

BRAVIA

CINEMAIS

COMING HOME

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BRAVIA XR

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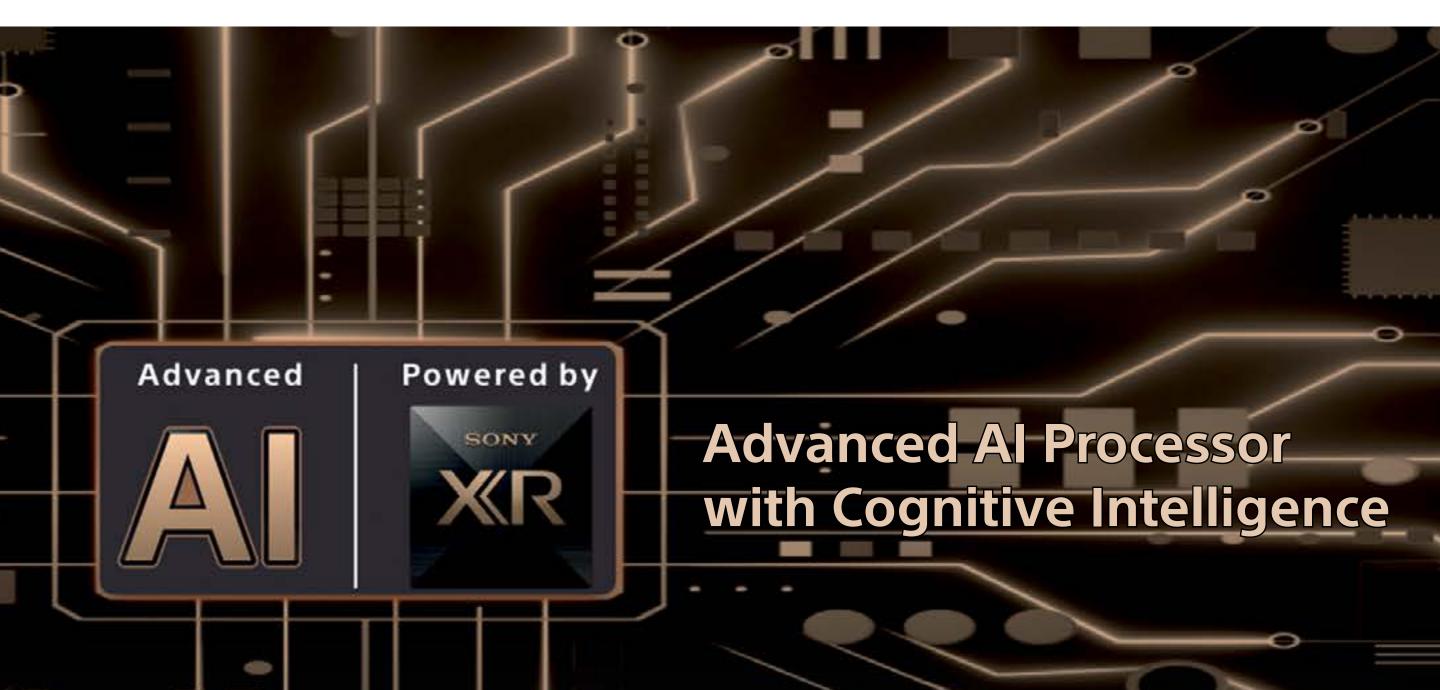
Picture

Sound

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Specifications



Bringing you an experience that's closer to the real world and puts you deeper into every scene.

The Advanced AI XR Processor with cognitive intelligence enhances picture and sound quality by analyzing and upscaling content in real-time, delivering a highly immersive viewing experience.

XR Picture



Focusing the same way our eyes do

BRAVIA XR TVs detect the main focal point in the scene and enhance each detail in the object, ensuring that it stands out with a natural sense of depth, the same way as in the real world.

XR Sound



Sound positioned to bring you into the action

BRAVIA XR TVs use advanced sound processing to make sound match precisely with what's on the screen, resulting in a feeling like you're right there in the heart of the scene.



Picture

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Gaming/UX

Line-Up

Specifications

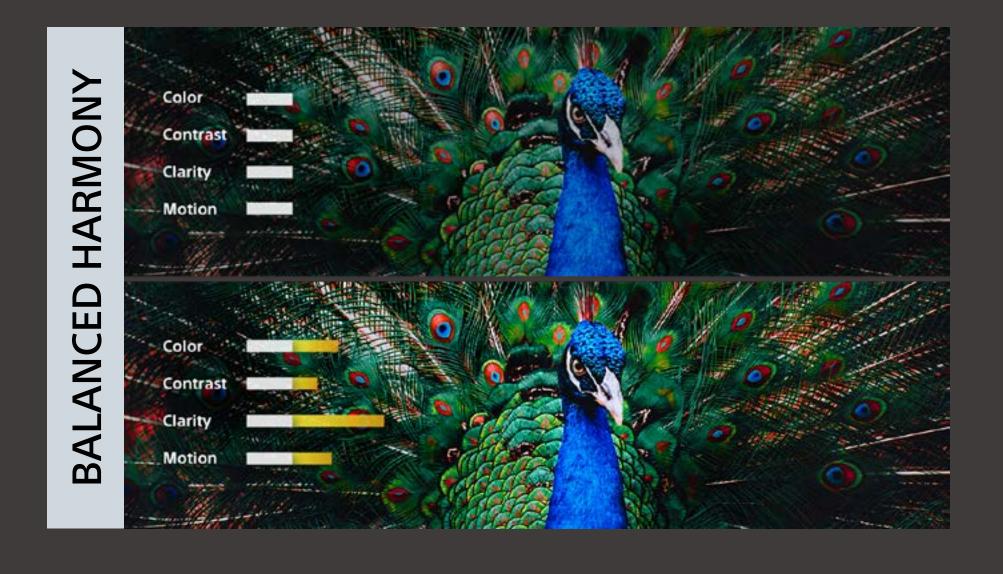


Focusing the same way our eyes do

Analysing hundreds of pieces of information, the same way our brains do

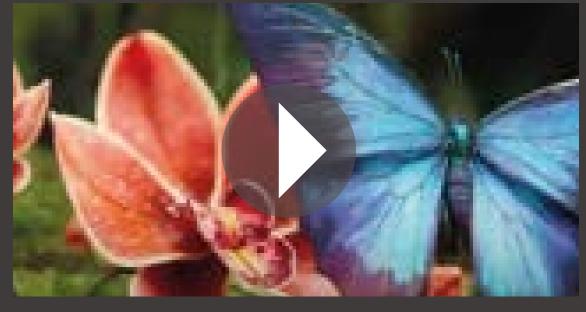






Every
element in
balanced
harmony, for
a real-world
picture

Explore the world of XR



Introducting Sony BRAVIA XR



The Philosophy



Picture

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Specifications







New era of entertainment with BRAVIA







Remarkable contrast.
Professional monitor core technology.

Ultra-bright, pure black. Get pictures closer than ever to real life.

See breathtakingly beautiful pictures full of realistic depth.

Mini LED

OIFD

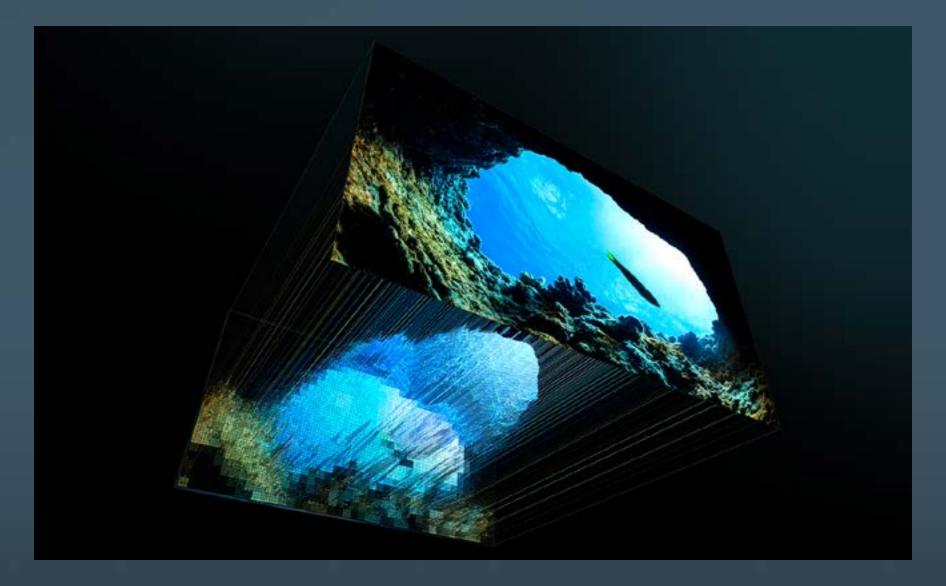


BRAVIA Technology

Mini LED



XIR
Backlight Master Drive



Scenes full of contrast and brightness, precisely controlled

Powered by Cognitive Processor XR™, the unique XR Backlight Master Drive precisely controls our latest-generation Mini LED backlight. You'll enjoy an unprecedented dynamic range with incredibly dazzling lights and deep blacks, as well as beautifully natural mid tones, with almost no flare or halos around highlights.



Picture

Sound

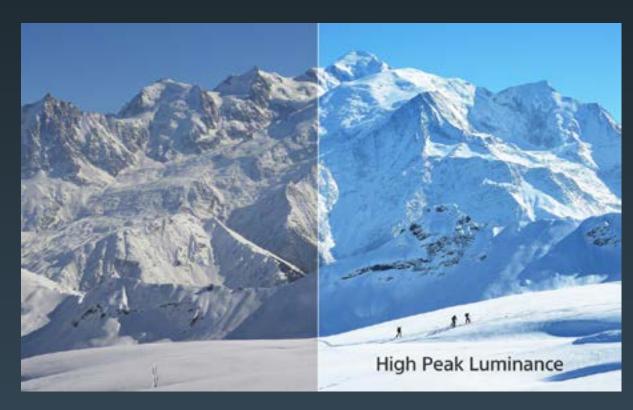
Gaming/UX

Line-Up

Specifications



High Peak Luminance



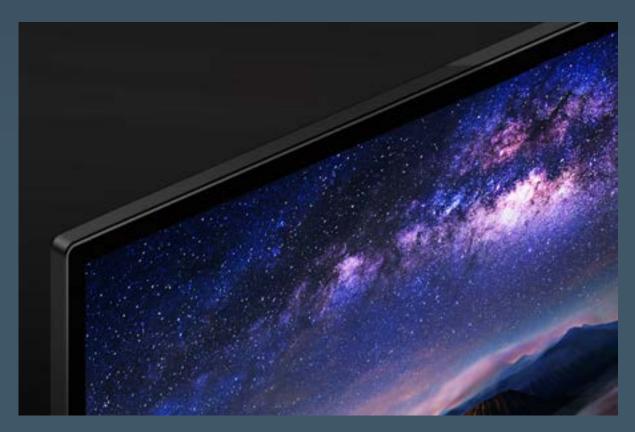
As bright as nature, dazzling and vibrant worlds

Imagine a brilliantly sunlit, snow-covered mountain landscape. With higher luminance than ever, this supremely bright TV can faithfully reproduce natural scenes in absolute detail, even in the brightest daylight.

Pure black for remarkable contrast

Brings out the depth and detail in every scene. With extreme brightness and astonishing contrast, our TV delivers truly exhilarating pictures that are sure to entertain and delight all.









Full Array LED backlight

With a Full Array LED Backlight there are LEDs across the whole screen. This means that the power and intensity of the LEDs can be adjusted much more precisely according to the scene. So light goes where it's needed, and dark parts stay dark.



Picture

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Specifications





Extended color volume, now see every shade & hue

See colours that are natural and beautiful to the human eye. The Cognitive Processor XR enables our unique display to access a wider palette and reproduce each colour with the subtle differences seen in the real world. With extended hue and saturation, vivid shades and realistic texture can be seen in the flowers. Even pale colours look realistic.

Less noise. Less blur. More clarity in every picture.

XR Clear Image improves picture clarity and reduces noise when upscaling from low-resolution content by applying specific algorithms based on the original resolution.









Recreating lost texture, the intelligent way

Our Cognitive Processor XR accesses a vast amount of data, intelligently recreating lost textures and detail for real-world pictures. See details such as naturally defined animal fur and sharply outlined rock.



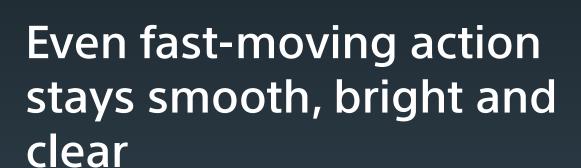
Picture

Sound

Gaming/UX

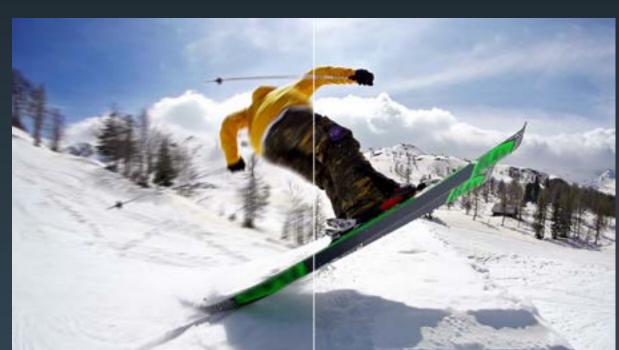
Line-Up

Specifications



Forget about blur. XR Motion Clarity™ analyses movement across several frames and precisely synchronises the backlight with on-screen motion so you see clear, bright images, however fast the action.







X-Wide Angle



Beautiful colours. Any angle.

Watching TV from the sides is truly satisfying. It keeps luminance constant for consistent colours across all viewing angles.

Less glare. Less reflection. That's immersion.

Our QD-OLED panel reduces the effects of glare and reflection from daylight and room light so that you can see images clearly in even dark scenes.







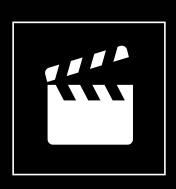
Picture

Sound

Gaming/UX

Line-Up

Specifications



Studio Calibrated

Picture quality as intended by the creaters.

BRAVIA is equipped with to reproduce the picture quality as intended by the creators.











Picture

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Gaming/UX

Line-Up

Specifications

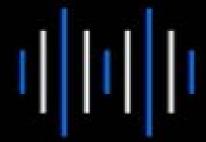
The iconic IMAX® Enhanced experience, at home





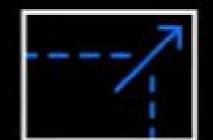
IMAGE

Watch Clearer Pictures and Brighter Images



SOUND

Feel Immersive, Heart
Pounding Audio
Delivered by



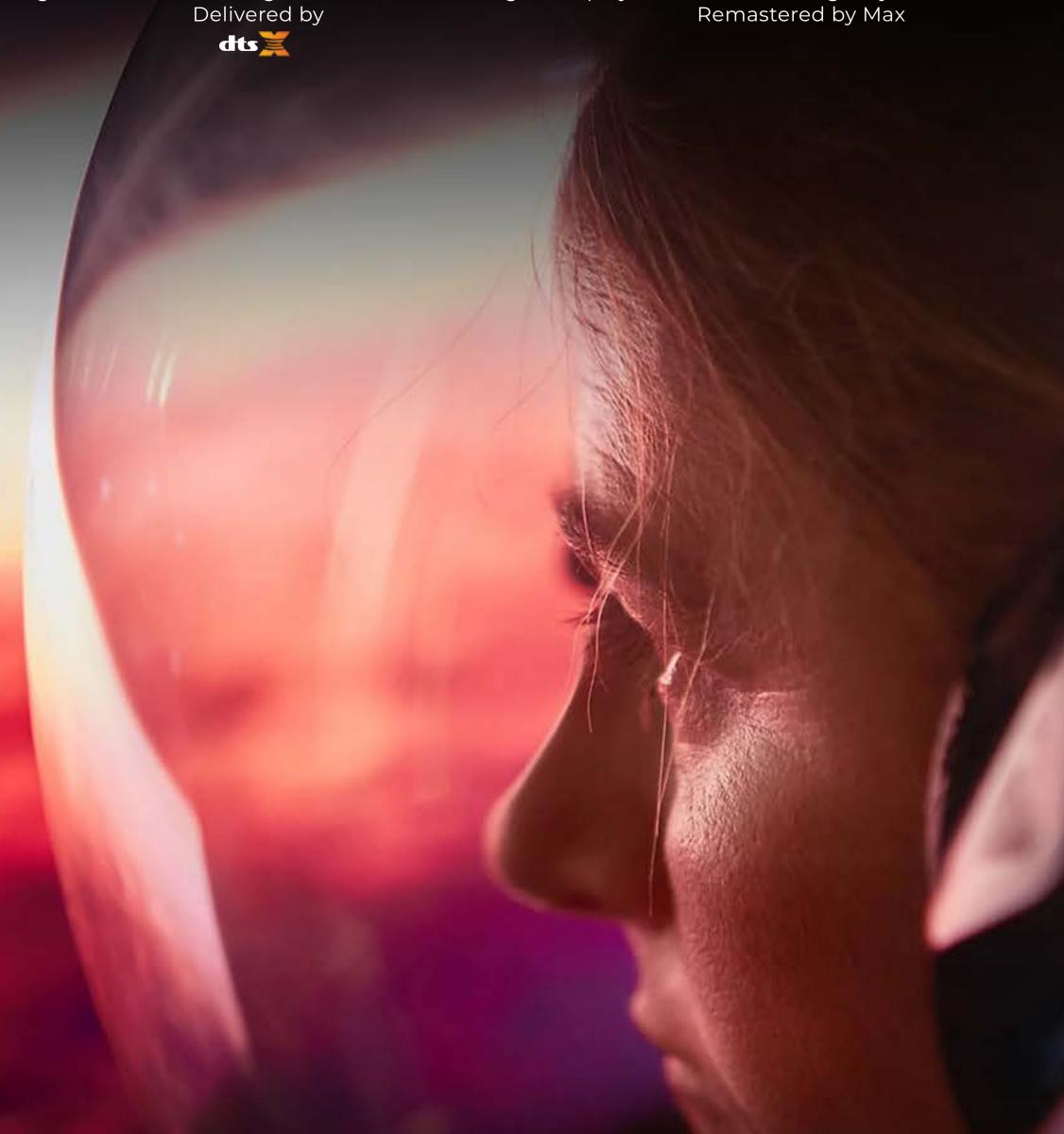
SCALE

See more picture on the largest displays



CONTENT

Experience Premium Content Digitally Remastered by Max



Selected IMAX® titles that were shot with IMAX® cameras or specially formatted for IMAX® theatres can now be enjoyed from the comfort of your living room. Discover premium 4K HDR picture quality, rich in colour, contrast and clarity; immersive, powerful, heart pounding DTS:X®, Dolby Vision® and Dolby Atmos® for an unbelievably atmospheric and immersive viewing experience



Picture

Sound

Gaming/UX

Line-Up

Specifications

See the Story, hear the impact

Dd Dolby VISION·ATMOS



Experience stunning visuals with Sony BRAVIA powered by Dolby Vision—brighter highlights, deeper blacks, and vibrant colors. Feel sound all around you with Dolby Atmos, delivering immersive, multi-dimensional audio. BRAVIA brings cinematic brilliance into your home, just as the creators intended. Elevate your entertainment with the perfect harmony of picture and sound.



Picture

Sound

Gaming/UX

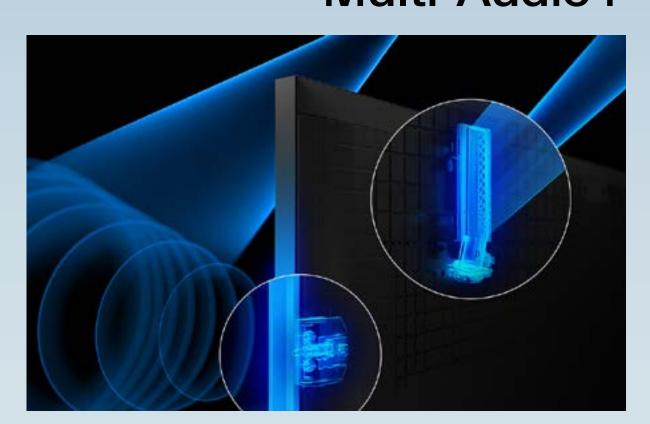
Line-Up

Specifications

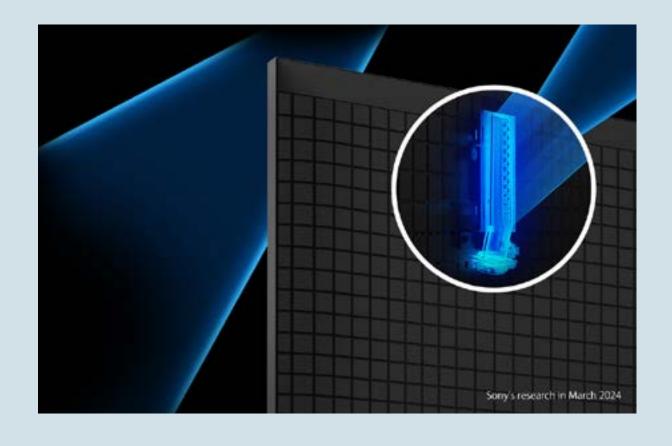
Cinema-like surround, pictures and sound in harmony

Feel like you're in the cinema. Acoustic Multi-Audio+™ with Beam Tweeter at the top and Frame Tweeter at the sides delivers cinematic surround sound. Every sound comes from exactly the right place.

Acoustic Multi-Audio+



World's first TV with Beam Tweeter



Unprecedented overhead surround sound with Beam Tweeter

Sound without boundaries. Our Beam Tweeter projects sound upwards, reflecting it off the ceiling so aerial effects truly appear to come from overhead. Also, our Frame Tweeter vibrates the frame, projecting immersive sound forwards.

Acoustic Surface Audio+



Screen is the speaker, pictures and sound in harmony

Acoustic Surface Audio+™ uses special actuators to turn the screen into a multichannel speaker. You'll hear sound that precisely matches what's on screen with pictures and sound in total harmony for a truly immersive experience.



Picture

Sound

Gaming/UX

Line-Up

Specifications



All your entertainment upscaled to 3D surround sound

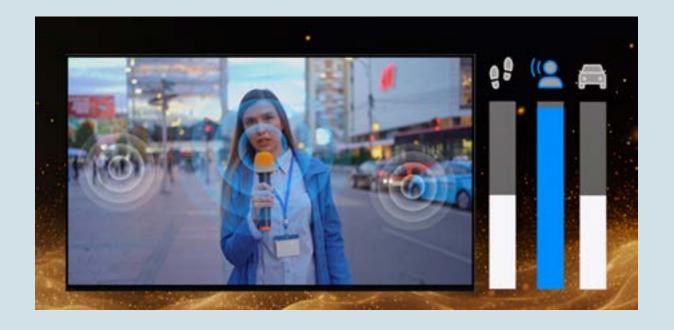
XR Surround creates surround sound from the sides and vertically so you can experience 3D audio without the need for in-ceiling or up-firing speakers.



Voice Zoom 3

Crystal-clear voice. Precise dialogue.

No more muffled voices. Our new Voice Zoom 3™ recognises human dialogue through Almachine learning and amplifies or reduces its volume so even small dialogue sounds loud and clear. Works with our home cinema products too.



Cinematic Surround Sound

With BRAVIA Theatre, home becomes cinema

Fill every corner of your room with soulstirring cinematic sound. Pairing BRAVIA with BRAVIA Theatre brings the emotion and excitement of a cinema home, an unmatched audio-visual experience.





Picture

Sound

Gaming/UX

Line-Up

Specifications

Acoustic Centre Sync



TV and soundbar in perfect harmony

The BRAVIA™ Acoustic Center Sync allows you to connect your compatible Sony soundbar/audio system to the TV for enhanced audio playback using the TV as a center channel speaker in a multichannel setup.

The 4-way multi-position stand

The 4 way multi-position stand cleverly adapts to your design needs.







Picture

Sound

Gaming/UX

Line-Up

Specifications





The next-gen TV for gaming.
Breathtaking picture, fast response time.



Breathtaking picture, immersive sound and fast response time for a great PlayStation®5 experience.



High-impact gaming with PS5

With 4K/120fps as specified in HDMI 2.1, our TVs give you smooth and clear movement for responsive gameplay.

Perfect for PlayStation[®]5

Smooth Gaming

BRAVIA XR automatically switches into Game mode to minimize input lag and make the action more responsive with its Auto Genre and Auto HDR tone mapping features.

Game Menu

Game Menu

You can easily access your gaming Status, Settings and Gaming Assist functions all in one place. Screen Size, Crosshair, black equalizer, VRR etcetera can be adjusted through the bar.

ALLM

Auto Low Latency Mode

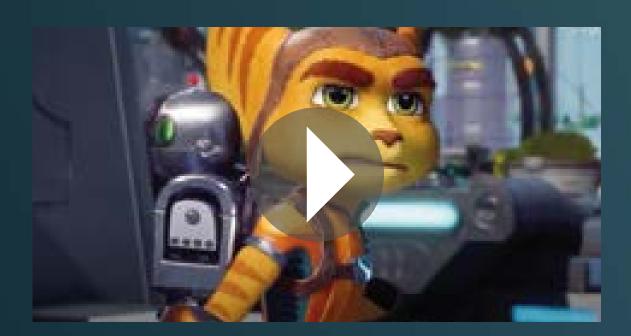
HDMI 2.1 also enables the ideal latency setting to automatically be set allowing for smooth, lag-free and uninterrupted viewing and interactivity

PS Remote Play

Remote play your favorite PlayStation games on BRAVIA

TV Stream your PS5 & PS4 games from your console to your BRAVIA TV device at remote location. Just stay handy with the PlayStation Control & PS remote application on your TV.

Explore the Features





Picture

Sound

Gaming/UX

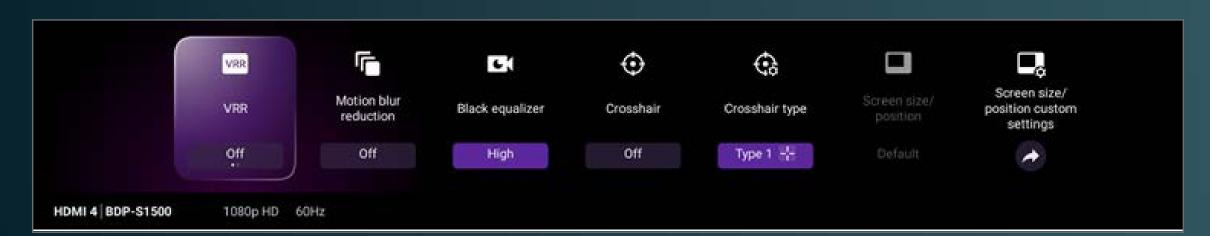
Line-Up

Specifications

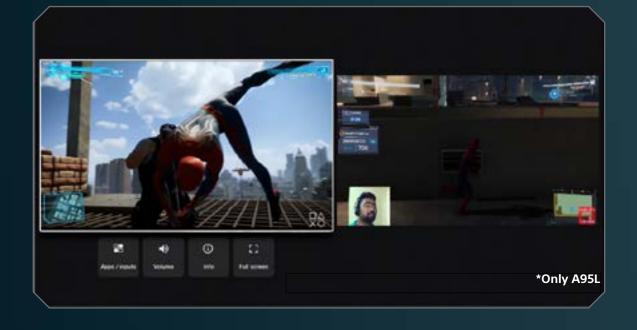
Perfect for PlayStation®5 Features

Game Menu

Game Menu allows you to easily access your gaming Status, Settings and Gaming. Assist functions all in one place



Multi View* Play Games while watching guide video in one screen



Screen Size* Change screen size as you like for your game play



* Support via OTA

ALLM

Automatically switches between low latency mode and high picture quality mode on connecting the PS5



VRR

image transmission scheme that allows the device to adjust its refresh rate based on the frame rate of the video





Picture

Sound

Gaming/UX

Line-Up

Specifications

More features

Black equalizer Easily find the enemy even in dark scene



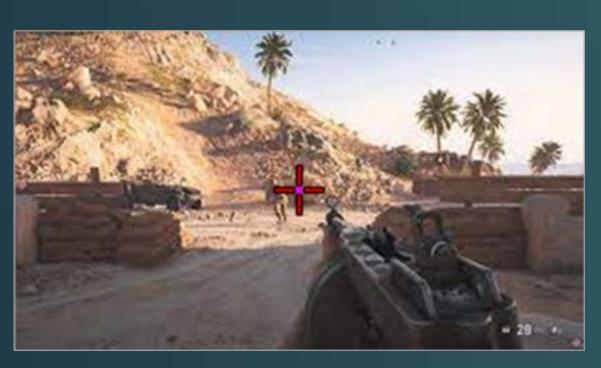
Motion blur reduction
Smoother motion for gaming experience



FPS/RTS picture mode*
Appropriate picture mode for each game genre



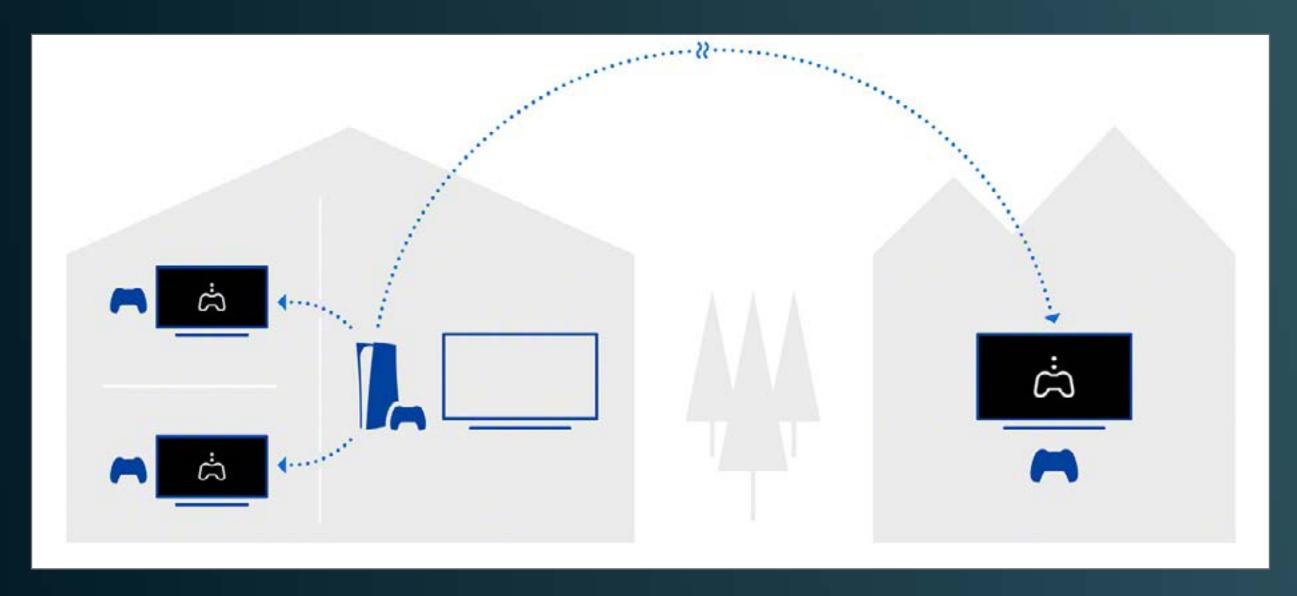
Crosshair/Crosshair settings Get a shot with built-in Crosshair



New feature

PS Remote Play

Remote play your favorite PlayStation games on BRAVIA TV





Picture

Sound

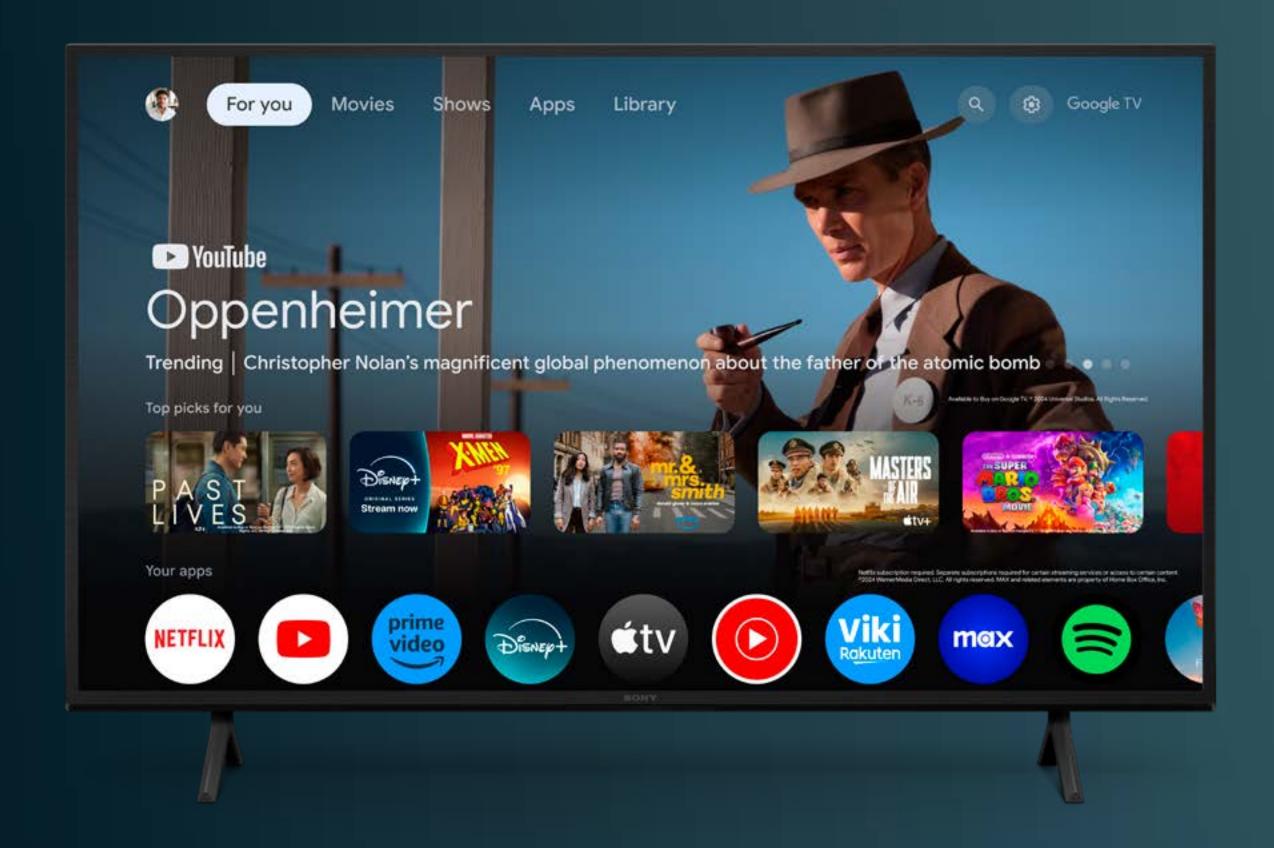
Gaming/UX

Line-Up

Specifications



The entertainment you love. With a little help from Google.



Browse 400,000+ movies and TV episodes from your streaming services in one place, organised into topics and genres based on your preferences.



Picture

Sound

Gaming/UX

Line-Up

Specifications

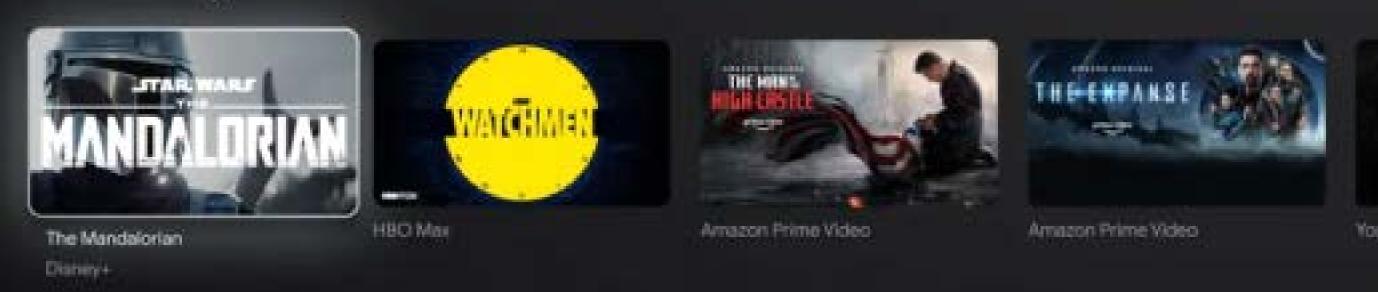


Watchlist – create on phone, watch it on TV



Content from all at one place

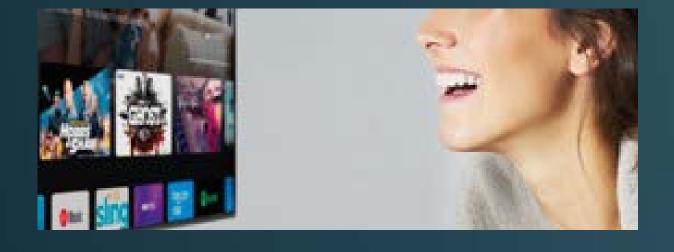
Because you liked "Westworld"



Hands-free Voice Search

Take Control, Remote-free

Thanks to a Built-in Mic located in the bottom bezel, simply talk directly to your TV to perform all your usual voice commands, but without the need of a remote.





Picture

Sound

Gaming/UX

Line-Up

Specifications

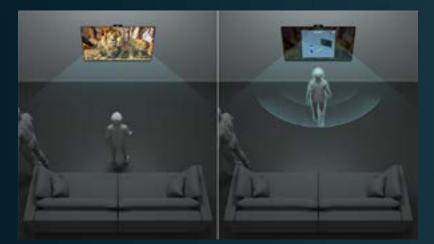
BRAVIA* CAM



CES® 2022 Best of Innovation Awards Honoree, award to BRAVIA CAM



New ways to enjoy BRAVIA CAM

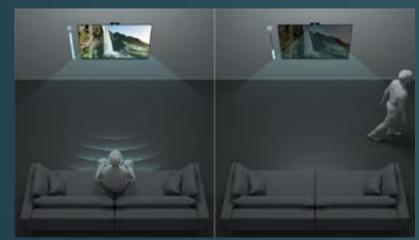


Set safe distance for Kids

Proximity Alert Gesture



Gesture Control
Control TV using simple
gestures



Auto Power Saving Mode

Manage brightness by detecting

if watching or not

Video Call by BRAVIA CAM



Enjoy video chat with friends and family on the big screen

Catch up with your friends and family on the big screen. Enjoy more fun when you pair your TV with BRAVIA CAM.



Easy to connect, easy to close

Use the camera cover switch on top of BRAVIA CAM to close the camera cover if you want more privacy at any time.



Picture

Sound

Gaming/UX

Line-Up

Specifications

SONY PICTURES CORE



Bring the cinematic experience home, enjoy movies included with BRAVIA XR™

A huge number of movies are waiting for you. With BRAVIA XR technology, Pure Stream™ and IMAX® Enhanced, everything you watch is delivered with stunning visuals and expressive sound quality. With SONY PICTURES CORE Calibrated mode, your movie will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience.



Hundreds of movies await you

Enjoy an incredible selection of movies to stream any time in up to 4K HDR quality and choose up to 10 movies to redeem from hundreds of the latest releases and classic blockbuster movies.



Highest streaming picture quality

Pure Stream™ can stream 4K HDR movies at up to 80Mbps. Enjoy more detail, colour and contrast than conventional 15–25Mbps streaming content.



Enjoy the largest available collection of IMAX® Enhanced movies

BRAVIA XR TVs with IMAX® Enhanced are certified by IMAX and DTS® to have met the rigorous standards needed to get the best possible IMAX movie experience from SONY PICTURES CORE movies.



Picture

Sound

Gaming/UX

Line-Up

Specifications



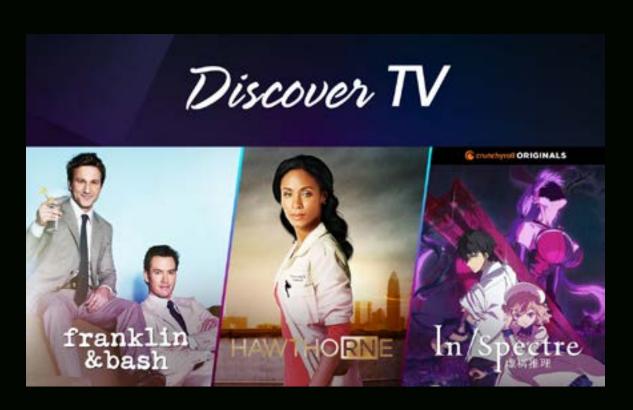
Watch in Pure Stream™.
the highest in streaming picture
quality up to 80Mbps.



Enjoy up to two years of unlimited movie streaming.



Enjoy the largest available collection of IMAX Enhanced Movies.



Discover your next favorite TV series.



Go Dipper into the creation of your favorite movies with Studio Access.



Picture Setting will automatically adjust to create a trulyexceptional at-home viewing experience.



Picture

Sound

Gaming/UX

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Specifications

BRAVIATM, entertainment for the future



Easy to find, clean and use anytime. Made with recycled plastic.

Truly multifunctional. Our compact and rechargeable premium remote uses approximately 80%4 recycled plastic. Yet it's easy to use in the dark, easy to find, easy to clean and controls your connected devices

Crunchyroll

ANIME
JUSTA
CLICK
ANAMA



Picture

Sound

Gaming/UX

Line-Up

Specifications

BRAVIA9 **XR90**



Our brightest 4K ever

BRAVIA XR Mini LED



















216cm (85) I MRP Rs. 8,99,900/-190cm (75) I MRP Rs. 6,49,900/-



Picture

Sound

Gaming/UX

Line-Up

Specifications



BRAVIA 811

XR80M2



Aesthetic slimness, blends in beautifully

BRAVIA XR OLED



Google TV











165cm (65) I MRP Rs. 4,99,900/-

140cm (55) I MRP Rs. 3,99,900/-







Picture

Sound

Gaming/UX

Line-Up

Specifications

BRAVIA 7 **XR70**



Perfectly balanced, entertains everyone brilliantly

BRAVIA XR Mini LED



Google TV







SONY **PICTURES** CORE





189cm (75) I MRP Rs. 4,49,900/-

165cm (65) I MRP Rs. 2,99,900/-

140cm (55) I MRP Rs. 2,49,900/-





Picture

Sound

Gaming/UX

Line-Up

Specifications



BRAVIA 5

XR55A

Bigger is Better



BRAVIA XR Mini LED













Studio Calibrated

248cm **(98)** I Coming Soon

215cm (85) I MRP Rs. 6,49,900/-

189cm (75) I MRP Rs. 3,99,900/-

165cm (65) I MRP Rs. 2,49,900/-

140cm (55) I MRP Rs. 1,99,900/-







Picture

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Gaming/UX

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Specifications

BRAVIA 3 S30



Rich Color, Immersive Sound

BRAVIA LED









SONY PICTURES CORE

DIDOIDY VISION-ATMOS

Features for PlayStation®5

215cm (85) I MRP Rs. 5,99,900/-

189cm (75) I MRP Rs. 2,69,900/-

165cm (65) I MRP Rs. 1,64,900/-

140cm (55) I MRP Rs. 1,29,900/-

127cm (50) I MRP Rs. 1,14,900/-

109cm (43) I MRP Rs. 99,900/-



Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

BRAVIA 2II S25M2

4K HDR

Life, upscaled. In 4K.

BRAVIA LED













SONY PICTURES CORE

189cm (75) I MRP Rs. 2,39,900/-

165cm (65) I MRP Rs. 1,39,900/-

140cm (55) I MRP Rs. 99,900/-

127cm **(50)** I Coming Soon

109cm (43) I MRP Rs. 69,900/-



Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

BRAVIA 2II S22

4K HDR

Life, upscaled. In 4K.

BRAVIA LED











SONY PICTURES CORE

127cm (50) I Coming Soon

109cm (43) I MRP Rs. 59,900/-



Picture

Sound

Gaming/UX

Line-Up

Specifications

W835

HDR

Made easy, made smart

BRAVIA LED













W835:

81cm (32) I MRP Rs. 34,900/-



Picture

Sound

Gaming/UX

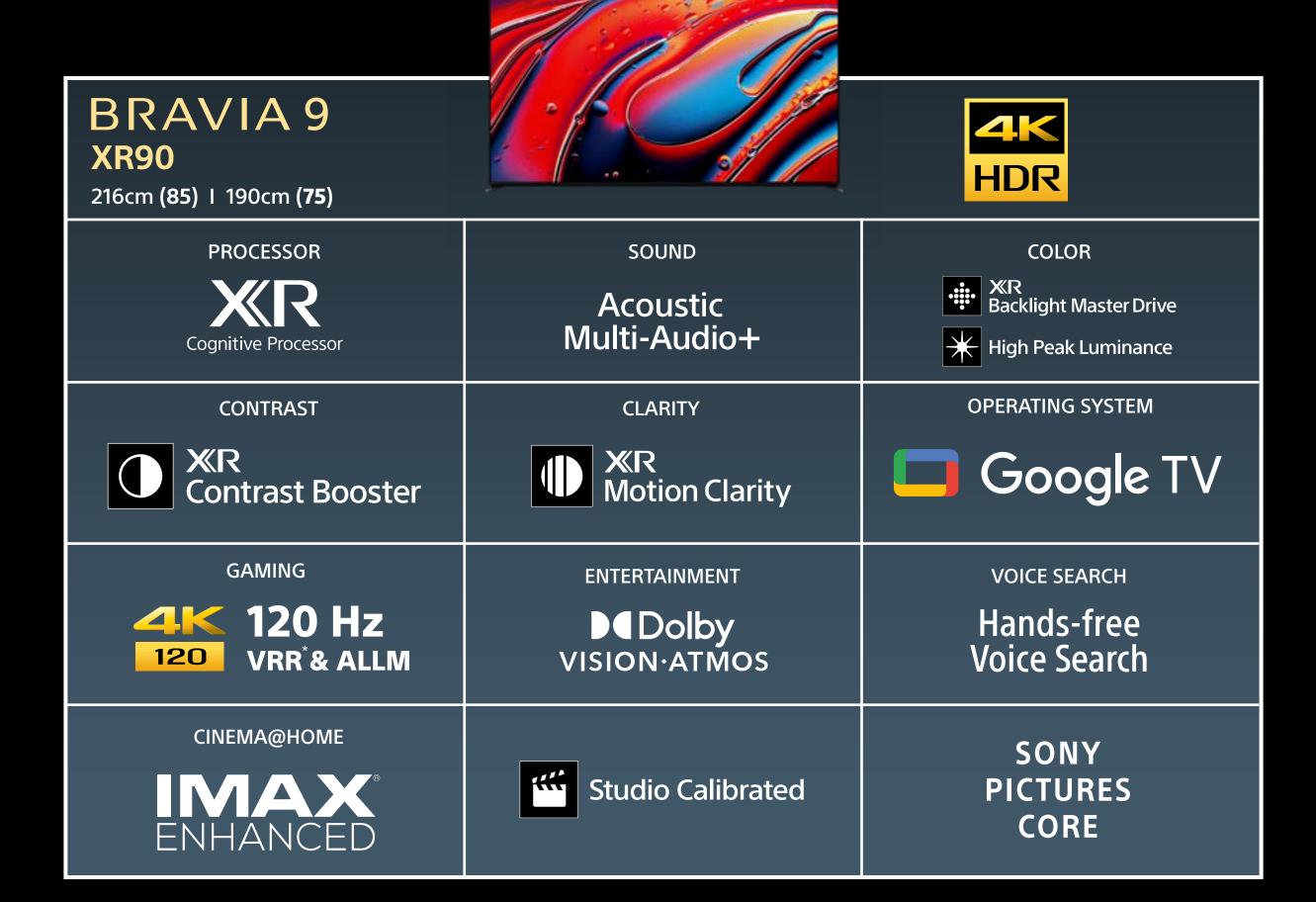
Line-Up

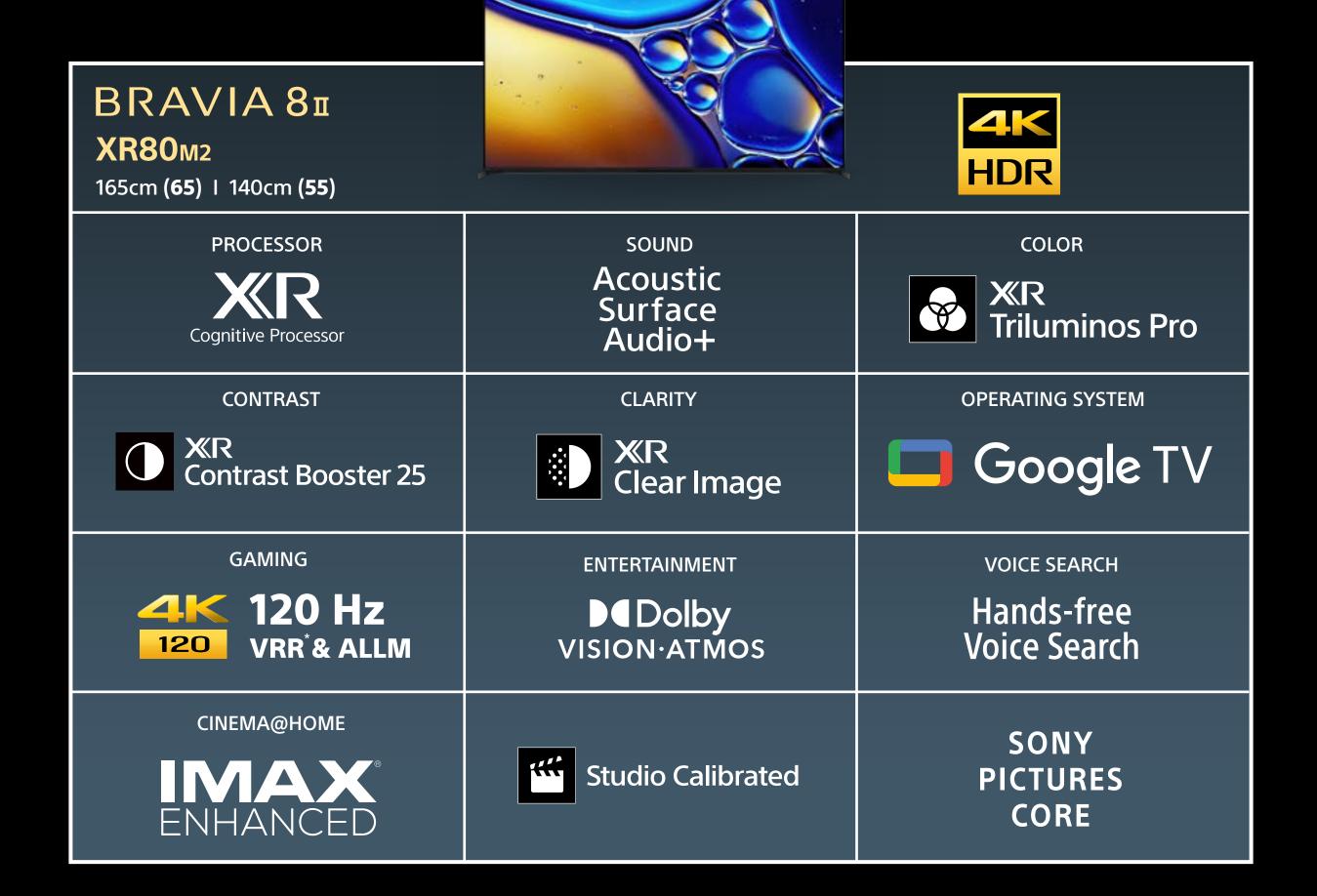
Specifications

BRAVIA XR

The world's first Cognitive Intelligence TV

SPECIFICATIONS







Picture

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Gaming/UX

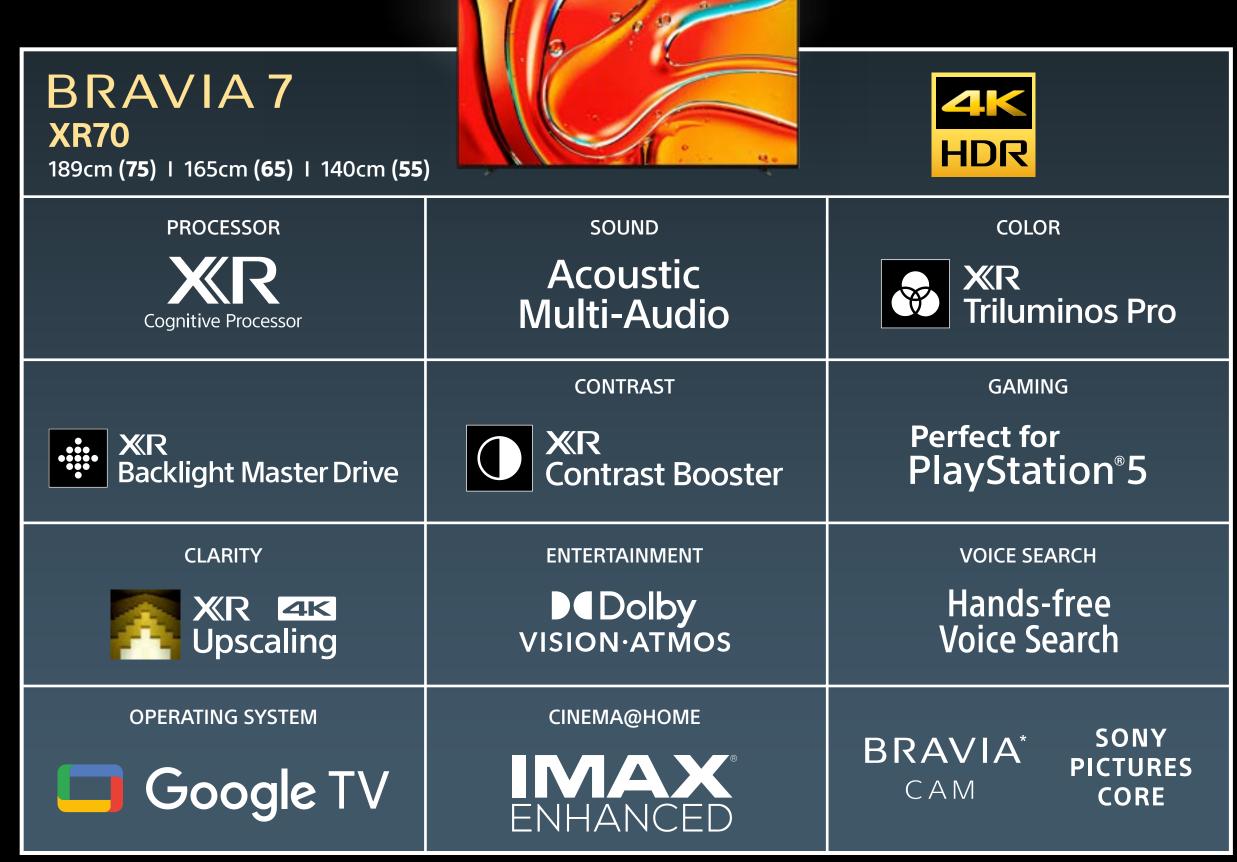
Line-Up

Specifications

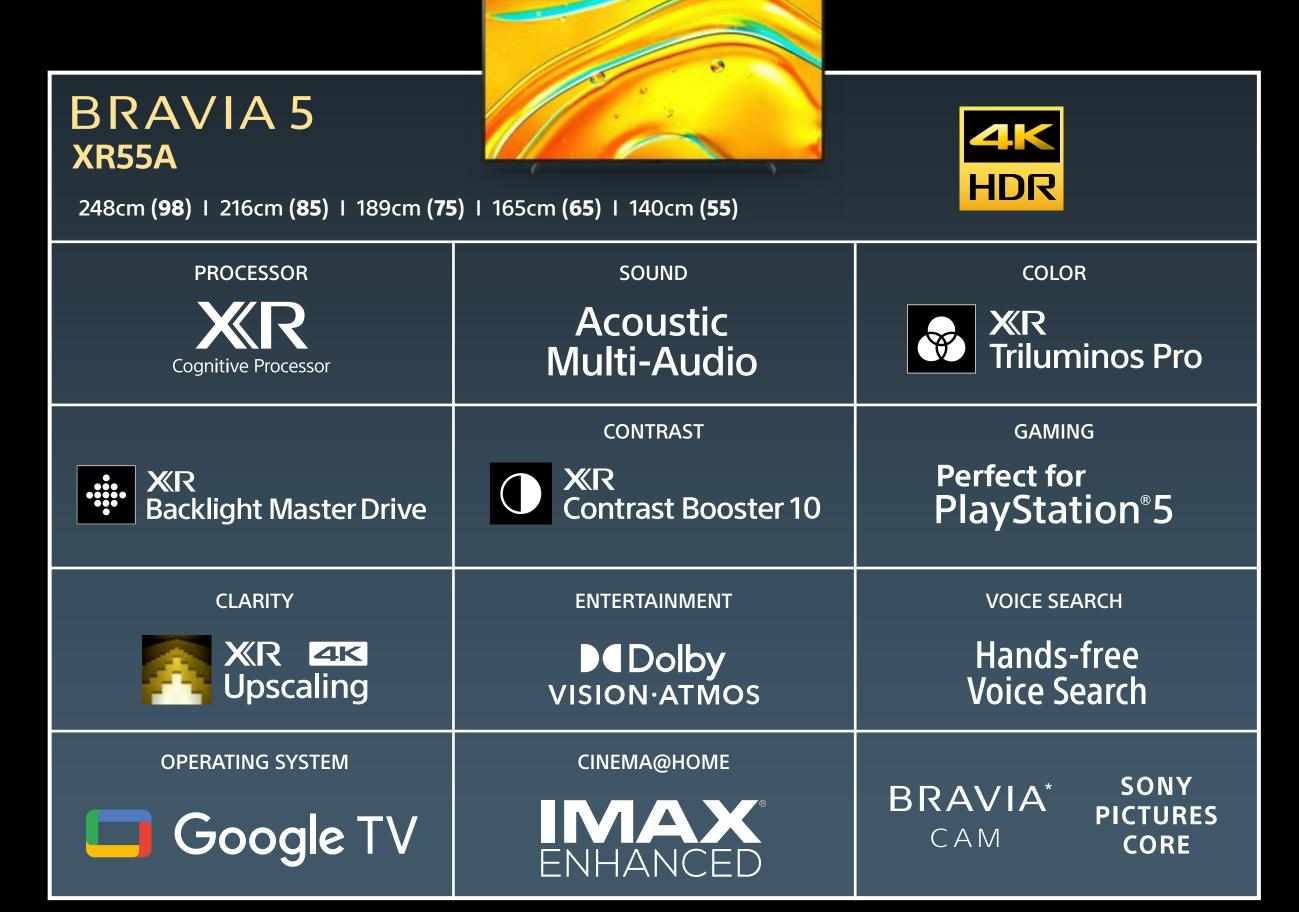
BRAVIA XR

The world's first Cognitive Intelligence TV

SPECIFICATIONS



*Available with select models.





Picture

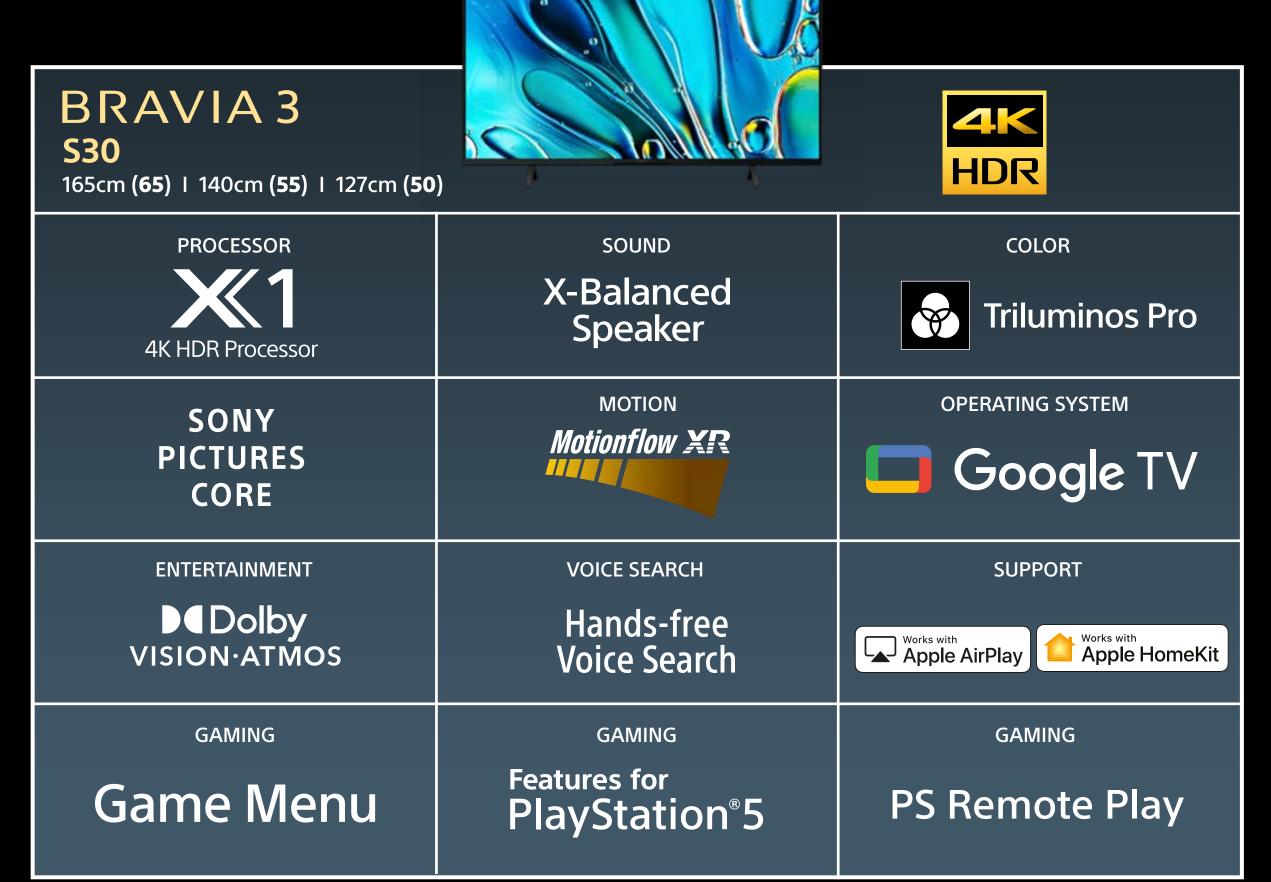
Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS



*Available with select models.





Picture

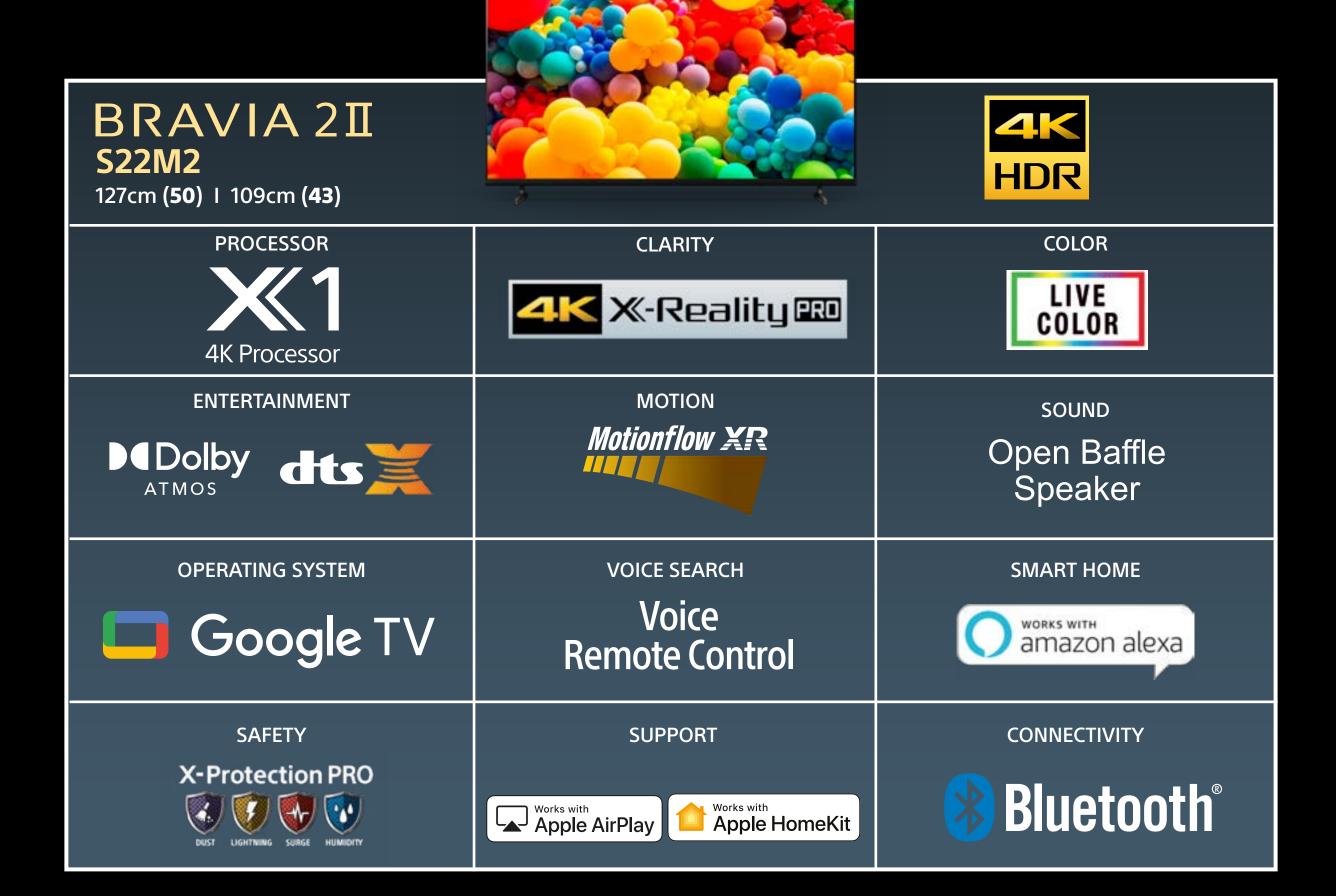
Sound

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Specifications

SPECIFICATIONS





SONY

Dedicated Customer Service Support:



Installation within 4 hours* of delivery



7 days a week Call centre support



Well trained & courteous service staff

*Applicable within the municipal limits of select cities. For more details, kindly visit www.sony.co.in/microsite/installationtnc

For Sale & Service queries, please contact:



080-6500-6500 (Toll free from all landline & mobile phones)



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