



Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Motionflow™ 120Hz technology delivers natural motion
- BRAVIA Engine 2 EX™ fully digital video processor
- Advanced Contrast Enhancer circuit (ACE)
- 10-bit display panel
- Live Color Creation™ technology
- x.v.Color™ technology
- Dynamic Video Noise Reduction adaptive technology
- 24p True Cinema™ capable
- DMex™ capable³
- Digital Media Port
- BRAVIA® Sync
- DLNA® compliant⁴



Key Technologies

16:9 Full HD 1080p Resolution Panel 16:9 Full HD 1080p resolution panel (1920 x 1080) accepts any HDTV signal and renders it with optimum resolution.

Motionflow™ 120Hz technology Motionflow™ 120HZ technology doubles the frame rate to help remove judder in film sources, HD content, broadcast movies and primetime programming, creating smoother, more fluid motion that delivers a natural and realistic viewing experience.

BRAVIA Engine™ EX The BRAVIA Engine™ EX fully digital video processor uses a collection of unique Sony® algorithms to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images.

Advanced Contrast Enhancer circuit (ACE) Advanced Contrast Enhancer circuit (ACE) dynamically improves contrast, resulting in deep blacks in darker scenes without losing fine details in shadows and other dark areas of the picture.

Live Color Creation™ technology Live Color Creation™ technology with WCG-CCFL backlight uses advanced chroma signal processing to widen the color reproduction range for overall more natural and vibrant colors.

x.v.Color™ technology² x.v.Color™ technology adopts the x.v.YCC international color standard to display nearly twice as many (1.8x) viewable colors than the existing RGB color standard.

Dynamic Video Noise Reduction Dynamic Video Noise Reduction adaptive technology analyzes the motion, sharpness and brightness of each scene in real time to identify various types of noise and reduce unwanted artifacts without compromising the video signal.

24p True Cinema™ capable 24p True Cinema™ mode enables you to enjoy films at their intended 24 fps (frames per second) when viewed using a 24p capable output device, such as a Blu-ray Disc™ player.



KDL-40XBR7

40" BRAVIA® XBR® Series LCD TV

Features

General

RS-232C Control: Yes
 Closed Caption Button: Yes
 Fanless Design: Yes
 Closed Captions (CC): Yes
 On-Screen Display: Enhanced GUI + XMB
 Auto CC on Mute: Yes
 Illuminated Sony Logo: Yes
 Touch Sensor: Yes
 Finish (Surface Color): Piano Black
 Supports Rear Mounting of DMeX™ Module: Yes
 BRAVIA® Link Module support: Yes

Display

Backlight Type: WCG-CCFL
 Video

Video Processing: BRAVIA Engine 2 EX™ Technology
 CineMotion® Reverse 3:2 Pulldown Technology: Yes
 Wide Mode: Wide Zoom, Normal, Full, H Stretch (HD), Zoom
 Display Technology: LCD (178° wide viewing angle LCD display panels)
 Deep Color: Yes
 3D Comb Filter: Yes
 PhotoTVHD: Yes
 MPEG Noise Reduction: Yes
 Live Color Creation™ Technology: Yes
 Auto Wide: Yes
 4:3 Default: Yes
 24p True Cinema™ Technology: Yes
 x.v.Color™ Technology: Yes
 Picture Mode: Vivid, Standard, Cinema, Custom: Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom
 Advanced Contrast Enhancer (ACE): Yes
 Image Blur Reduction: Yes
 Motionflow™ Technology: Motionflow™ 120Hz
 Game Text Mode: Yes

Audio

Digital Amplifier: Yes
 Simulated Surround: Yes
 Voice Zoom: Yes
 Auto SAP: Yes
 Auto Mute (on no signal): Yes
 Steady Sound® Automatic Volume Control: Yes
 Audio Out: Yes
 Sony Original Surround: S-Force®
 Stereo System: MTS
 Dolby®: Dolby® Digital
 Alternate Audio (Digital): Yes
 Sound Booster: Yes
 5.1 Channel Audio Out: Yes
 Sound Mode: Dynamic, Standard, Clear Voice
 Convenience

Channel Jump: Yes
 Favorite Channel: Yes
 Program Guide Access: Yes
 Multiple Language Display: English, Spanish, French
 Info Banner: Yes
 Sleep Timer: Yes
 Input Skip: Yes (Auto)
 Channel Surf: Yes
 Channel Block (with password): Yes
 Edit Channel Labels: Yes
 Label Inputs: Yes
 ID-1 Detection: Yes
 Initial Setup: Yes
 On/Off Timer: Yes

PAP (Picture & Picture): Yes
 Swap Sound: Yes
 USB Application(s): Music Player (mp3), Photo Viewer (jpeg)
 Theatre Mode (Theatre Button): Yes
 Show/Hide Channels: Yes
 PAP (Fixed or Variable): Fixed
 BRAVIA® Sync™ : Yes
 Parental Control: Yes
 BRAVIA® Sync™ Menu Button: Yes
 Freeze: Yes
 On-Screen Display for External Input: Yes
 PIP (Picture in Picture): PC Input
 Channel Labels: Yes
 On-Screen Clock: Yes
 TV Guide On-Screen: Yes

Network

DLNA: Yes

Specifications

General

Television Type: Flat Panel LCD HDTV
 Display
 Viewing Angle (Right/Left): 178° (89/89)
 Viewing Angle (Up/Down): 178° (89/89)
 On-screen Contrast Ratio: 3,000:1
 Dynamic Contrast Ratio: 50,000:1
 Screen Size (measured diagonally): 40"
 Native Resolution: 1920 x 1080
 Display Resolution: 1920 x 1080p (Full HD)
 Panel Bit: 10-bit
 Aspect Ratio: 16:9
 Color Range (u'v'): 102%%NTSC
 Color Range (xy): 91%%NTSC
 TV System

Tuner (Cable): QAM
 Tuner (Terrestrial): ATSC, NTSC
 TV System (Analog): NTSC
 Number of Tuners (Analog): 1
 Number of Tuners (Digital): 1
 TV System (Digital): ATSC
 Video

Video Signal: 480/60i, 480/60p, 720/60p, 1080/60i, 1080/24p (HDMI™ only), 1080/60p (HDMI™ / Component)

Audio

Audio Power Output: 10 W + 10 W, 12 W + 12 W (Woofer)
 Speakers (Total): 6
 Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 2 (Rear)
 Composite Video Input(s): 3 (1 Side/2 Rear)
 Digital Audio Output(s): Optical Digital Output - 1 (Rear)
 RF Connection Input(s): 1 (Rear)
 S-Video Input(s): 1 (Rear)
 Analog Audio Input(s) (Total): 6 (1 Side/5 Rear)
 Audio Out: 1 (Rear)
 HDMI™ Connection(s) (Total): 4 (1 Side/3 Rear)
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Rear)
 USB 2.0: 1 (Side)
 HDMI™ PC Input: Yes
 S-Video Detection: Yes
 AC Power Input: 1 (Rear)
 Digital Media Port: 1 (Rear)
 RS-232C Input(s): Yes
 Ethernet Connection(s): 1 (Rear)
 Analog Audio Input(s) for HDMI™ : Yes

Power

Power Consumption (in Operation): 230W
 Power Consumption (in Standby): 0.1W
 Power Requirements (voltage): AC 120V
 Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
 VESA® Hole Pitch: 300 x 300 mm, M6 Screw Type, 16mm Screw Length
 Service and Warranty Information

Limited Warranty Term: 18 Months Parts / 18 Months Labor
 Energy Saving & Efficiency

LightSensor™ Technology: Yes

Power Saving Modes: Yes
 Energy Star® compliant: Yes
 PC Power Management: Yes
 Dimensions

Weight: 59 lbs. (26.5kg) with pedestal; 52 lbs. (23.5kg) without pedestal
 Measurements: 44.5 x 23.875 x 11 in (1128 x 655 x 279mm) with pedestal;
 44.5 x 23.75 x 5 in (1128 x 603 x 125mm) without pedestal
 Supplied Accessories

RM-YD024 Remote Control

2 x AA

AC Power Cord

Operating Instructions

Quick Setup Guide

Warranty Card

Online Registration Card

Cable Clamper

Pedestal (separate)

Optional Accessories

SU-WL500 Wallmount Bracket
 CRU-40SG11/R Ruby Color variation Bezel/SP Grill
 CRU-40SG11/S Sterling Color variation Bezel/SP Grill
 CRU-40SG11/T BronzeColor variation Bezel/SP Grill
 CRU-40SG11/N Platinum Color variation Bezel/SP Grill

Color: Piano Black

UPC Code: 027242739109

1. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for the supported resolutions.
2. Requires x.v.Color™ capable video source, such as a Blu-ray Disc player.
3. Media streaming requires a PC with Microsoft Windows XP, SP2 or later or DLNA-compliant media server. Home network required and sold separately.
4. Works with select Sony cameras with PhotoHD capability and requires a separate cable (sold separately). Special TV settings are required. Further details are available in the BRAVIA® TV instruction manual.
5. BRAVIA Sync works with select Sony home theater products. Please refer to owner's manual for compatibility.
6. Certain circumstances may limit or prevent Blu-ray Disc media or DVD playback.

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