

Sony K65XR90

Sony BRAVIA 9 K65XR90 65-inch 4K HDR QLED Mini-LED TV

Model: K65XR90 | **Brand:** Sony

1. INTRODUCTION

This manual provides essential information for the safe and efficient operation of your Sony BRAVIA 9 K65XR90 65-inch 4K HDR QLED Mini-LED TV. Please read these instructions thoroughly before using the television and retain them for future reference.

The Sony BRAVIA 9 K65XR90 offers remarkable picture quality and an immersive cinematic experience. It features detailed contrast, extreme peak brightness, and multi-directional speakers for expansive surround sound. The television is equipped with a 4K QLED Mini-LED panel, HDR10, HLG, and Dolby Vision compatibility, along with a 120 Hz native refresh rate, VRR, and ALLM support for enhanced viewing and gaming.



Front view of the Sony BRAVIA 9 K65XR90 65-inch 4K HDR QLED Mini-LED TV.

2. What's in the Box

Verify that all items listed below are included in your television package:

- Sony BRAVIA 9 K65XR90 65-inch 4K HDR Smart QLED Mini-LED TV
- Power Cord
- Voice Remote Control with Batteries
- Tabletop Stand components (Stand Brackets, Screws, Spacers)
- Instruction Manual and Setup Guide



Unboxed components of the Sony BRAVIA 9 TV.

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Video demonstrating the unboxing and initial setup of the Sony BRAVIA 9 65-inch TV.

3. SETUP

3.1 Attaching the Tabletop Stand

1. Carefully place the TV screen-down on a soft, flat surface to prevent damage.
2. Attach the stand brackets to the designated slots on the back of the TV using the provided screws. Ensure they are securely fastened.
3. Gently lift the TV to an upright position on a stable surface.



Rear view of the TV, highlighting the stand attachment areas.

3.2 Connecting Cables

1. Connect the power cord to the AC IN port on the TV and then to a wall outlet.
2. For external devices (e.g., Blu-ray player, gaming console), connect an HDMI cable to an available HDMI IN port on the TV.
3. For internet access, connect an Ethernet cable to the LAN port or use the built-in Wi-Fi.



Detailed view of the TV's connectivity ports.

3.3 Initial Power-On and Setup

1. Insert the provided batteries into the voice remote control.
2. Press the power button on the remote control to turn on the TV.
3. Follow the on-screen instructions to complete the initial setup, including language selection, network connection, and Google TV account setup.

4. OPERATING INSTRUCTIONS

4.1 Remote Control Functions

The voice remote control allows for intuitive navigation and control of your TV. Key functions include:

- **Power Button:** Turns the TV on or off.
- **Navigation Pad:** Use the arrow keys to navigate menus and select items.
- **Volume +/-:** Adjusts the volume level.

- **Channel +/-:** Changes TV channels.
- **Google Assistant Button:** Activates voice commands for searching content, controlling smart home devices, and more.
- **Dedicated App Buttons:** Quick access to popular streaming services like Netflix, Prime Video, Disney+, and YouTube.

4.2 Google TV Interface

Your Sony BRAVIA 9 TV features the Google TV operating system, which organizes your favorite entertainment from across various apps and subscriptions. The home screen provides personalized recommendations and easy access to movies, TV shows, and live TV channels.



Google TV interface on the Sony BRAVIA 9 TV.

5. GAMING FEATURES

The Sony BRAVIA 9 K65XR90 is optimized for gaming, especially with PlayStation 5. It includes exclusive features such as Auto HDR Tone Mapping and Auto Genre Picture Mode to enhance picture quality for gaming. The 120 Hz native refresh rate, Variable Refresh Rate (VRR), and Auto Low Latency Mode (ALLM) ensure smooth, responsive gameplay.

Access the Game Menu to quickly manage gaming picture settings and assist features like Black Equalizer for revealing details in dark shadows, Crosshair overlay for aiming, and Screen Size adjustment for precision gaming.

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Video showcasing the immersive picture quality during gaming on the Sony BRAVIA 9 TV.

6. DISPLAY & AUDIO FEATURES

Experience stunning visuals and immersive sound with the following technologies:

- **XR Backlight Master Drive:** Precisely controls thousands of Mini LEDs for extreme peak brightness and detailed contrast.
- **XR Contrast Booster 30:** Delivers incredible contrast with deep blacks and dazzling highlights.
- **QLED Panel with XR Triluminos Pro:** Access billions of accurate colors and shades for lifelike picture quality.
- **XR Processor:** Enhances color, contrast, and clarity in real-time for astounding realism.
- **X-Wide Angle & X-Anti Reflection:** Preserves color and brightness from any viewing angle and reduces glare in bright rooms.
- **Acoustic Multi-Audio+:** Multi-directional speakers produce expansive, theater-like surround sound.
- **Dolby Vision & Atmos, IMAX Enhanced, DTS:X:** Supports rigorous standards for a truly cinematic and immersive viewing experience.
- **XR Clear Image:** Upscales HD and digital content to near-4K resolution with reduced noise.
- **XR Motion Clarity:** Combats blur and judder by analyzing on-screen motion for smooth, bright, and clear action.

7. SPECIFICATIONS

Feature	Detail
Brand	Sony
Model Number	E990SNK65XR90
Screen Size	64.5 Inches (65-inch class)
Display Technology	QLED Mini-LED
Resolution	4K (3840 x 2160)
Refresh Rate	120 Hz Native
HDR Compatibility	HDR10, HLG, Dolby Vision
Processor	XR Processor
Operating System	Google TV
Connectivity	Bluetooth, Wi-Fi, HDMI 2.1 (VRR, ALLM), USB
Audio Features	Acoustic Multi-Audio+, Dolby Atmos
Dimensions (WxDxH)	56.88 x 13.75 x 33.38 inches
Item Weight	77 Pounds



Diagram illustrating the dimensions of the Sony BRAVIA 9 TV.

8. MAINTENANCE

To ensure the longevity and optimal performance of your Sony BRAVIA 9 TV, follow these maintenance guidelines:

- **Cleaning the Screen:** Gently wipe the screen with a soft, dry microfiber cloth. For stubborn smudges, lightly dampen the cloth with water or a screen-safe cleaner. Avoid harsh chemicals or abrasive materials.
- **Cleaning the Frame:** Use a soft, dry cloth to wipe the TV frame and stand.
- **Ventilation:** Ensure adequate airflow around the TV by keeping vents clear of obstructions. Do not block the ventilation openings.
- **Power Cord:** Regularly check the power cord for any signs of damage. If damaged, discontinue use and contact customer support.

9. TROUBLESHOOTING

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

- **No Power:** Ensure the power cord is securely connected to both the TV and the wall outlet. Check if the outlet is functioning by plugging in another device.
- **No Picture/Sound:** Verify that the correct input source is selected. Check all cable connections (HDMI, antenna, etc.) for looseness.
- **Poor Picture Quality:** Adjust picture settings (brightness, contrast, sharpness) in the TV menu. Ensure your content source is high-quality.
- **Remote Control Not Working:** Replace the batteries in the remote control. Ensure there are no obstructions between the remote and the TV.
- **Internet Connectivity Issues:** Restart your router and modem. Reconnect the TV to your Wi-Fi network or try

a wired Ethernet connection.

For more complex issues, consult the full user manual or contact Sony customer support.

10. WARRANTY AND SUPPORT

Your Sony BRAVIA 9 K65XR90 TV is covered by a manufacturer's warranty. Additionally, this bundle includes a CPS Exclusive 26 Months Premium Extended Service Protection Plan, which covers accidental damage and burn-in. For warranty claims, technical support, or service inquiries, please refer to the contact information provided in your warranty documentation or visit the official Sony support website.