive online manual available on the Sony support website.

## 6. Specifications

Feature	Detail
Brand Name	Sony
Model Number	K50S30
Screen Size	50 Inches
Display Technology	LED
Resolution	4K
Refresh Rate	60 Hz
Product Dimensions	10.63"D x 44.13"W x 28.13"H
Item Weight	27.1 Pounds
Connectivity Technology	Bluetooth, Wi-Fi, USB, Ethernet, HDMI
On-mode Power Consumption	134 watts
Visible Screen Diagonal	50" / 127 cm

## 7. Warranty and Support

Your Sony BRAVIA 3 TV is covered by a manufacturer's warranty. For detailed information regarding warranty terms, conditions, and duration, please refer to the warranty card included in the product packaging or visit the official Sony support website.

For further assistance, product registration, or to download the full user manual, please visit the [Sony Support Website](#).