





SNYZZK50639BS\_LCD BRAVIA Brochure Open: 420mmW x 297mmH Close: 210mmW x 297mmH

D:141-475(A) AA200363 POS RRED 175#(ccg)

# BRAVIA



40"

*V series*

32"

26"

# BRAVIA

**BEST RESOLUTION AUDIO VISUAL INTEGRATED ARCHITECTURE**

*B series*



20"

15"

S-SERIES		B-SERIES		HT-SERIES	
KLV-S32A10	KLV-S26A10	KLV-S23A10	KLV-B20G10	KLV-B15G10	MFM-HT95 / MFM-HT75W
32"(16.9)	26"(16.9)	23"(16.9)	20"(4.3)	15"(4.3)	19"(5.4) / 17"(15.9)
PAL-D/K, B/G, I, NTSC-M			PAL-D/K, B/G, I, NTSC-M		PAL, SECAM, NTSC (I, D, K, B/G, M)
NTSC 3.58, NTSC 4.43, PAL, PAL 60, SECAM			NTSC 3.58, NTSC 4.43, PAL, PAL 60, SECAM		PAL, SECAM, NTSC 3.58, NTSC 4.43
1366 x 768			640 x 480		1280 x 1024 / 1280 x 768
378°			-		170°
Wide Zoom / Normal / Full / Zoom			-		Normal / Full / 16:9 / Normal / Full / Wide Zoom / Zoom
CCFL			CCFL		-
Vivid / Standard / Custom			Live / Personal / Movie		(PC Signal) : Game / Movie / PC / Auto (Video Signal) : Vivid / Standard / ECO / Auto
PIP (for Freeze Function)			PIP (for Freeze Function)		PIP (Main - PC : Sub - TV/Video)
3D-NR			3D-NR		Yes
480cd/m <sup>2</sup>		500cd/m <sup>2</sup>	-		450cd/m <sup>2</sup>
1000 : 1		800 : 1	-		-
8ms		10ms	-		-
10W x 2		5W x 2	3W x 2	2W x 2	3W x 2 + 5W Subwoofer
Dynamic / Standard / TriSurround / OFF			Natural / Dynamic / Off		Surround (SRS WOW / OFF)
SRS TriSurround (In Sound Mode)			-		-
-			-		-
Yes			Yes		-
Component / Audio In x 2			Component / Audio In x 1		Component / Audio In x 1
S-Video / Composite / Audio In x 3			S-Video x 1 / Composite / Audio In x 2		S-Video / Composite / Audio In x 1
Composite / Audio Out (Variable) x 1			Headphone Out x 1		Headphone Out
Headphone Out x 1			Audio Out		DVI-D In x 1
HD15-PC Input			-		HD15-PC Input
PC Audio Input			-		-
Yes			Yes		Yes
Yes			Yes		Yes
Yes			Yes		Yes
Yes			-		-
Yes			-		-
Yes (Auto-detect)			Yes (Auto-detect)		-
English / Arabic / Chinese (Simplified)			English / Arabic / Chinese (Simplified)		English / Chinese
30° Horizontal			-		-
3° Front, 8° Back			10° Back		20° Back
AC 110-240V 50/60Hz			AC 110-240V 50/60Hz		AC 100-240V 50/60Hz
170W	110W	95W	65W	50W	74W / 68W
792 x 608 x 309	658 x 517 x 309	566 x 448 x 218	580 x 459 x 235	445 x 364 x 190	467 x 437 x 185 / 450 x 354 x 176
792 x 564 x 99	658 x 474 x 90	566 x 411 x 89	580 x 423 x 101	445 x 331 x 93	-
20.5kg	16.9kg	12.7kg	8.5kg	4.8kg	7.8kg / 6.3kg
16.7kg	12.8kg	9.1kg	7kg	4.3kg	-
RM-GA003			RM-Y1108		RM-334
2 x AA			2 x AA		2 x AAA
1			-		-
1			-		-
1			-		1
1			1 (with AC Adaptor)		1
1			-		1
SU-WL31		SU-WL31	SU-WL31	-	-

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## Feature Summary

### V series



#### KLV-V40A10

- 40" LCD TV
- 1 Mega Pixel HD Panel (1366 x 768 WXGA)
- WCG (Wide Colour Gamut)-CCFL
- WEGA Engine Technology
- Viewing Angle 178°

- Brightness 500cd/m<sup>2</sup>
- Contrast 1300 : 1
- Response Time 8ms
- Multi-system TV Tuner
- Picture-And-Picture (2-tuner PAP)
- Picture-And-Picture (PAP) Picture Freeze
- WEGA Gate On-screen Guide
- Light Sensor
- PC Input (HD15)
- USB (full speed) Interface
- HDMI Input
- Audio Output: 13W x 2
- BBE Digital
- S-Master Digital Amplifier
- SRS TruSurround XT
- 30° Swivel

### S series



#### KLV-S40A10

- 40" LCD TV
- 1 Mega Pixel HD Panel (1366 x 768 WXGA)
- Viewing Angle 178°

- Brightness 480cd/m<sup>2</sup>
- Contrast 1000 : 1
- Response Time 8ms
- Multi-system TV Tuner
- Picture-In-Picture (PIP) Picture Freeze
- Light Sensor
- WEGA Gate On-screen Guide
- PC Input (HD15)
- Audio Output: 10W x 2
- BBE Digital
- SRS TruSurround
- 30° Swivel



#### KLV-S32A10

- 32" LCD TV
- 1 Mega Pixel HD Panel (1366 x 768 WXGA)
- Viewing Angle 178°

- Brightness 480cd/m<sup>2</sup>
- Contrast 1000 : 1
- Response Time 8ms
- Multi-system TV Tuner
- Picture-In-Picture (PIP) Picture Freeze
- Light Sensor
- WEGA Gate On-screen Guide
- PC Input (HD15)
- Audio Output: 10W x 2
- BBE Digital
- SRS TruSurround
- 30° Swivel
- 3° Front / 8° Back Tilt

### B series



#### KLV-B20G10

- 20" LCD TV
- 640 X 480 VGA
- Multi-system TV Tuner
- Picture-In-Picture (PIP) Picture Freeze
- Audio Output: 3W x 2
- BBE Digital
- 10° Back Tilt



#### KLV-B15G10

- 15" LCD TV
- 640 x 480 VGA
- Multi-system TV Tuner
- Picture-In-Picture (PIP) Picture Freeze
- Audio Output: 2W x 2
- BBE Digital
- 10° Back Tilt

## V series (40/32/26 inch)

# BRAVIA

The new Sony BRAVIA V-series LCD TVs offer exceptionally sharp images on their 7th Generation Sony LCD Panels with 1 Mega Pixel resolution and high definition capabilities. Integrated with Sony's own WEGA Engine and new Wide Colour Gamut-CCFL, they deliver the most vibrant pictures imaginable.



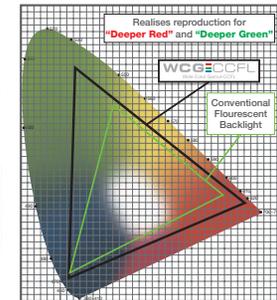
## Matchless Picture Quality

Working seamlessly together, these unique Sony technologies deliver a level of image clarity and colour that is just simply breathtaking.

### Wide Colour Gamut-CCFL

A revolutionary Sony innovation, the Wide Colour Gamut-CCFL (Cold Cathode Fluorescent Lamp) uses improved phosphors to emit deeper reds and greens for more accurate colour reproduction. Images are reproduced with enhanced vibrancy and intensity, resulting in an even greater sense of realism.

**WCG-CCFL**  
Wide Color Gamut-CCFL



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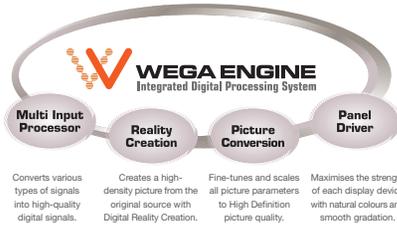
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# V series

## WEGA Engine

Experience beautiful and true-to-life picture quality with the sophisticated Sony WEGA Engine, an advanced picture quality system that integrates a host of unique technologies and circuitry to enable full, precise digital image processing. Enjoy a stunning display of highly realistic images, amazing detail and sharpness, reduced noise and enhanced clarity, with improved depth and contrast.



### Benefits of WEGA Engine

#### BETTER RESOLUTION

Provides more detail and enhanced sharpness especially on picture edges.



#### LESS NOISE

Minimises noise level for a finer image.



#### MORE REALITY

Enhances reality and depth in picture dimension.



#### HIGHER CONTRAST

Improves contrast between black and white images.



## Viewing Comfort and Convenience

Enjoy a selection of features that allow total control over the TV's settings, positions and connectivity options.

### Extended Connectivity

Designed for maximum versatility, the V-series is equipped with a comprehensive range of input interfaces.

#### HDMI Input

The new HDMI (High-Definition Multimedia Interface) is the first industry-supported, uncompressed, all-digital audio/video interface. HDMI supports enhanced or High Definition video, together with multi-channel digital audio to provide matchless image and sound reproduction.

#### PC Input

The PC input (HD15-pin) offers easy connection to your PC, allowing you to use your high-resolution V-series TV as a computer monitor.

#### USB Interface

The handy USB interface allows you to view images shot with your Cyber-shot digital camera, or photos and movies captured on your Handycam camcorder.



HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

# HT series (19/17 inch)



## Multi-Function LCD TVs

Built for versatility, these unique Clear Bright HT-series LCD TVs combine cool curves with practical functions for both home and office use.



### High Resolution Panel

Choose between the smart 19" MFM-HT95 with its **1280 x 1024 SXGA** panel, or the widescreen 17" MFM-HT75W with its **1280 x 768 WXGA** panel.

### Clear Bright LCD

The HT-series LCD TVs are equipped with **Clear Bright LCD** screens that bring out the sharpness and richness of both still and moving images. With the Glare Filter, they realise sharp contrast, with minimal reflection and richer colour reproduction. Images are more natural and realistic on the screen.

### PC Input (DVI-D and Analogue)

Enjoy seamless connectivity with both PC (**digital DVI-D and analogue HD15**) and Video (Component, S-Video and Composite) inputs. With this flexibility, you can truly experience a complete multi-infotainment experience.

### Multi-Function TV with PIP

For people who enjoy multi-tasking, the HT-series LCD TVs offer exceptional versatility. Now you can surf the Internet while watching your favourite DVD movie, or work on a document while watching a news broadcast. For more personal convenience, the subscreen may be freely resized – to small, medium or large. It can then be positioned easily at any of the four corners of the main screen, allowing you to customise the appearance of your display freely.

### SRS WOW™ Sound

Prepare yourself for a stunning audio performance. The HT-series LCD TVs offer a built-in SRS WOW™ Sound system, including a 5W centre woofer and 2 x 3W speakers, for a pure and solid sound.

**WOW** is a trademark of SRS Labs, Inc.

### Easy Tilt

Brilliantly designed for simplicity and ease of use, the HT-series LCD TVs come with an easily adjustable Tilt Stand. Simply press lightly on the top of the TV with your palm and push it gently backward to fix the angle.

### Light Sensor

The HT-series LCD TVs come with an advanced Light Sensor, which automatically adjusts the display's brightness level according to the brightness of the surrounding environment. This handy function makes the display more comfortable for the viewer's eyes – especially for extended periods of viewing.



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## B series (20/15 inch)

# BRAVIA

# BRAVIA

### For Your Maximum Viewing Comfort

Brilliantly designed to optimise limited spaces, the Sony BRAVIA B-series LCD TVs offer powerful viewing enjoyment in a sleek and compact form.



#### Digital 1-Chip Video Processor

Incorporating a full-digital, 1-chip video processor, the BRAVIA B-series offers superbly crisp and clear images. Integrating several unique picture enhancement technologies, the processor creates better gradations and details, enhances contrast, dynamically improves greens and whites, and reduces image flicker.

#### Optimised for Sound

Combining stylish design with powerful sound capabilities, the BRAVIA B-series delivers a rich audio experience. Speakers are placed on the side to offer a good sound field to the viewer, with High Aperture Ratio Speaker Covers to ensure that sounds flow smoothly with minimal resistance.



High Aperture Ratio Speaker Covers with larger holes for smoother sound flow

#### BBE® Digital Sound

With the latest BBE® Digital technology, sounds are reproduced with natural and distinct clarity. Created to deliver pure audio quality at any level, it lets you hear every sound even when the volume is turned down.



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#### Quiet, Fan-Less Performance

Designed for efficient heat dispersal without the need for a cooling fan, the BRAVIA B-series lets you enjoy quieter, more enjoyable viewing.



#### Picture-In-Picture Picture Freeze

Now you don't have to worry about needing to hurriedly jot down details like addresses or recipes that flash across the TV screen. With this feature, you can freeze an image from a programme while the programme continues playing in a smaller frame.



#### WEGA Gate

Explore and navigate your Sony LCD TV effortlessly with the WEGA Gate feature. With it, you can easily change your settings or access your favourite TV channels and external inputs. Simply touch the WEGA Gate button on the remote control to activate the comprehensive graphic menu.

#### Tilt & Swivel

You can easily adjust your viewing angle by gently pushing on the top (Tilt) or sides (Swivel) of the screen.

Tilt not applicable to 40" model



#### Twin Picture / Freeze Function

The 2 tuner Twin Picture (Picture-And-Picture) function allows you to watch two different programmes or a video input on the same screen. The Freeze function allows you to freeze one screen while the other screen continues playing. This is useful for copying recipes, phone numbers and addresses that flash too quickly across your screen. Just freeze and copy the details down at your leisure!

#### Light Sensor

Intelligently adjusts the screen brightness to match the ambient light in a room, ensuring a comfortable viewing experience. In a dim room, for example, the screen automatically reduces brightness to avoid straining your eyes.

## Superb Audio Experience

Rich, multi-dimensional sound completes your viewing pleasure.

#### S-Master Digital Amplifier

Using digital signal processing technology with a simplified signal path to maximise power efficiency and minimise distortion, S-Master Digital Amplifiers offer superbly pure and solid audio quality.



#### SRS TruSurround XT

TruSurround XT delivers enhanced Dialogue Clarity; Trubass which gives a deeper bass performance; and WOW Surround for a fuller, richer and wider sound.



is a trademark of SRS Labs, Inc.

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# S series (40/32/26/23 inch)

# BRAVIA

## Attractive In Every Way

Eye-catching features make the S-series the showpiece of any room.

### 1 Mega Pixel Panel

Enjoy the impeccable clarity and realism of High Definition (HD) images with the BRAVIA S-series LCD TVs. Incorporating the world's first 7th Generation LCD Panel, each one offers breathtaking picture quality on a 1 Mega Pixel WXGA (1366 x 768) Sony Panel display.

### Slim & Light Aesthetic Design

The S-series combines cutting-edge functionality with streamlined designs. Choose to wall-mount or view with a sleek tabletop stand that will complement its minimalist form.



## Designed For Enjoyment

Optimised for your viewing pleasure, the S-series offers several convenient features.



### WEGA Gate

Explore and navigate your Sony LCD TV effortlessly with the WEGA Gate feature. With it, you can easily change your settings or access your favourite TV channels, and external inputs. Simply touch the WEGA Gate button on the remote control to activate the comprehensive graphic menu.

### Tilt & Swivel

You can easily adjust your viewing angle by gently pushing on the top (Tilt) or sides (Swivel) of the screen.

Tilt not applicable to 40" model.



### Picture-In-Picture Picture Freeze

Now you don't have to worry about needing to hurriedly jot down details like addresses or recipes that flash across the TV screen. With this feature, you can freeze an image from a programme while the programme continues playing in a smaller frame.

### PC Input

The PC input (HD15-pin) offers easy connection to your PC, allowing you to use your S-series TV as a computer monitor.

### Light Sensor

Intelligently adjusts the screen brightness to match the ambient light in a room, ensuring a comfortable viewing experience. In a dim room, for example, the screen automatically reduces brightness to avoid straining your eyes.



A stylish, eye-catching addition to any home, the Sony BRAVIA S-series LCD TVs are a marvel of modern-day aesthetics. Slim and light, they look equally good mounted on the wall or on a designer tabletop. And for your viewing enjoyment, their impressive 1 Mega Pixel LCD panels deliver a stunningly rich and clear display – perfectly complemented by a compelling TruSurround sound system.

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