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Sony K75XR70

Sony BRAVIA 7 K-75XR70 75-inch 4K HDR Smart Google TV User Manual

Model: K-75XR70

1. Introduction

This manual provides essential information for setting up, operating, and maintaining your Sony BRAVIA 7 K-75XR70 75-inch Mini LED QLED 4K Ultra HD Smart Google TV. Please read these instructions carefully before using your television to ensure optimal performance and safety.

2. What's in the Box

Verify that all components are present before proceeding with the setup.

- Power Cable
- Remote Control
- Stand
- Manuals

3. Setup

3.1 Unpacking and Placement

Carefully remove the television from its packaging. Due to its size and weight (approximately 88.4 pounds), a two-person lift is recommended. Place the TV on a stable, flat surface or mount it securely to a wall using a compatible VESA mount (sold separately). The TV stand offers multiple configurations for optimal placement.

Figure 3.1: Sony BRAVIA 7 K-75XR70 TV dimensions and included remote control.

Figure 3.2: Adjustable stand configurations for the Sony BRAVIA 7 K-75XR70 TV.

3.2 Connecting Devices

The TV features multiple input ports on the left side for various devices:

- **HDMI Inputs:** Four HDMI ports are available. Inputs 3 and 4 support HDMI 2.1 (4K 120Hz, eARC/ARC) for high-performance devices like gaming consoles and soundbars. Inputs 1 and 2 support 4K 60Hz.
- **USB Ports:** Two USB ports (USB 1: 5V 500mA MAX, USB 2: 5V 900mA MAX) for connecting external storage or powering accessories.
- **Digital Audio Out (Optical):** For connecting to an external audio system.
- **LAN:** For wired network connection.
- **Cable/Antenna Input:** For connecting an antenna or cable TV.

Figure 3.3: Rear view of the Sony BRAVIA 7 K-75XR70 TV highlighting the input ports.

3.3 Initial Power-On and Configuration

After connecting the power cable and any external devices, power on the TV. Follow the on-screen prompts for initial setup, including:

- **Network Connection:** Connect to your Wi-Fi network or use a wired LAN connection.
- **Google TV Setup:** You can choose to set up the TV as a Smart TV with Google services or as a basic TV.
- **Software Update:** It is recommended to perform a system software update immediately after initial setup to ensure you have the latest features and improvements.
- **Personalization Settings:** Adjust settings such as interactive applications and Samba interactive TV in the System menu to your preference.

4. Operating Instructions

4.1 Remote Control

The included remote control provides quick access to various functions and streaming services. It features

dedicated buttons for popular apps like Netflix, Prime Video, Disney+, and YouTube.

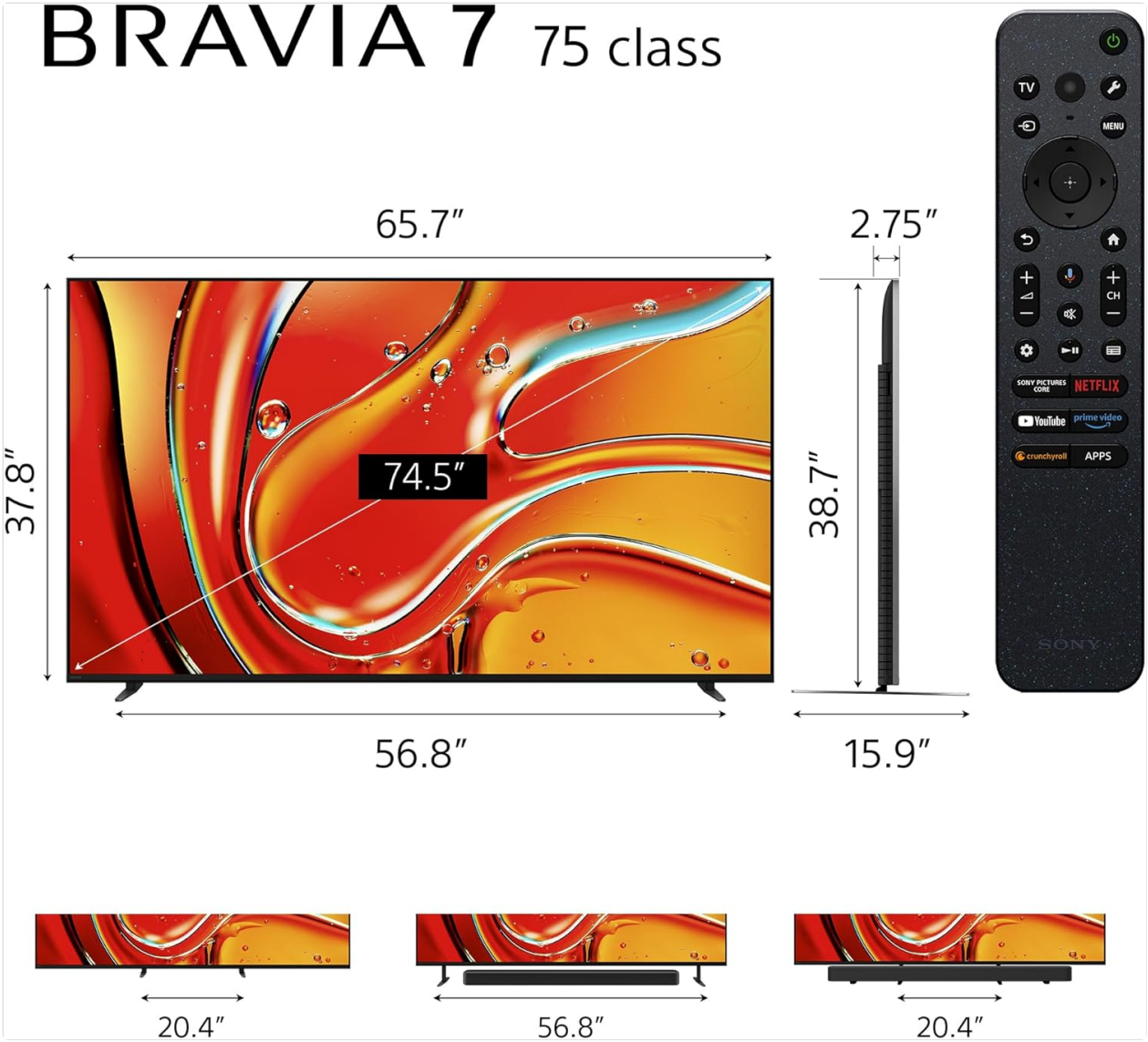

Figure 4.1: Sony BRAVIA 7 K-75XR70 TV with its remote control.

4.2 Google TV Interface

Navigate the Google TV interface to access your favorite streaming apps, live TV, and personalized content recommendations. Use Google Assistant for voice commands.

Figure 4.2: The Google TV interface on the Sony BRAVIA 7 K-75XR70 TV.

4.3 Picture and Sound Settings

Adjust picture and sound modes to enhance your viewing experience. Access these settings via the remote control's menu button.

- **Picture Modes:** Select from modes like Cinema, Standard, or Vivid. Cinema mode is often recommended for accurate color reproduction.
- **Brightness:** Adjust screen brightness to suit your environment.
- **Voice Zoom 3:** Enhances dialogue clarity, even in loud scenes.
- **Acoustic Multi-Audio:** Integrates TV speakers with compatible Sony soundbars for enhanced sound.

4.4 BRAVIA Connect App

Use the BRAVIA Connect app on your smartphone to control your TV, change volume, adjust picture settings, and access advanced settings.

Figure 4.3: PlayStation 5 exclusive features on the Sony BRAVIA 7 K-75XR70 TV.

5. Features

5.1 Picture Quality

- **Mini LED Brightness and Contrast:** Thousands of Mini LEDs are precisely controlled by XR Backlight Master Drive to deliver authentic contrast and bright 4K images.
- **QLED Colors:** Access billions of accurate real-world colors with QLED technology and XR Triluminos Pro.
- **XR Processor:** Intelligently enhances every scene in real-time, boosting color, contrast, and clarity.
- **Crystal Clear Picture:** Upscales HD and digital content, restoring lost detail with XR Clear Image.

Figure 5.1: Enhanced brightness and contrast with XR Backlight Master Drive on Sony BRAVIA 7.

Figure 5.2: Vivid and accurate QLED colors with XR Triluminos Pro on Sony BRAVIA 7.

5.2 Smart Features

- **Google TV:** Access all your favorite streaming apps, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, and Crunchyroll. Supports AirPlay 2 and Chromecast built-in.
- **Google Assistant:** Use your voice to search and ask questions.
- **SONY PICTURES CORE:** Enjoy streaming high-bitrate, high-quality 4K UHD movies. Includes 5 credits for new releases and a 12-month subscription to hundreds of classics.
- **Studio Calibrated Picture Modes:** Picture quality as intended by creators, with modes specially designed for Netflix, Prime Video, and SONY PICTURES CORE.

Figure 5.3: Sony Pictures Core interface on the BRAVIA 7 TV.

Figure 5.4: Studio Calibrated Picture modes for optimized viewing on Sony BRAVIA 7.

5.3 Gaming and Audio

- **Perfect for PlayStation 5:** Exclusive features like Auto HDR Tone Mapping and Auto Genre Picture Mode optimize picture quality for gaming. The Game Menu centralizes all gaming picture settings and assist features.
- **Immersive Experience:** Supports Dolby Vision and Atmos, IMAX Enhanced, and DTS:X for a cinematic audio-visual experience.

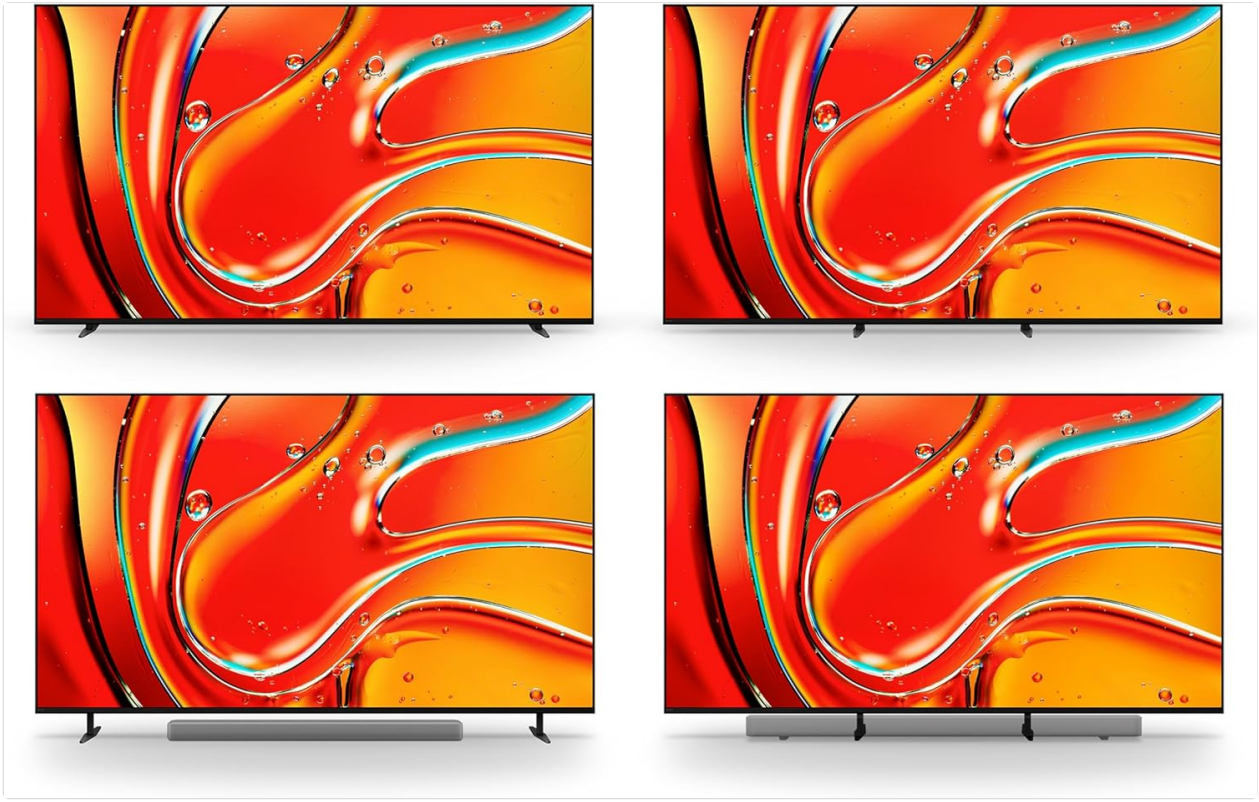

Figure 5.5: Voice Zoom 3 feature for enhanced dialogue clarity on Sony BRAVIA 7.

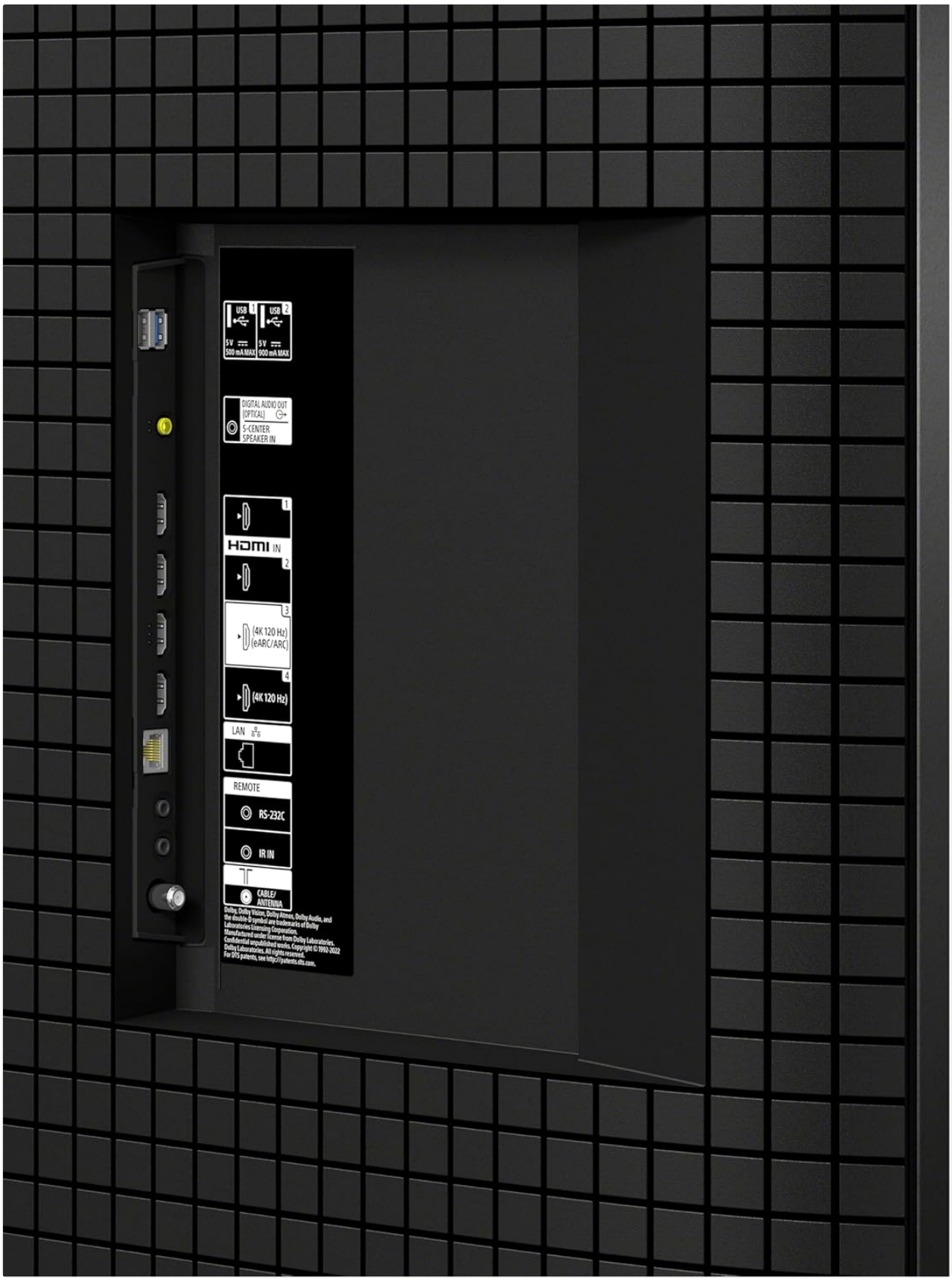

Figure 5.6: Acoustic Center Sync for seamless integration with Sony soundbars.

5.4 Official Product Videos

Video 5.1: Cinematographer Tommy Maddox discusses how Sony BRAVIA TVs accurately represent cinematic creations. This video highlights the color accuracy and professional-grade display capabilities of BRAVIA TVs, ensuring content is viewed as intended by filmmakers.

Video 5.2: Explore new features available on Google TV. This video demonstrates enhancements such as AI Overviews, Google TV Freeplay, a dedicated Sports Page, Ambient Mode, and the Home Panel for smart home control, showcasing the TV's expanded functionalities.

6. Maintenance

To ensure the longevity and optimal performance of your Sony BRAVIA 7 TV, follow these maintenance guidelines:

- **Cleaning:** Gently wipe the screen and TV frame with a soft, dry cloth. For stubborn marks, slightly dampen the cloth with water or a mild, TV-safe cleaning solution. Avoid harsh chemicals or abrasive materials.
- **Ventilation:** Ensure adequate airflow around the TV. Do not block ventilation openings on the back of the TV.
- **Software Updates:** Regularly check for and install system software updates to receive the latest features, security patches, and performance improvements.
- **Power Management:** Unplug the TV from the power outlet during lightning storms or when it will be left unattended for extended periods.

7. Troubleshooting

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

- **No Power:** Check if the power cable is securely connected to both the TV and the electrical outlet. Ensure the outlet is functional.
- **No Picture/Sound:** Verify that the correct input source is selected. Check all cable connections (HDMI, antenna, etc.) for looseness or damage.
- **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.
- **Network Connection Issues:** Restart your router and modem. Reconnect the TV to the Wi-Fi network. If using a wired connection, check the LAN cable.
- **Picture/Sound Distortion:** Adjust picture and sound settings. If using external devices, try connecting them to different HDMI ports or using different cables.
- **TV Restarts Unexpectedly:** This can sometimes be caused by external devices. Try disconnecting external devices one by one to identify the culprit. Check for and install any pending software updates.

For persistent issues, consult the full electronic manual available on the Sony support website or contact Sony customer support.

8. Specifications

Feature	Specification
Brand Name	Sony
Model Number	K75XR70
Screen Size	75 Inches
Display Technology	Mini LED, QLED
Resolution	4K Ultra HD

Refresh Rate	120 Hz
Product Dimensions	16"D x 65.75"W x 38.75"H
Item Weight	88.4 Pounds
Connectivity Technology	Bluetooth, Ethernet, HDMI, USB, Wi-Fi
Special Features	Exclusive features for PlayStation 5, XR TRILUMINOS Pro, Google TV with Google Assistant, AirPlay 2, Acoustic Multi-Audio, Game Menu, Studio Calibrated Modes (Prime Video, Netflix Adaptive, Sony Pictures CORE)
Included Components	Power Cable, Remote Control, Stand, Manuals
Batteries	2 AAA batteries required (for remote)

9. Warranty and Support

Your Sony BRAVIA 7 K-75XR70 TV comes with a standard manufacturer's warranty. Please refer to the warranty card included in the packaging for specific terms and conditions, including coverage duration and service procedures.
For technical support, product registration, or additional information, please visit the official Sony support website or contact Sony customer service directly. Keep your proof of purchase handy when seeking support.