

SONY



BRAVIA XR

The world's first

Cognitive Intelligence TV*

It thinks like a human brain.

*Including a processor that cross-analyses multiple picture elements combined with focal points; recreating human perspective. As of November 2020 no other brand has specifically claimed such cognitive intelligence for their TV processor. Verified by Strategy Analytics.
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BRAVIA XR

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The world's first cognitive intelligence TV

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

Powered by our new Cognitive Processor XR, designed to replicate the way our brains think, see, hear and interpret to the world around us.

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.

FOCAL POINT



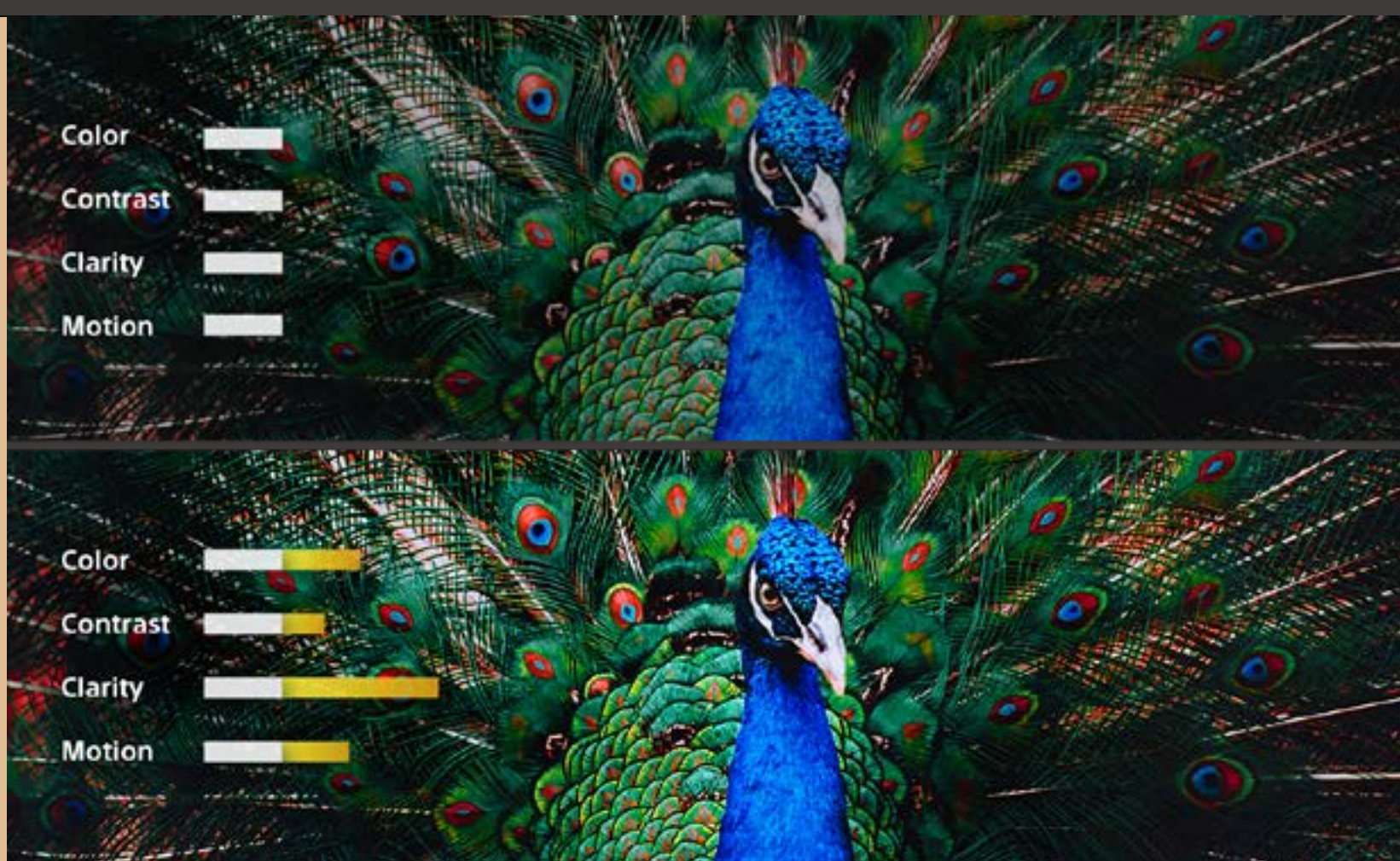
Focusing the same way our eyes do

CROSS ANALYSIS



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

BALANCED HARMONY



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



BRAVIA XR

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BRAVIA XR

An new era of entertainment with
the world's first Cognitive Intelligence TV



Feel immersive depth and
realism with our brightest-
ever OLED picture.

OLED

True-to-life picture &
sound with
Cognitive Processor XR

XR
Cognitive Processor

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

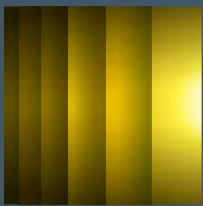
PS5

BRAVIA Technology



**Full Array
LED**

More LEDs,
More Brightness,
More Contrast

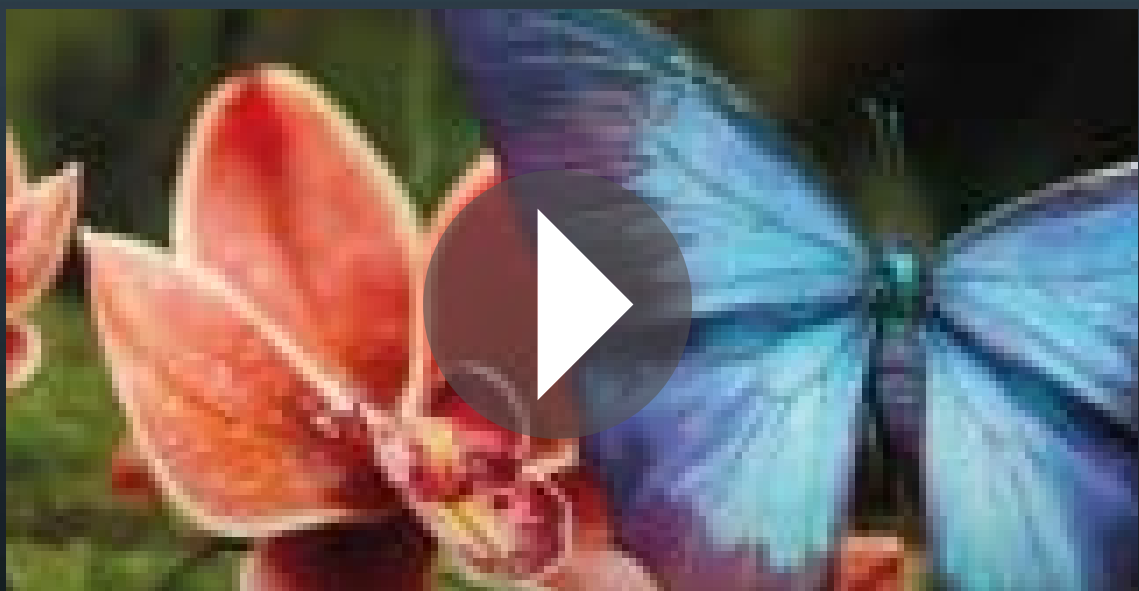


**XR
Motion Clarity**

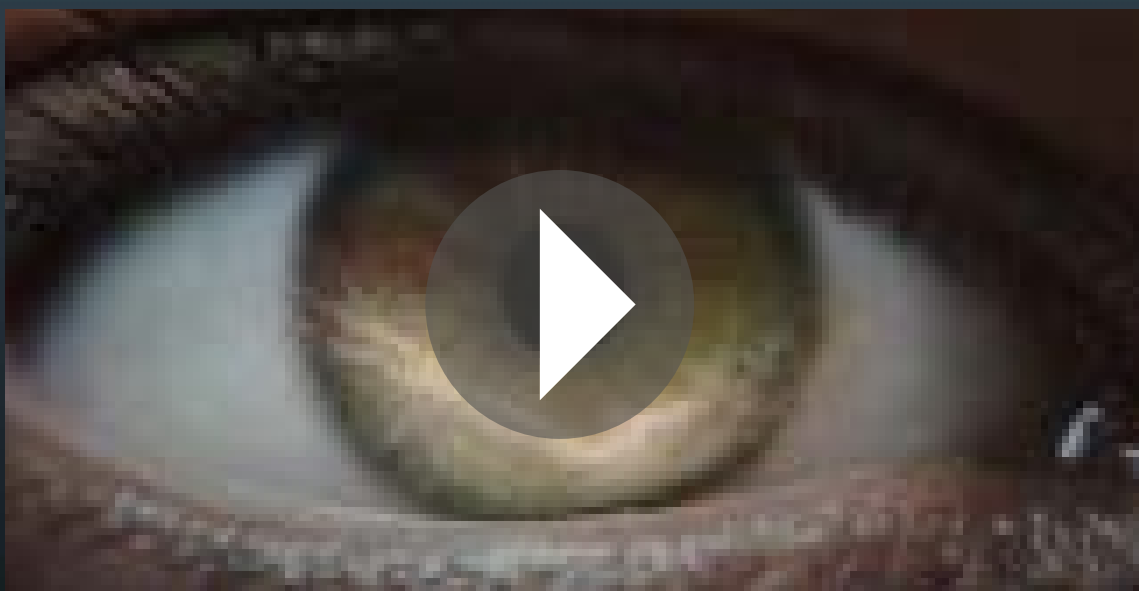
Intelligent Motion
processing for fast-moving,
blur free scenes



Explore the world of XR



Introducing Sony BRAVIA XR



The Philosophy



BRAVIA XR

Picture

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Gaming/UX

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XR 4K
Upscaling



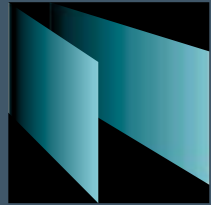
Recreating lost texture, the intelligent way

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.



A wide palette of naturally beautiful colours

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.



X-Wide Angle



Beautiful Color From All Sides

Sony's original optical design controls light from the backlight. The X-Wide Angle panel ensures color stay true from wherever you're watching.



BRAVIA XR

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Real life depth with deep blacks and intense brightness

Feel breath taking contrast, just as in real life. Our Cognitive Processor XR cross-analyses data, enhancing pictures in the same way that the human eye focuses for real life colour and depth. With XR Contrast Booster, bright areas are brighter and dark areas darker—no more details overwhelmed by shadow or lost in blown-out highlights.



Feel more depth and texture with pure blacks and dazzling light

Our Cognitive Processor XR cross analyses data, enhancing pictures in the same way that the human eye focuses for more realistic colour and depth. With XR OLED Contrast, brightness is adjusted for higher peaks in glare and deeper blacks in shadow - no more details overwhelmed by shadow or lost in blown-out highlights.



BRAVIA XR

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3D Surround
Upscaling

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.



Acoustic Surface Audio+



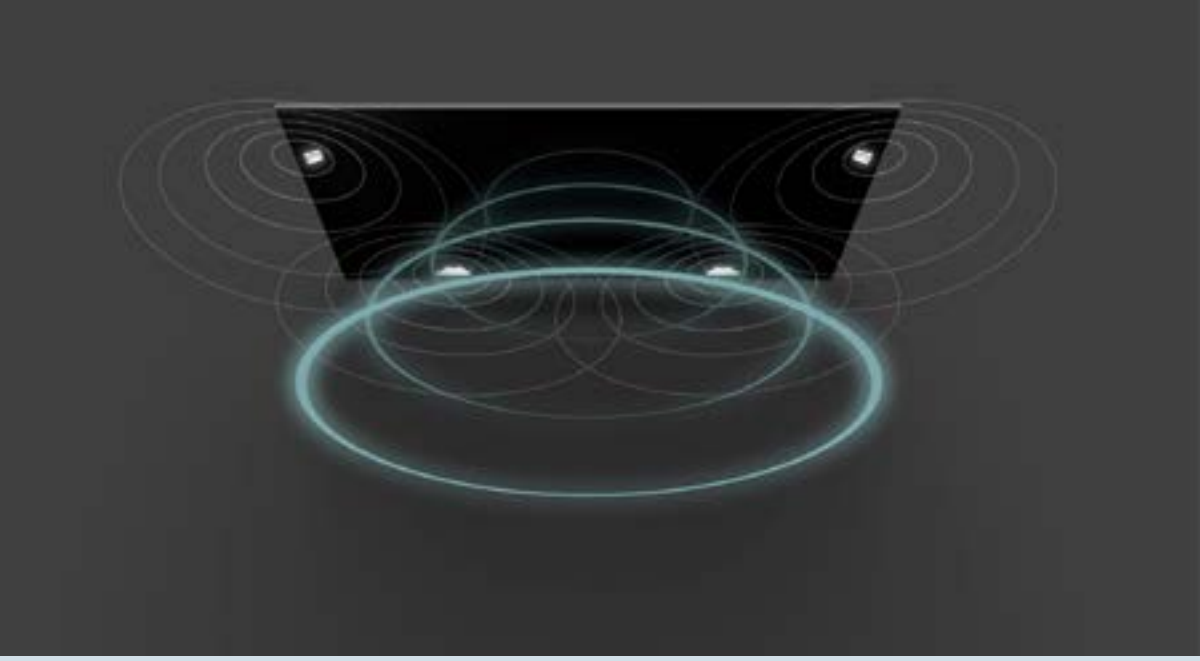
A Perfect Fusion of Sound and Picture

With Acoustic Surface Audio+, sound comes directly from the screen with three actuators behind the TV vibrating to create acoustics that move with the picture. Two side-facing subwoofers provide powerful bass and a spatial effect.

Sound from the screen, perfectly matching action

For an audio experience that matches how we sense the world, XR Sound Position brings you the reality of sound behind the picture. With sound-positioning tweeters on this BRAVIA XR Full Array LED TV, sound matches precisely with what's on the screen for a truly immersive experience.

Acoustic Multi-Audio





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

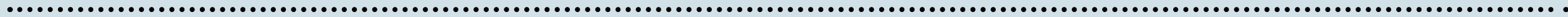
Specifications

Dolby
VISION·ATMOS



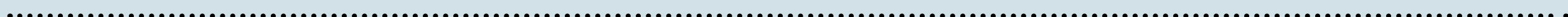
Transform your viewing with Dolby Vision Atmos™

Bring scenes to life with striking highlights, deeper darks, and vibrant colours and 360 degree sound.

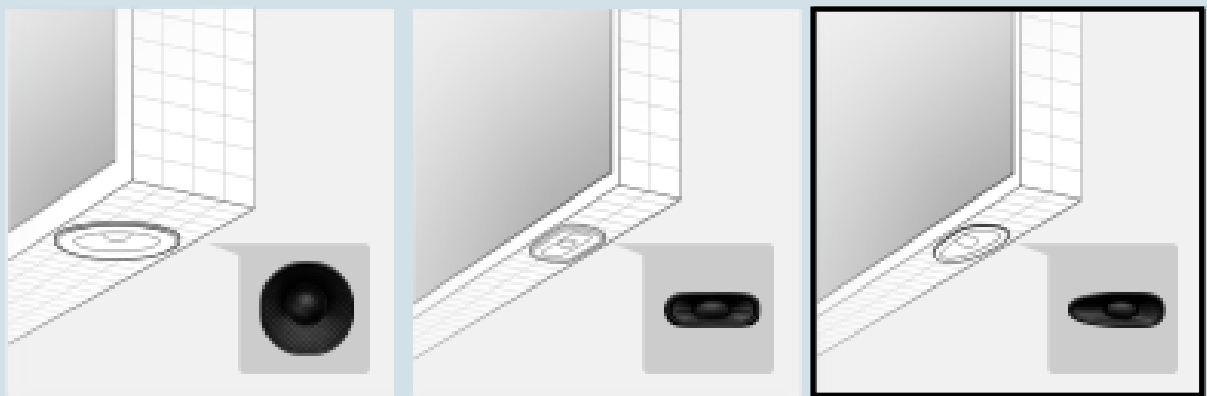


Voice Zoom™ 2 enhances voices for clearer dialogue

Hear TV dialogue more clearly without turning up the volume. Even if speech is difficult to hear, Voice Zoom 2 detects the type of voice, analyses it and enhances its clarity.



X-Balanced Speaker



Conventional round speaker Sound quality is good but TV design is not slim	Thin oval speaker Sound quality has been compromised to make the TV slim	X-Balanced Speaker High quality sound in an ultra thin TV design
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Hear high quality sound

Designed to complement the sound quality and slimness of the TV with its unique new shape, our X-balanced speaker drives movies and music with clear sound.



BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



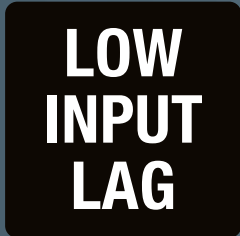
The next-gen TV for gaming.
Breathtaking picture, fast response time.



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



4K 120FPS
Get the most out of next-gen gaming with BRAVIA XR
HDMI 2.1 enabled TVs featuring 4K/120Hz*



Low Input Lag
Supports ultra smooth gaming with reduced input
lag.



BRAVIA Game Mode
Automatic game console detection and switching TV to
low latency game mode.



Incredible Picture Quality
A vast array of real-world colours and deep contrast
that brings out the finest details.

Acoustic
Surface
Audio+

Acoustic
Multi-Audio

Immersive Sound
Surround sound that matches actions and scenes

Explore the Features





BRAVIA XR

Picture

Sound

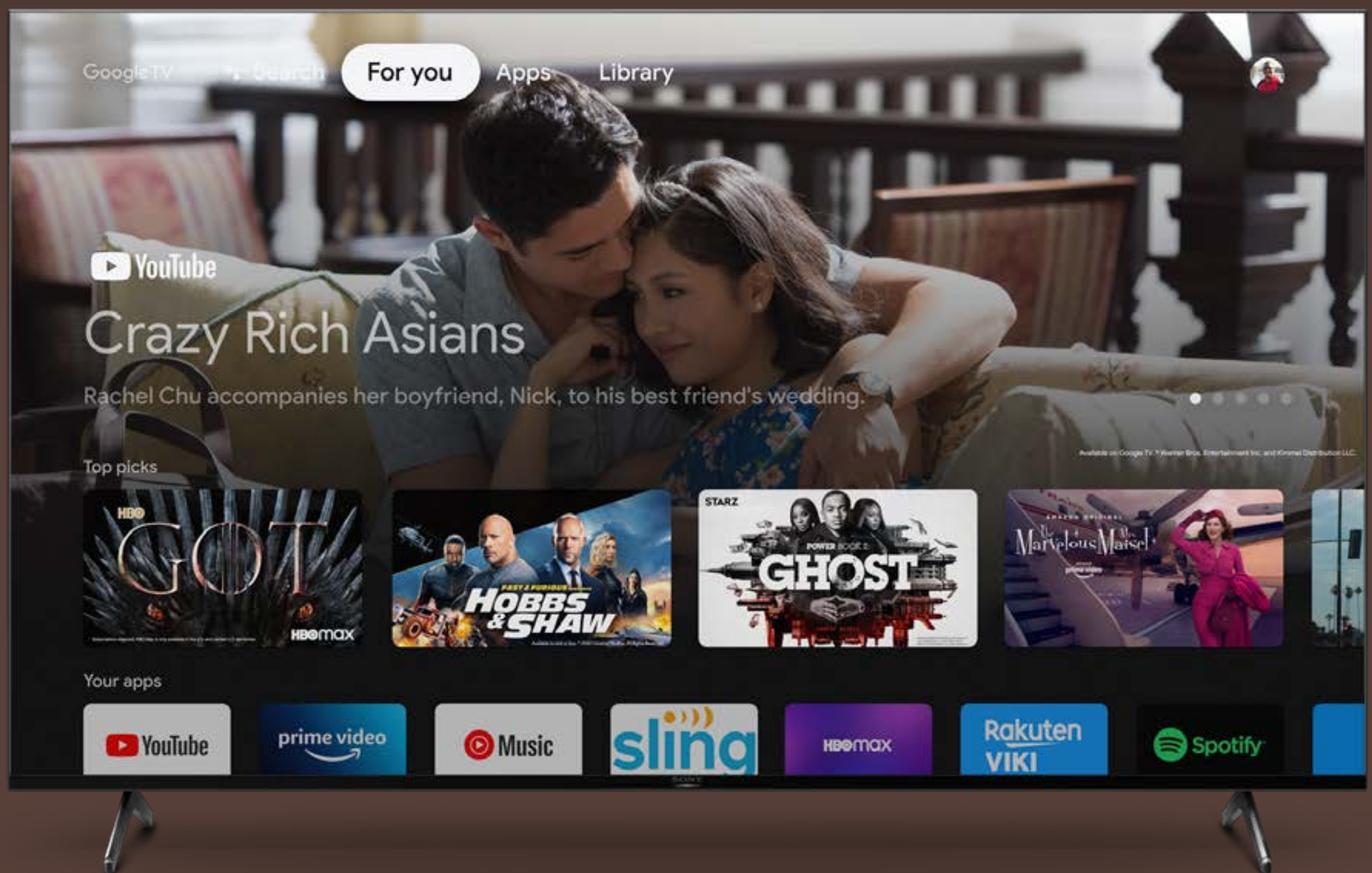
Gaming/UX

Line-Up

Specifications

Google TV

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



Now experience BRAVIA
with brand new UI



BRAVIA XR

Picture

Sound

Gaming/UX

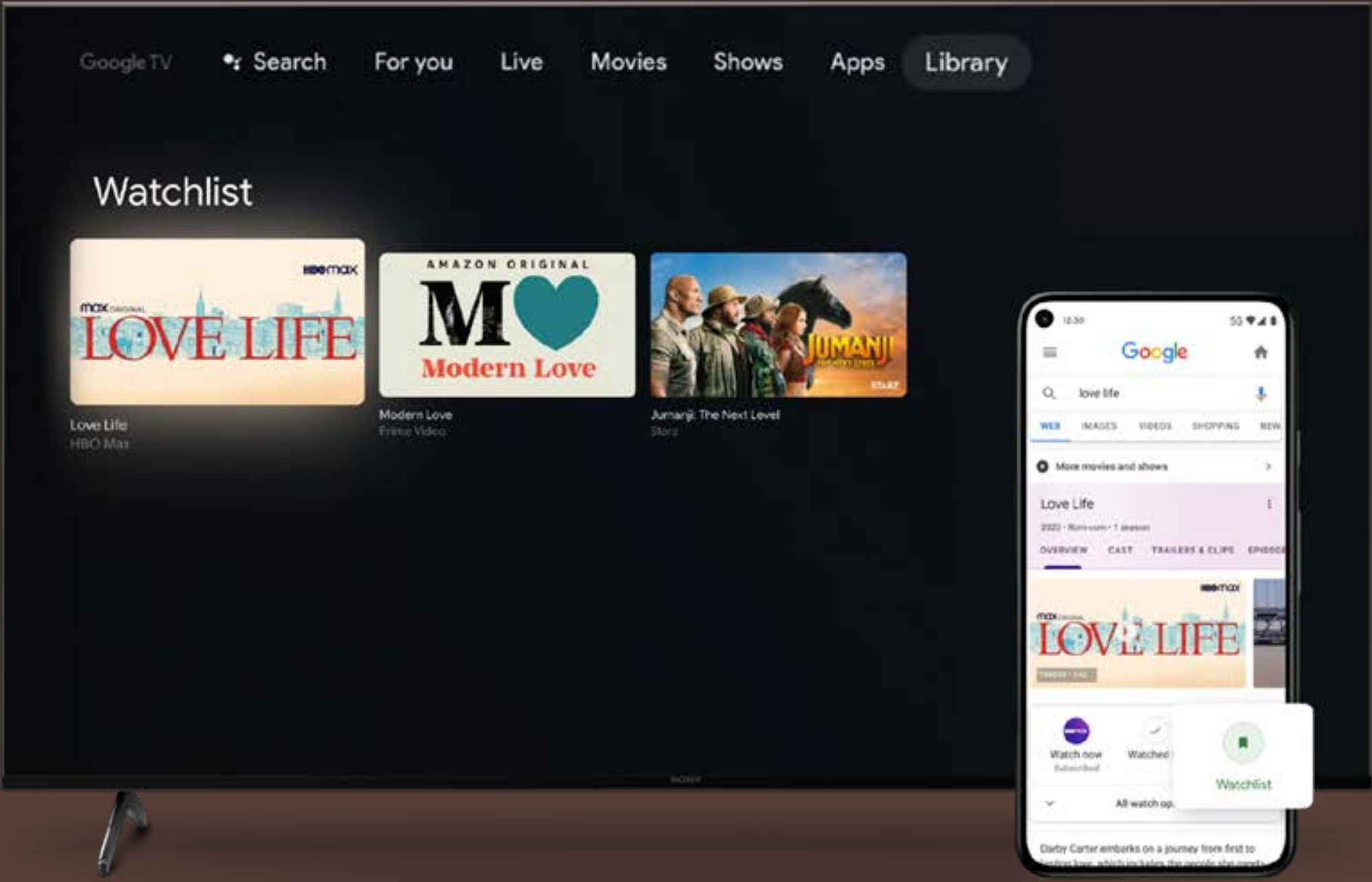
Line-Up

Specifications



Google TV

Watchlist – create on phone, watch it on TV



Content from all at one place

Because you liked “Westworld”



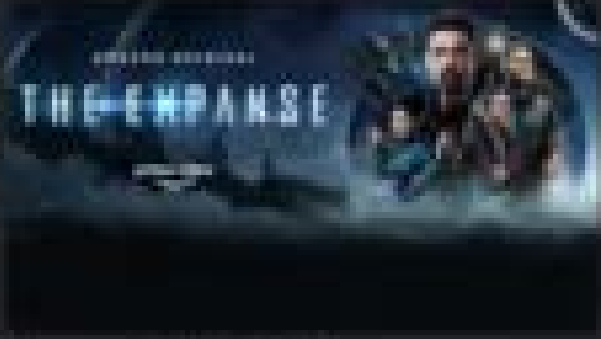
The Mandalorian
Disney+



HBO Max



Amazon Prime Video



Amazon Prime Video

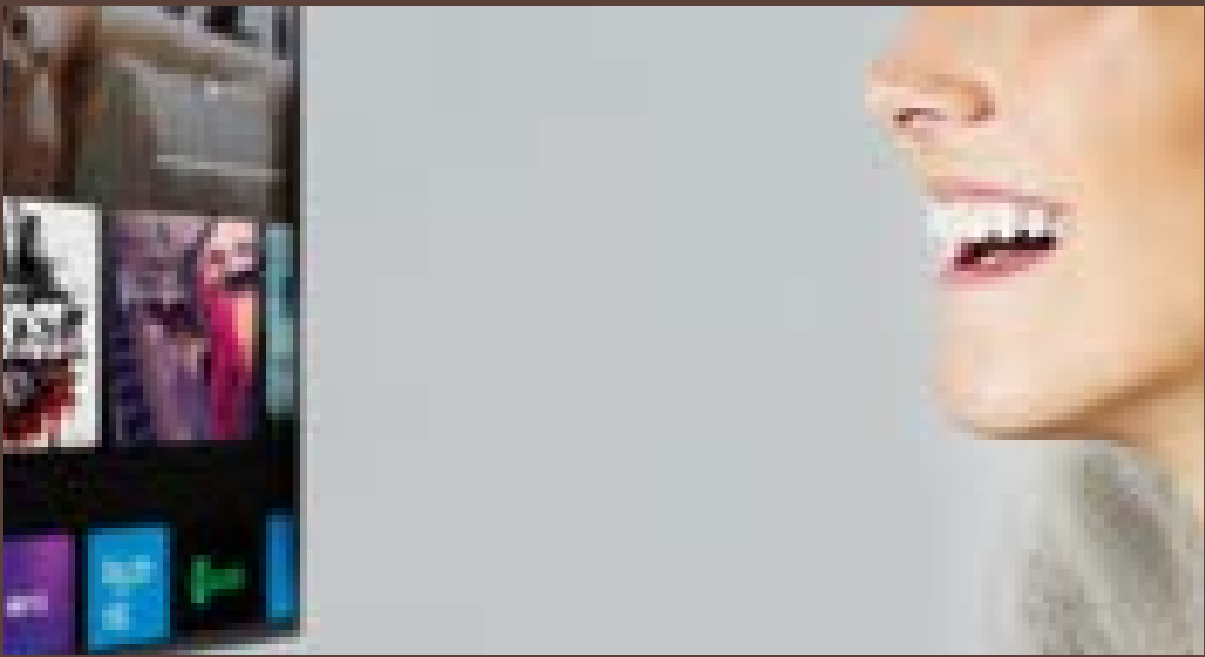


YouT

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.





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

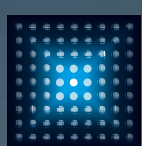
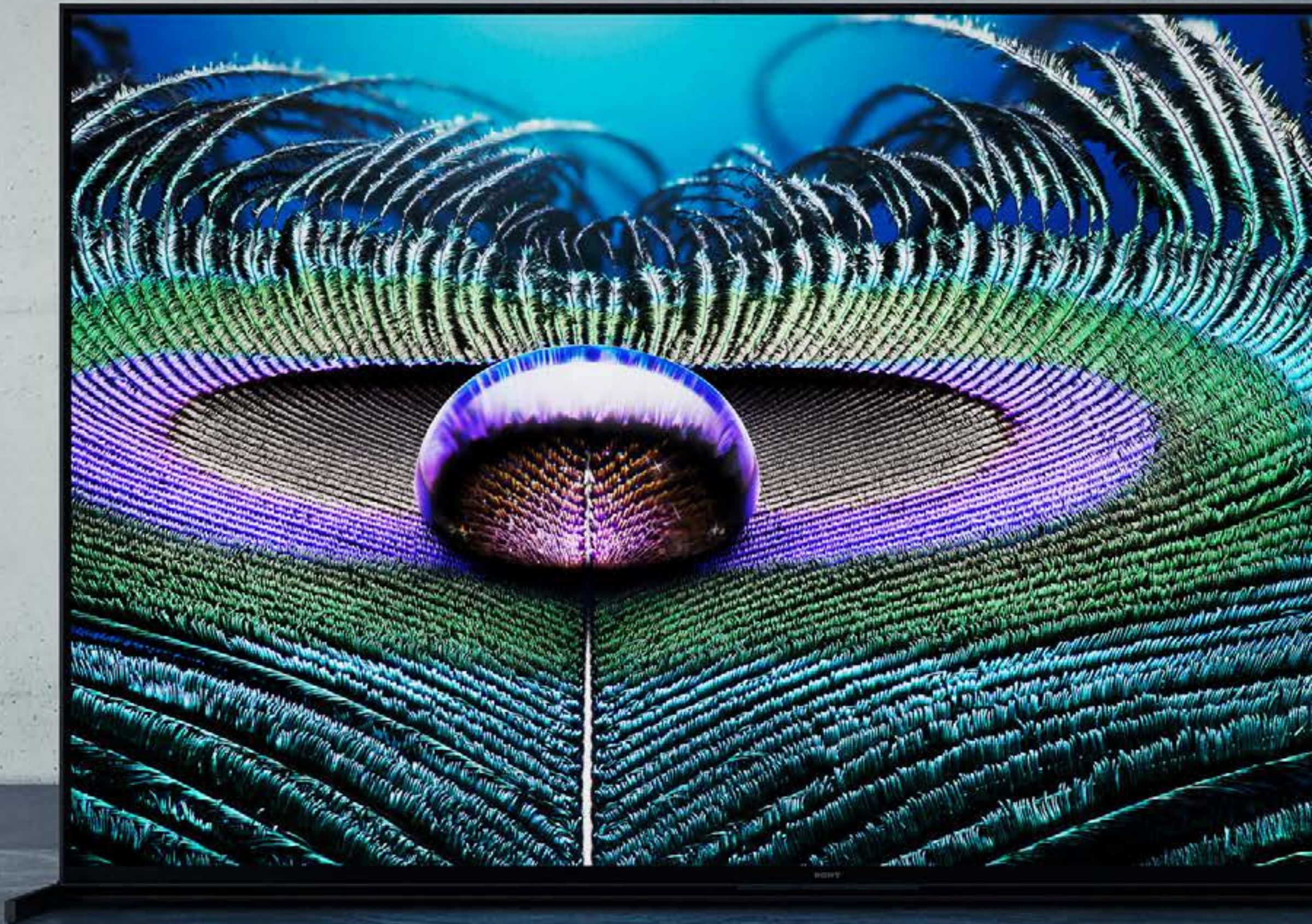
Specifications

Z9J

Supreme 8K Realism, driven by Human Intelligence



BRAVIA XR Master Series



Full Array
LED



XR
Triluminos Pro

Acoustic
Multi-Audio

IMAX[®]
ENHANCED

215cm (85) | MRP Rs. 14,99,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

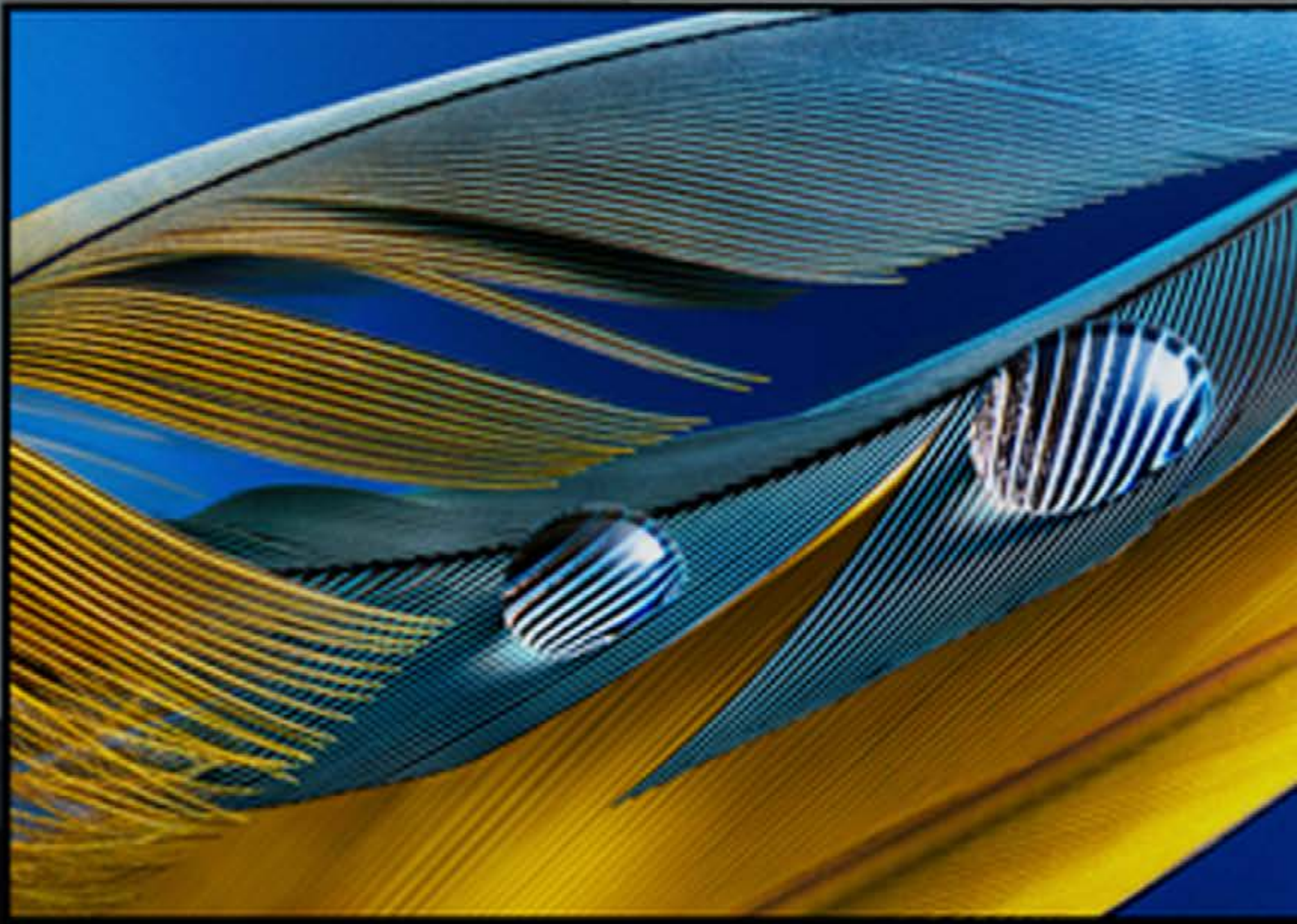
Specifications

A80J

OLED contrast and sound,
mastered with human intelligence

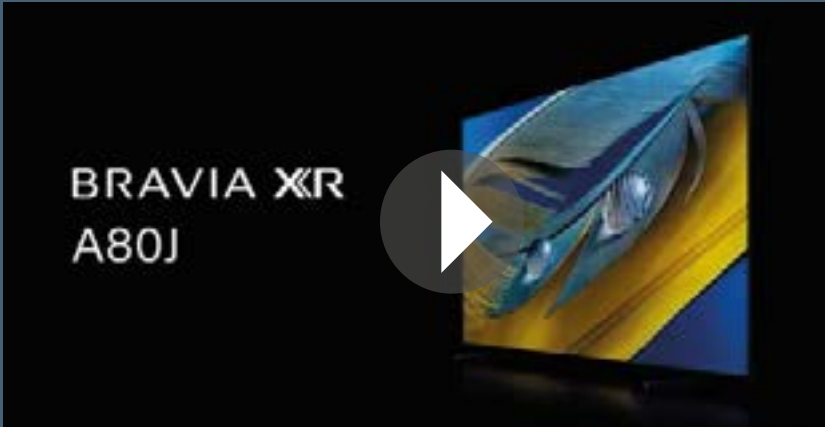


BRAVIA XR OLED



- 195cm (77) | MRP Rs. 6,99,900/-
- 164cm (65) | MRP Rs. 3,39,900/-
- 139cm (55) | MRP Rs. 2,49,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

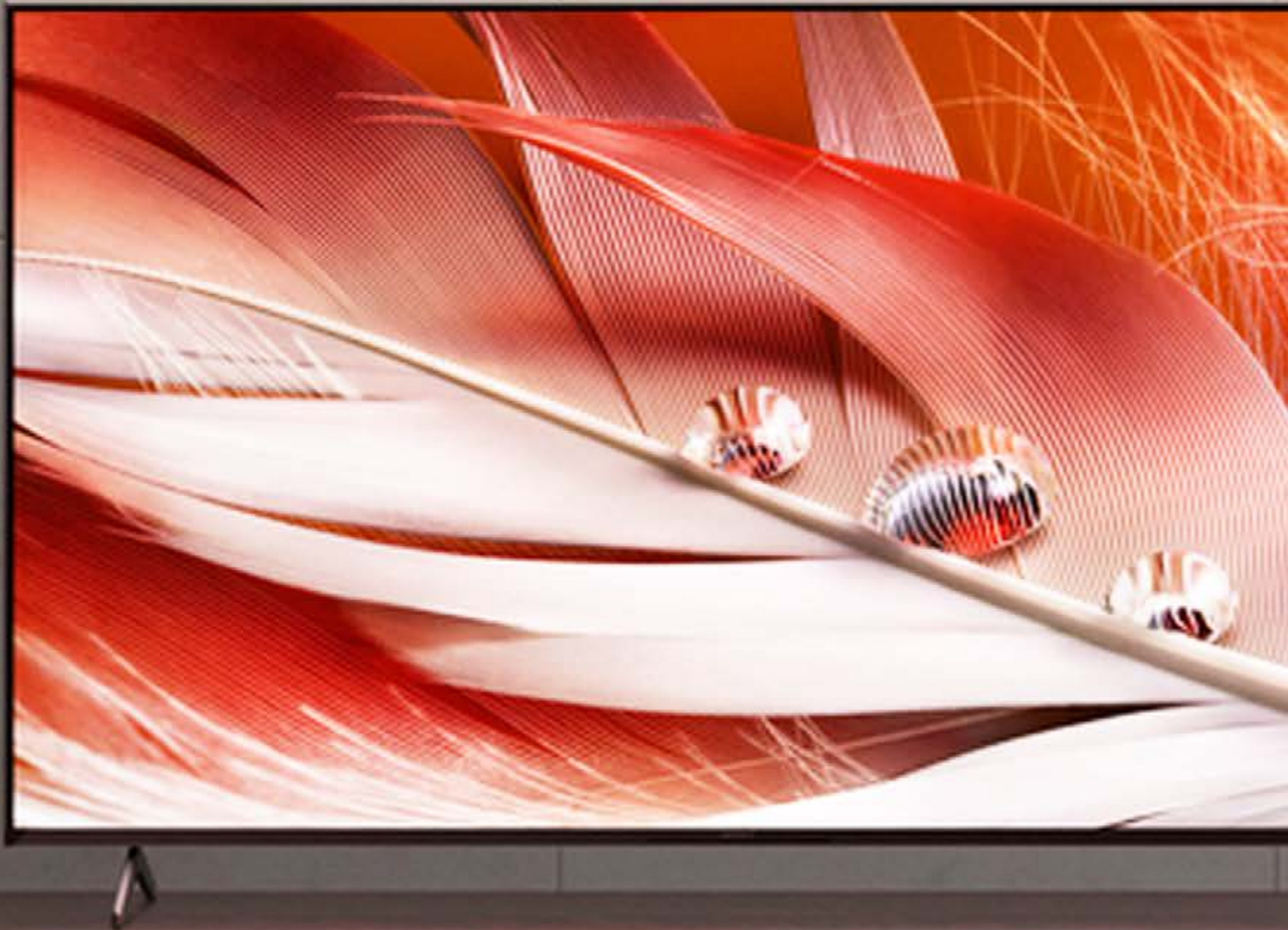
Specifications

X90J

Driven by human intelligence,
defined by 4K contrast



BRAVIA XR Full Array LED



Acoustic
Multi-Audio



3D Surround
Upscaling

IMAX[®]
ENHANCED

189cm (75) | MRP Rs. 3,79,900/-

164cm (65) | MRP Rs. 2,39,900/-

139cm (55) | MRP Rs. 1,59,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

X85J

Over a billion colours in a beautiful flush design



BRAVIA LED



- 215cm (85) | MRP Rs. 6,99,900/-
- 164cm (65) | MRP Rs. 1,99,900/-
- 139cm (55) | MRP Rs. 1,39,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

X80J

Google TV brought to life with vibrant colors and sound



BRAVIA LED

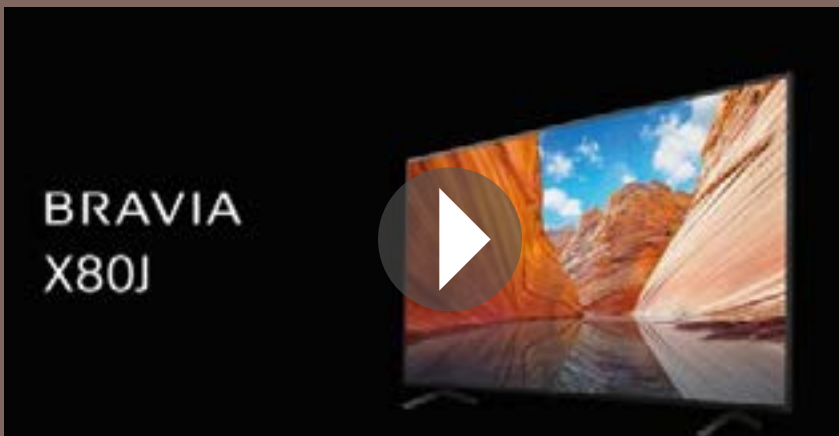


X-Balanced Speaker

Dolby VISION·ATMOS

- 189cm (75) | MRP Rs. 2,99,900/-
- 164cm (65) | MRP Rs. 1,79,900/-
- 139cm (55) | MRP Rs. 1,09,900/-
- 126cm (50) | MRP Rs. 99,900/-
- 107cm (43) | MRP Rs. 82,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

X75

Vivid 4K pictures in an incredibly smart android TV



BRAVIA LED

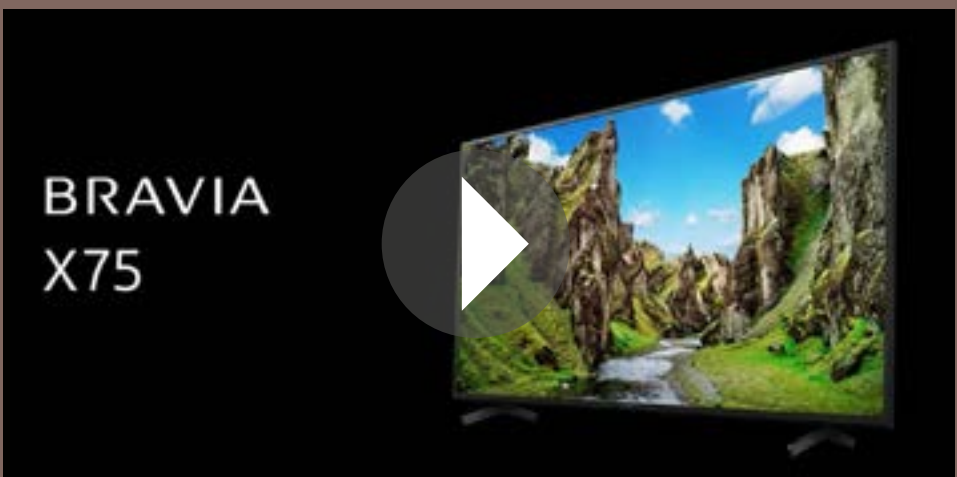
androidtv



126cm (50) | MRP Rs. 92,900/-

107cm (43) | MRP Rs. 72,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

W672G

Entertain yourself with clarity
& deep bass



BRAVIA LED

SMART TV



X-Reality PRO

Motionflow XR 200

ClearAudio+



126cm (50) | MRP Rs. 74,900/-

107cm (43) | MRP Rs. 59,900/-

Explore the Features





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

W830

Entertainment tailored for you



BRAVIA LED

androidtv



X-Reality PRO



Explore the Features

80cm (32) | MRP Rs. 37,900/-





BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

W6

Crystal clear pictures with full details & refined sound



BRAVIA LED

SMART TV



X-Reality PRO

Motionflow XR 200

ClearAudio+



W6600:
107cm (43) | MRP Rs. 53,900/-

W6100:
80cm (32) | MRP Rs. 34,900/-

Explore the Features



*Applicable on 43W6600



BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up


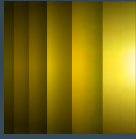

Specifications

BRAVIA XR

The world’s first Cognitive Intelligence TV

SPECIFICATIONS

		
<div><div>Z9J</div><div>215cm (85)</div></div>		
		
PROCESSOR	SOUND	COLOR
<div><div>XR</div><div>Cognitive Processor</div></div>	Acoustic Multi-Audio	<div>XR Triluminos Pro</div>
VIEWING ANGLE	GAMING	MOTION
<div>X-Wide Angle</div>	<div><div>4K 120</div><div>120 Hz VRR* & ALLM</div></div>	<div>XR Motion Clarity</div>
CONTRAST	ENTERTAINMENT	VOICE SEARCH
<div>XR Contrast Booster 15</div>	<div>Dolby VISION·ATMOS</div>	Hands-free Voice Search
OPERATING SYSTEM	APPLE AIRPLAY	BLUETOOTH
<div>Google TV</div>	<div><div>Works with Apple AirPlay</div><div>Works with Apple HomeKit</div></div>	<div>Bluetooth®</div>

		
<div><div>A80J</div><div>195cm (77) 164cm (65) 139cm (55)</div></div>		
		
PROCESSOR	SOUND	COLOR
<div><div>XR</div><div>Cognitive Processor</div></div>	Acoustic Surface Audio+	<div>XR Triluminos Pro</div>
CLARITY	GAMING	MOTION
<div>XR 4K Upscaling</div>	<div><div>4K 120</div><div>120 Hz VRR* & ALLM</div></div>	<div>XR Motion Clarity</div>
CONTRAST	ENTERTAINMENT	VOICE SEARCH
<div>XR OLED Contrast</div>	<div>Dolby VISION·ATMOS</div>	Hands-free Voice Search
OPERATING SYSTEM	APPLE AIRPLAY	BLUETOOTH
<div>Google TV</div>	<div><div>Works with Apple AirPlay</div><div>Works with Apple HomeKit</div></div>	<div>Bluetooth®</div>

*Available with firmware update



BRAVIA XR

Picture

Sound

Gaming/UX



Line-Up

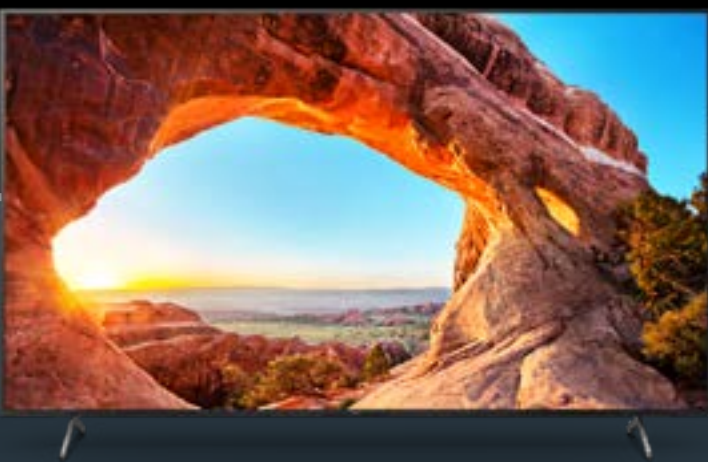



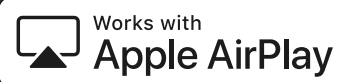


Specifications

BRAVIA XR

The world’s first Cognitive Intelligence TV

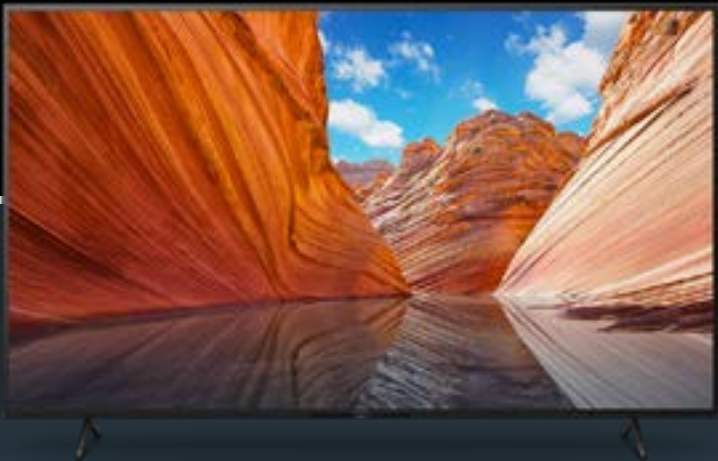




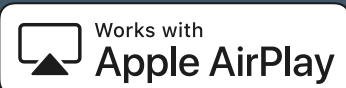


SPECIFICATIONS






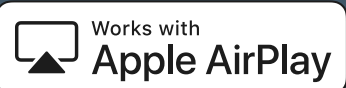


<div><div>X90J</div><div>189cm (77) 164cm (65) 139cm (55)</div></div> <div></div> <div><div>4K</div><div>HDR</div></div>		
<div>PROCESSOR</div> <div><div>XR</div><div>Cognitive Processor</div></div>	<div>SOUND</div> <div>Acoustic Multi-Audio</div>	<div>COLOR</div> <div><div></div><div>XR Triluminos Pro</div></div>
<div>CONTRAST</div> <div><div></div><div>XR Contrast Booster 5</div></div>	<div>GAMING</div> <div><div><div>4K</div><div>120</div></div><div>120 Hz</div><div>VRR* & ALLM</div></div>	<div>MOTION</div> <div><div></div><div>XR Motion Clarity</div></div>
<div>CLARITY</div> <div><div></div><div>XR 4K Upscaling</div></div>	<div>ENTERTAINMENT</div> <div><div></div><div>Dolby VISION·ATMOS</div></div>	<div>VOICE SEARCH</div> <div>Hands-free Voice Search</div>
<div>OPERATING SYSTEM</div> <div><div></div><div>Google TV</div></div>	<div>APPLE AIRPLAY</div> <div><div></div><div></div></div>	<div>BLUETOOTH</div> <div><div></div><div>Bluetooth®</div></div>

<div><div>X85J</div><div>215cm (85) 164cm (65) 139cm (55)</div></div> <div></div> <div><div>4K</div><div>HDR</div></div>		
<div>PROCESSOR</div> <div><div>X1</div><div>4K HDR Processor</div></div>	<div>SOUND</div> <div>Bass reflex X-Balanced speaker</div>	<div>COLOR</div> <div><div></div><div>TRILUMINOS PRO</div></div>
<div>CLARITY</div> <div><div><div>4K</div><div>X-Reality PRO</div></div></div>	<div>GAMING</div> <div><div><div>4K</div><div>120</div></div><div>120 Hz</div><div>VRR* & ALLM</div></div>	<div>MOTION</div> <div><div><div>Motionflow XR</div><div>800</div></div></div>
<div>OPERATING SYSTEM</div> <div><div></div><div>Google TV</div></div>	<div>ENTERTAINMENT</div> <div><div></div><div>Dolby VISION·ATMOS</div></div>	<div>VOICE SEARCH</div> <div>Voice Remote Control</div>
<div>APPLE AIRPLAY</div> <div><div></div><div></div></div>	<div>BLUETOOTH</div> <div><div></div><div>Bluetooth®</div></div>	<div>CINEMA@HOME</div> <div><div>IMAX</div><div>ENHANCED</div></div>

*Available with firmware update

SPECIFICATIONS

<div><div>X80J</div><div>189cm (75) 164cm (65) 139cm (55) 126cm (50) 108cm (43)</div></div> <div></div> <div><div>4K HDR</div></div>		
<div>PROCESSOR</div> <div>X1</div> <div>4K HDR Processor</div>	<div>SOUND</div> <div>Bass reflex X-Balanced speaker</div>	<div>COLOR</div> <div> TRILUMINOS PRO</div>
<div>CONTRAST</div> <div>Dynamic Contrast Enhancer</div>	<div>MOTION</div> <div></div>	<div>BACKLIGHT TYPE</div> <div>Direct LED</div>
<div>OPERATING SYSTEM</div> <div> Google TV</div>	<div>ENTERTAINMENT</div> <div> Dolby VISION · ATMOS</div>	<div>VOICE SEARCH</div> <div>Voice Remote Control</div>
<div>APPLE AIRPLAY</div> <div> Works with Apple AirPlay</div> <div> Works with Apple HomeKit</div>	<div>BLUETOOTH</div> <div> Bluetooth®</div>	<div>CINEMA@HOME</div> <div>IMAX® ENHANCED</div>

<div><div>X75</div><div>126cm (50) 108cm (43)</div></div> <div></div> <div><div>4K HDR</div></div>		
<div>PROCESSOR</div> <div>X1</div> <div>4K Processor</div>	<div>SOUND</div> <div>Open Baffle Speaker</div>	<div>COLOR</div> <div></div>
<div>CONTRAST</div> <div>Dynamic Contrast Enhancer</div>	<div>CLARITY</div> <div></div>	<div>MOTION</div> <div></div>
<div>BACKLIGHT TYPE</div> <div>Direct LED</div>	<div>OPERATING SYSTEM</div> <div>androidtv</div>	<div>ENTERTAINMENT</div> <div> Dolby AUDIO</div>
<div>VOICE SEARCH</div> <div>Voice Remote Control</div>	<div>APPLE AIRPLAY</div> <div> Works with Apple AirPlay</div> <div> Works with Apple HomeKit</div>	<div>BLUETOOTH</div> <div> Bluetooth®</div>



BRAVIA XR

Picture








Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS

<div>W672G</div> <div>126cm (50) 107cm (43)</div>			<div>Full HD</div> <div>1080</div>
PROCESSOR			SOUND
			Dynamic Drive Speaker
			
INTERNET			MOTION
		MENU LANGUAGE	CONNECTIVITY
			
		Multi-Indian Languages	
		Super Multi-Format PLAY	

<div>W830</div> <div>80cm (32)</div>			<div>HDR</div>
PROCESSOR			COLOR
		<div>ClearAudio+</div>	
MOTION			OPERATING SYSTEM
		BACKLIGHT TYPE	<div>androidtv</div>
		Direct LED	
ENTERTAINMENT			MENU LANGUAGE
		VOICE SEARCH	
		Voice Remote Control	
		Multi-Indian Languages	
CONNECTIVITY			SAFETY
		<div>X-Protection PRO</div> <div></div>	
		DUST LIGHTNING SURGE HUMIDITY	

<div>W6</div> <div>107cm (43) 80cm (32)</div>			<div>Full HD</div> <div>1080</div>
PROCESSOR			MOTION
		SOUND	
		ClearAudio+	
INTERNET			CONNECTIVITY
		MENU LANGUAGE	
		Multi-Indian Languages	
		Super Multi-Format PLAY	

*Applicable on 43W6600

SONY

Dedicated Customer Service Support:



Installation within 4 hours* of delivery



7 days a week Call centre support



All Covid-19 precaution taken during customer visits



Well trained & courteous service staff

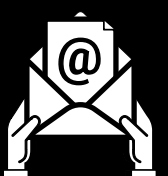
*Applicable within the municipal limits of select cities.

For more details, kindly visit www.sony.co.in/microsite/installationtnc

For Sale & Service queries, please contact:



1800-103-7799 (Toll free from all landline & mobile phones)



sonyindia.care@ap.sony.com



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