

# 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.  
'Sony', 'BRAVIA' and their logos are registered trademarks or trademarks of Sony Corporation. All other logos and trademarks are the property of their respective owners.

# Table of Contents

---

BRAVIA XR

Picture

Sound

Gaming/UX

Line-up

Specification



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



## 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.

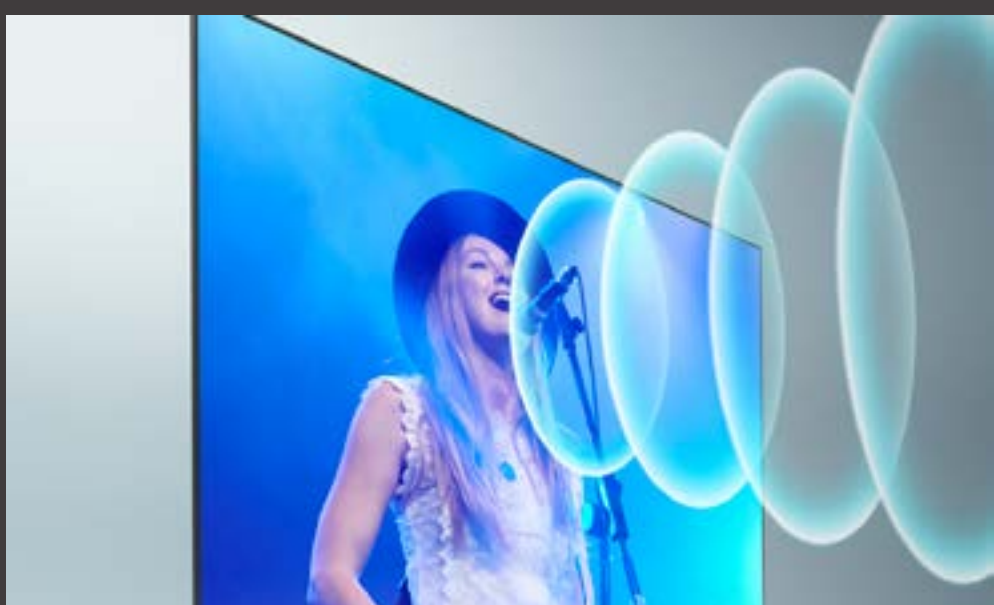
### XR Picture



#### **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.



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



Tap to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# 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**

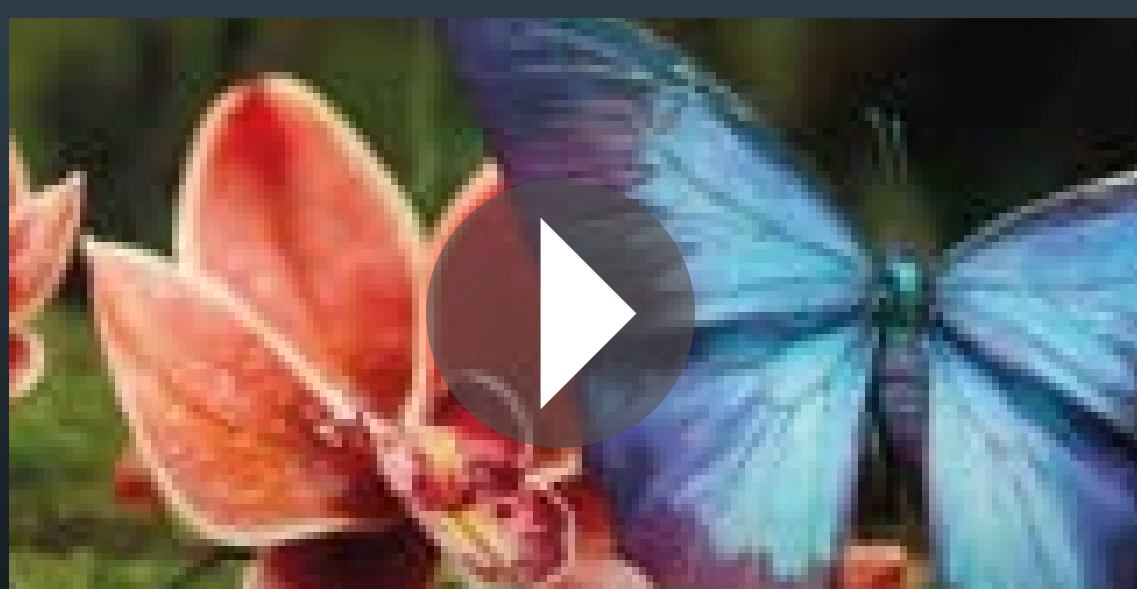
More LEDs,  
More Brightness,  
More Contrast

**XR  
Motion Clarity**

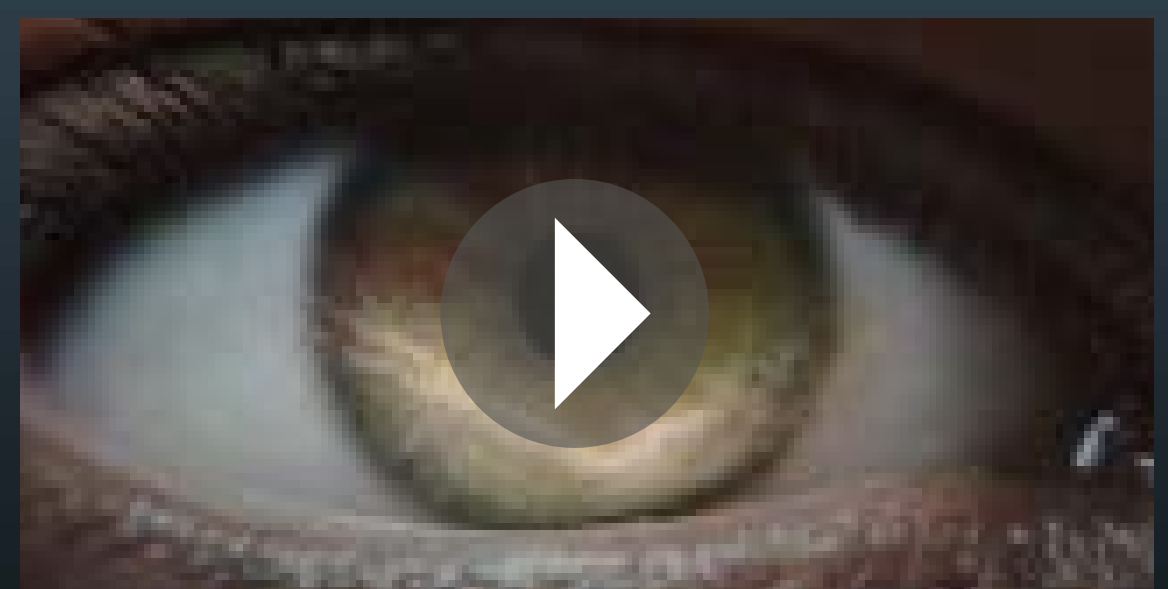
Intelligent Motion  
processing for fast-moving,  
blur free scenes



## Explore the world of XR



Introducing Sony BRAVIA XR



The Philosophy



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



**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.



Tape to  
Navigate

BRAVIA XR

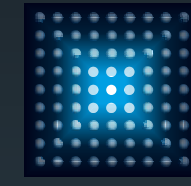
Picture

Sound

Gaming/UX

Line-Up

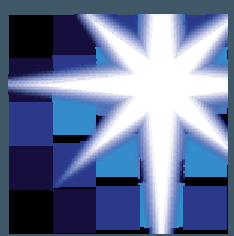
Specifications



Full Array  
LED

## 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.



XR  
OLED Contrast



## 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.



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



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+



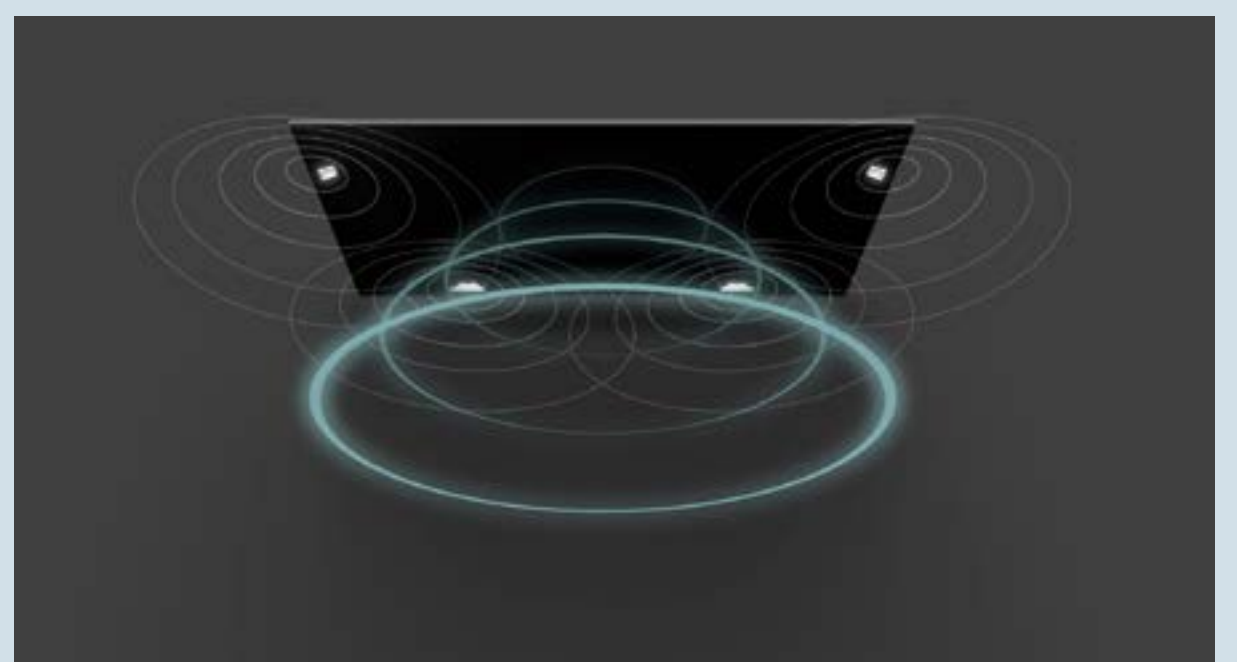
## A Perfect Fusion of Sound and Picture

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.

## Acoustic Multi-Audio

## 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.







Tape to Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

**Dolby**  
VISION·ATMOS



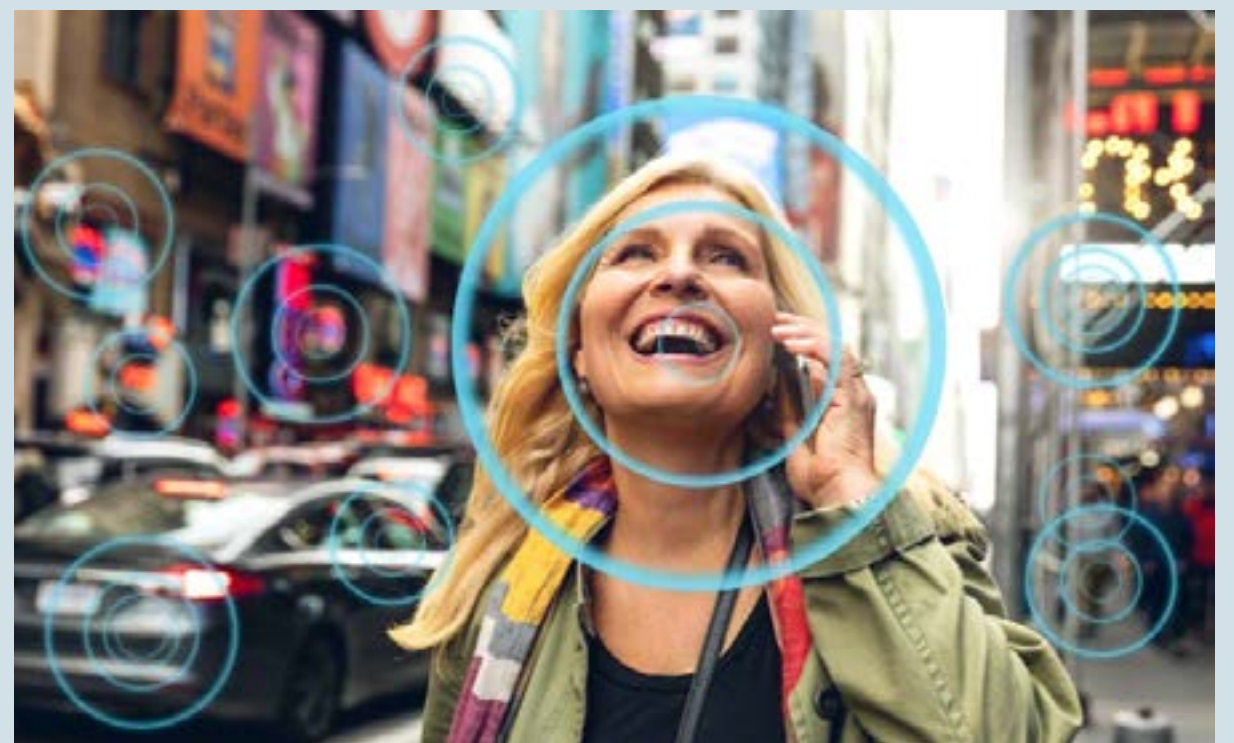
## Transform your viewing with Dolby Vision Atmos™

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

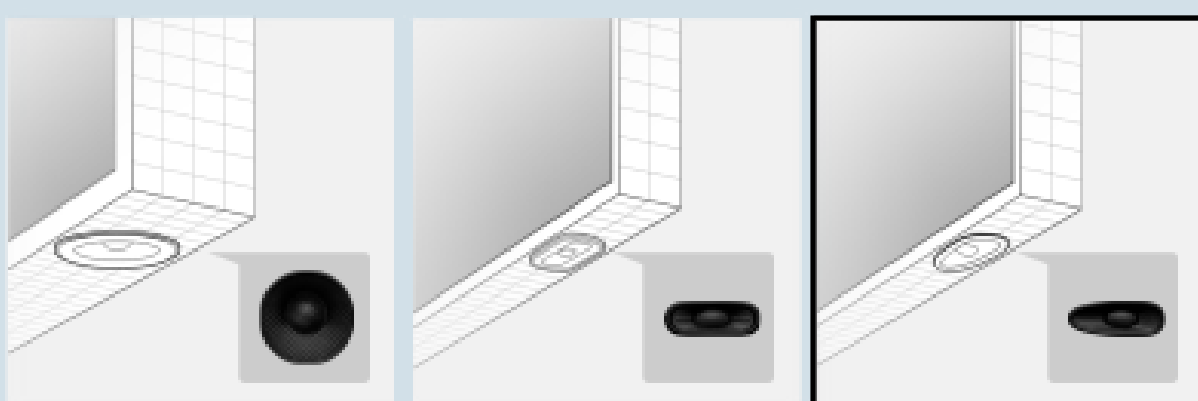
## Voice Zoom 2

### 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

## 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.



Tap to  
Navigate

BRAVIA XR

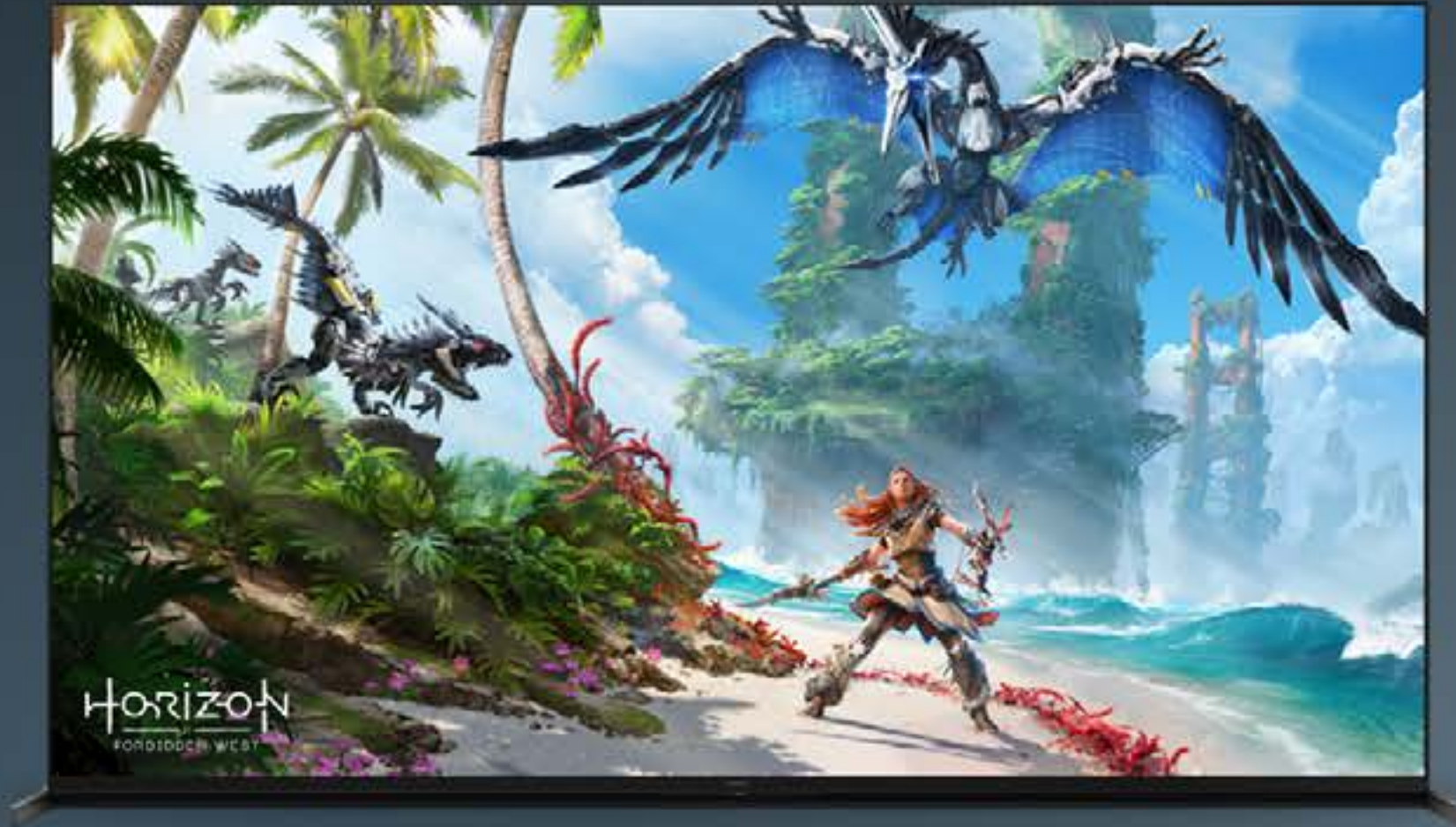
Picture

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

### Low Input Lag

Supports ultra smooth gaming with reduced input lag.

GAME  
MODE

### 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.

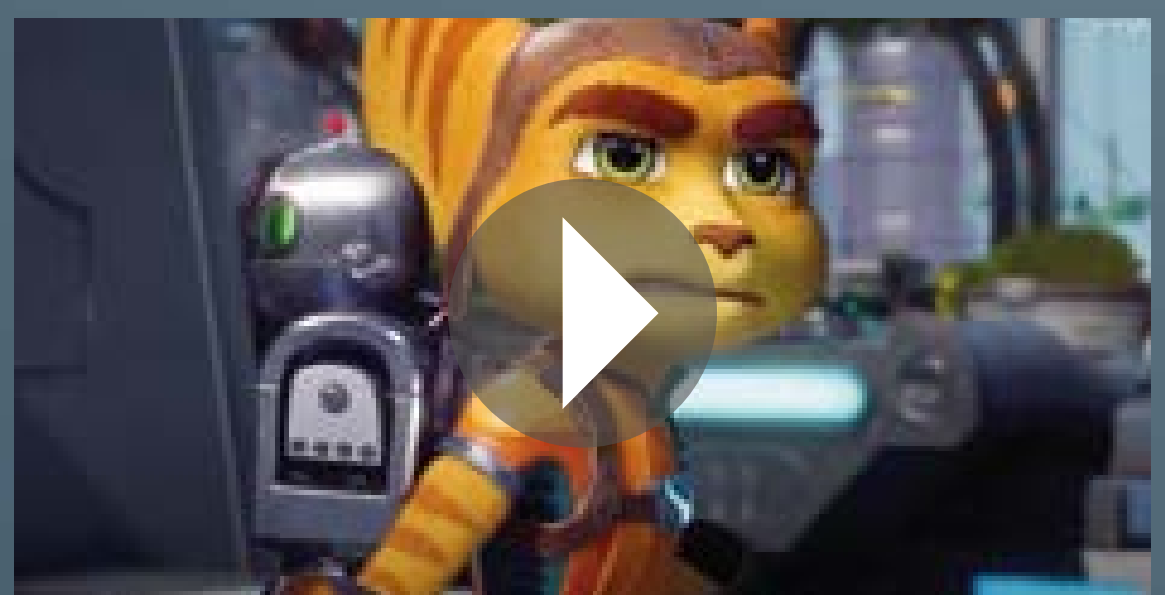
Acoustic  
Surface  
Audio+

Acoustic  
Multi-Audio

### Immersive Sound

Surround sound that matches actions and scenes

Explore the Features





Tap to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

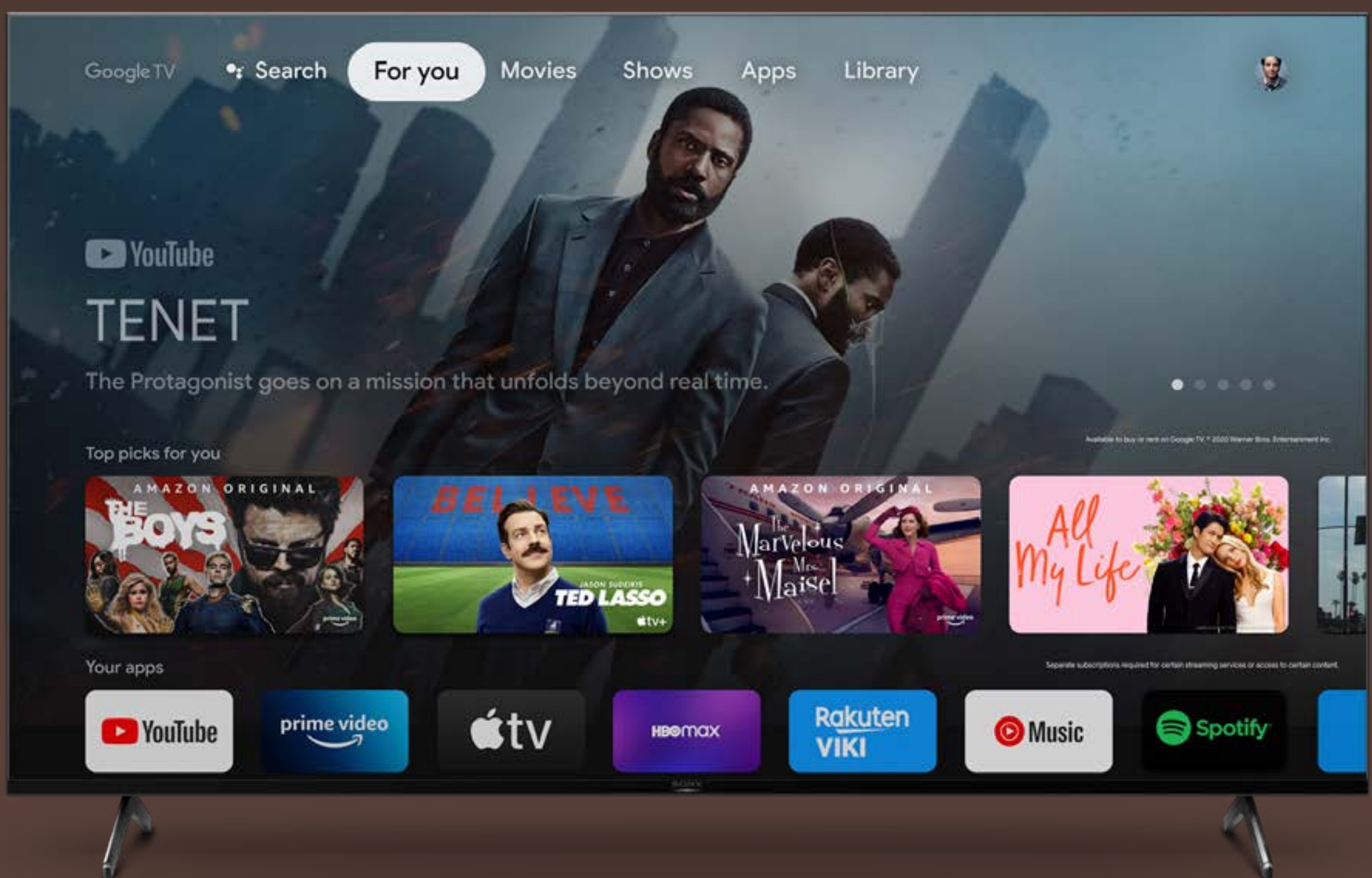
Line-Up

Specifications



# Google TV

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



Now experience BRAVIA  
with brand new UI



Tape to Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

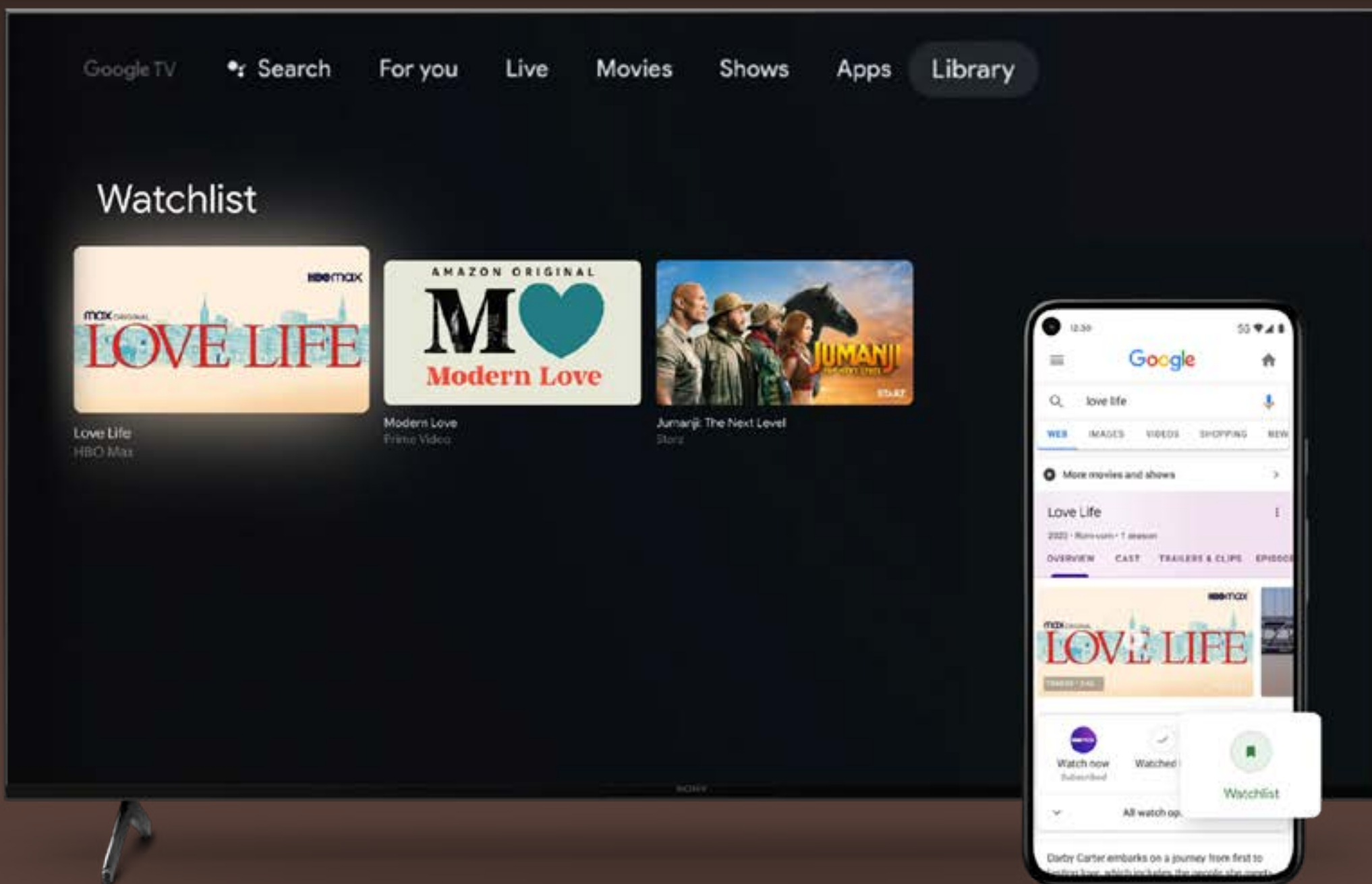
Line-Up

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

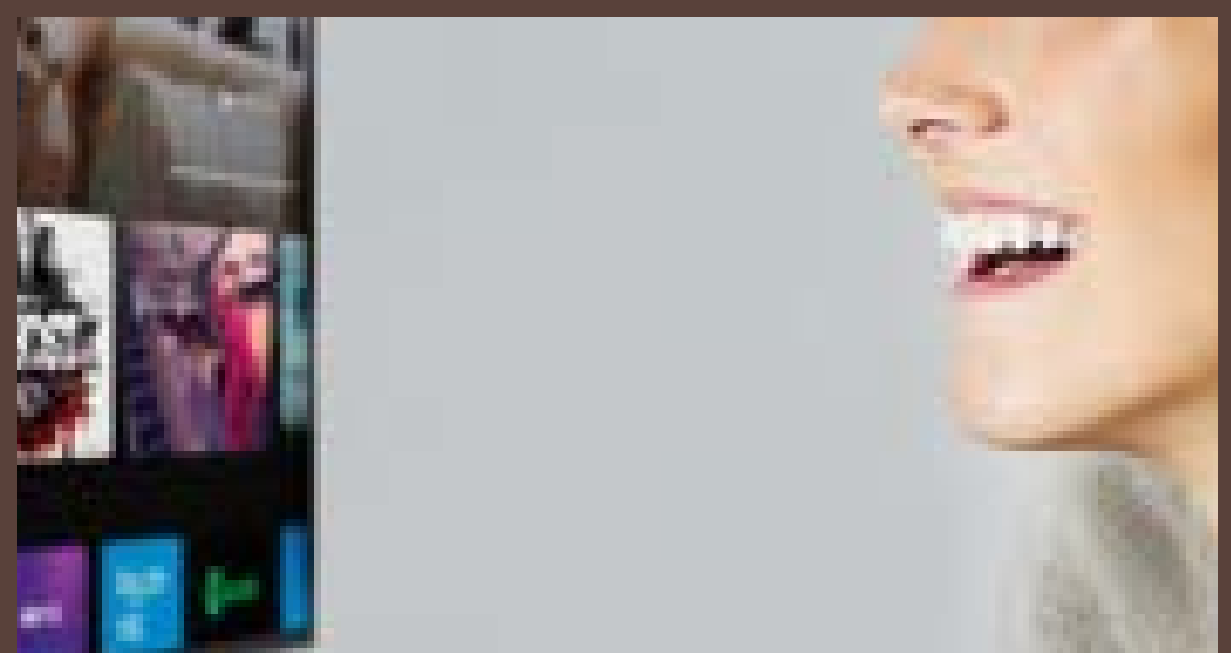


YouT

## 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.





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

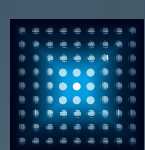
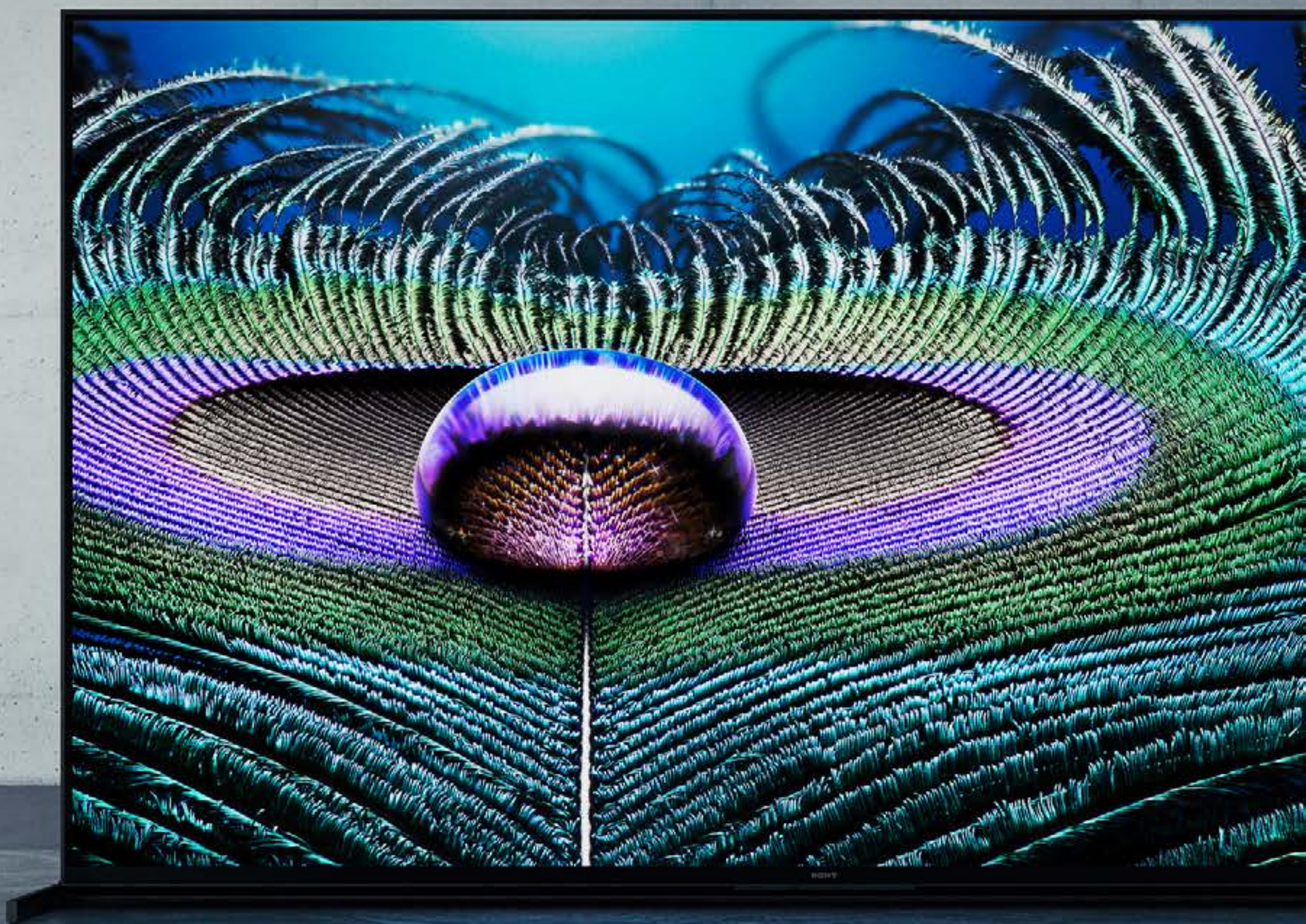
# Z9J

## Supreme 8K Realism, driven by Human Intelligence



### BRAVIA XR Master Series

 Google TV



Full Array  
LED



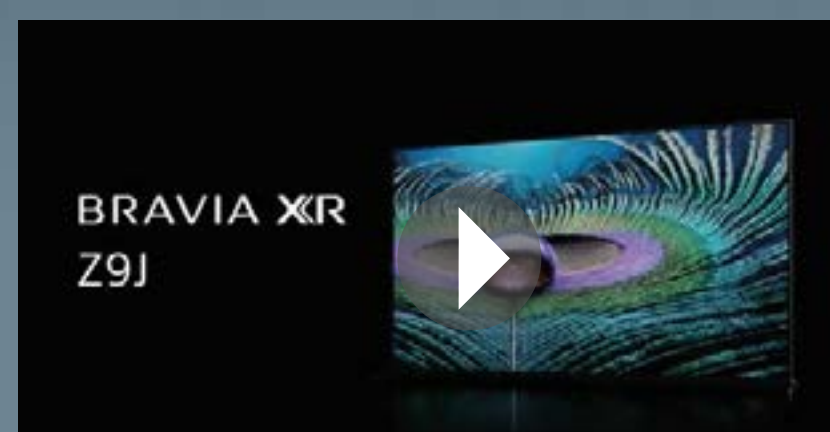
XR  
Triluminos Pro

Acoustic  
Multi-Audio

IMAX  
ENHANCED

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

Explore the Features





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

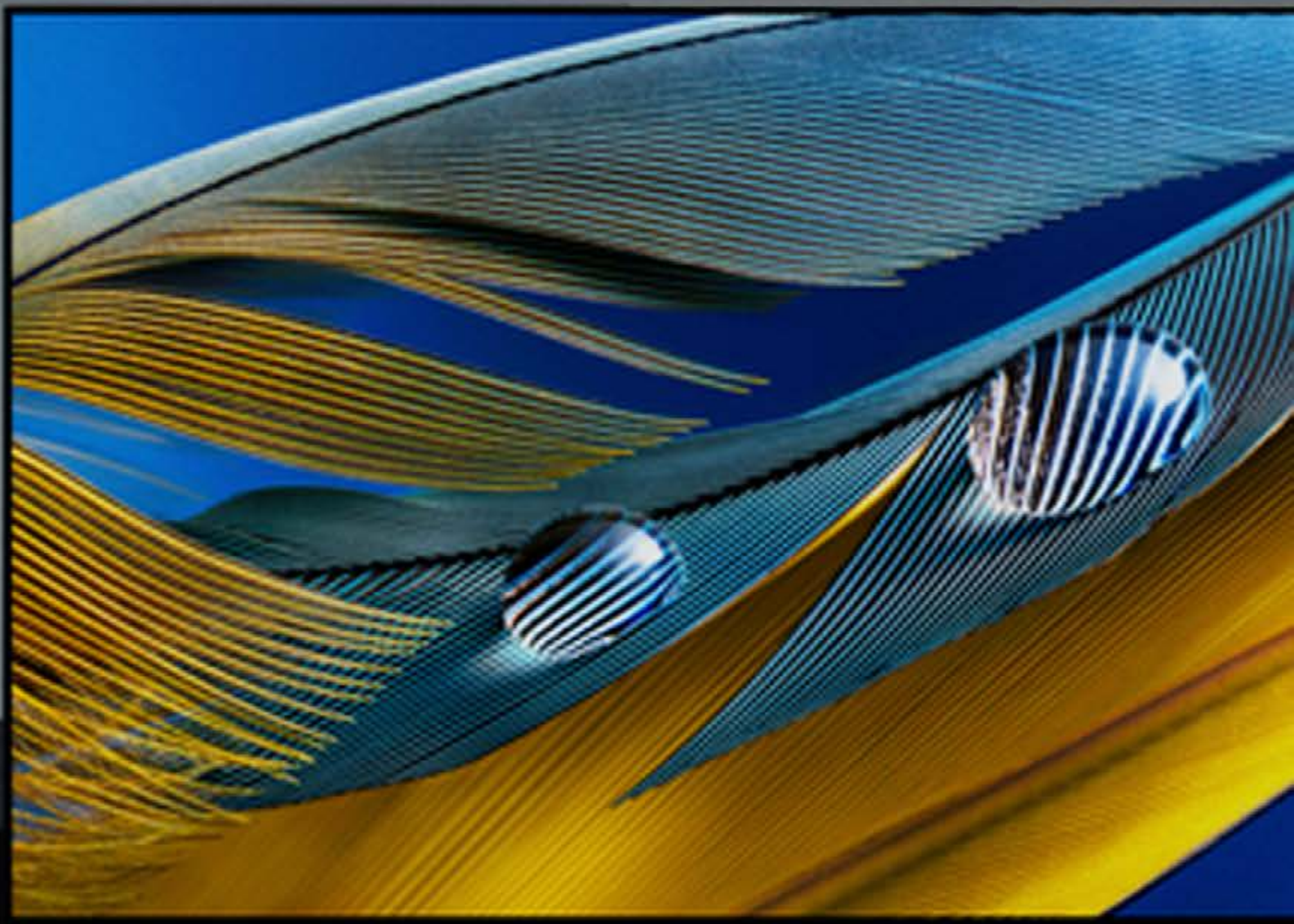
# A80J

OLED contrast and sound,  
mastered with human intelligence



BRAVIA XR OLED

 Google TV



XR  
OLED Contrast



XR  
Triluminos Pro

Acoustic  
Surface  
Audio+

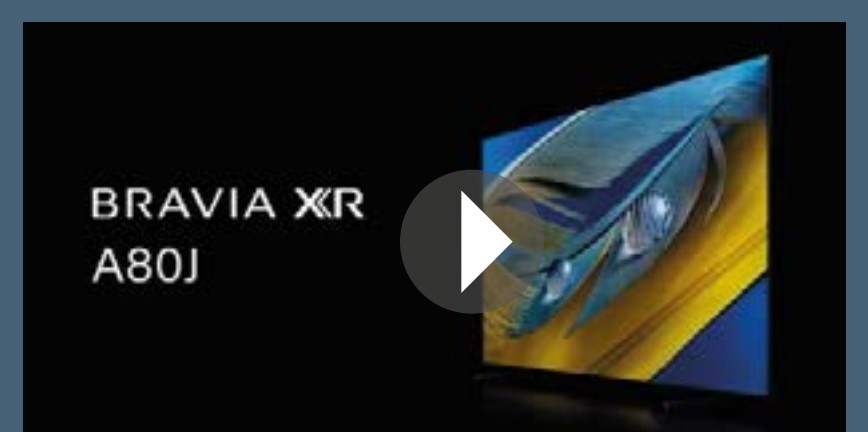
IMAX  
ENHANCED

Explore the Features

195cm (77) | MRP Rs. 6,99,900/-

164cm (65) | MRP Rs. 3,39,900/-

139cm (55) | MRP Rs. 2,49,900/-





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# X90J

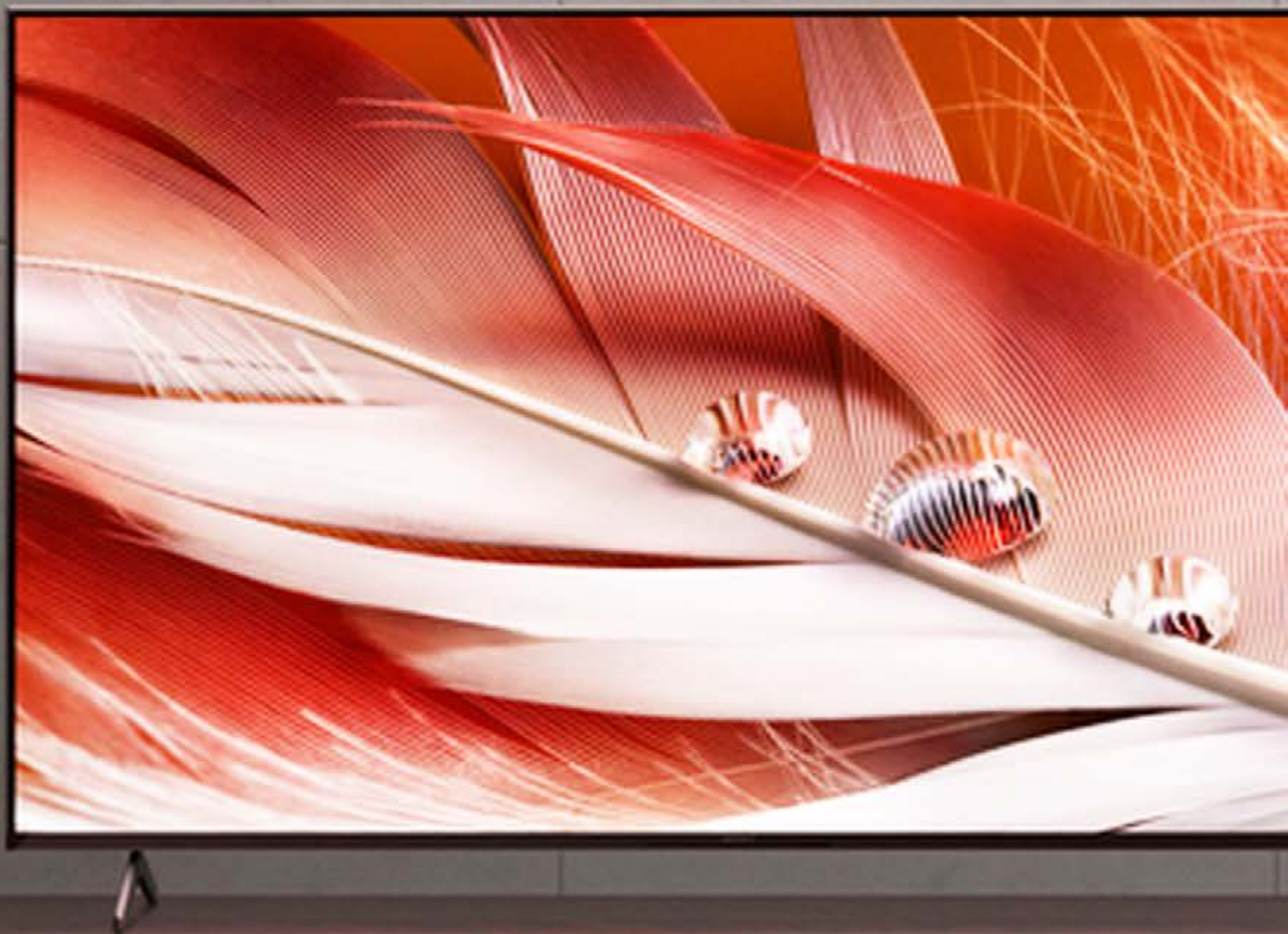


Driven by human intelligence,  
defined by 4K contrast

BRAVIA XR Full Array LED



Google TV



XR  
Triluminos Pro

Acoustic  
Multi-Audio



3D Surround  
Upscaling

IMAX  
ENHANCED

Explore the Features

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

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

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





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# X85J

Over a billion colours in a  
beautiful flush design



BRAVIA LED

 Google TV



215cm (85) | MRP Rs. 6,99,900/-

164cm (65) | MRP Rs. 1,99,900/-

139cm (55) | MRP Rs. 1,39,900/-

Explore the Features







Tap to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

**NEW**

# X80K

Capture the  
Colours of Life



**BRAVIA LED**

 Google TV



BRAVIA<sup>\*</sup>  
CAM



189cm (75) | Coming Soon

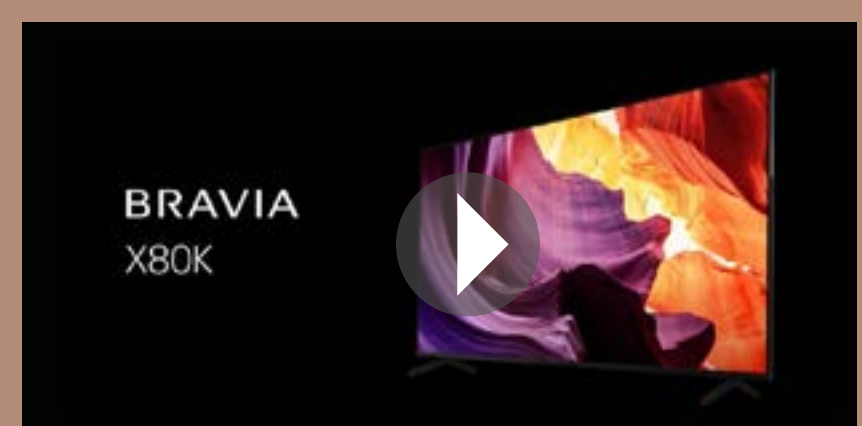
164cm (65) | Coming Soon

139cm (55) | MRP Rs. 1,29,900/-

126cm (50) | Coming Soon

107cm (43) | Coming Soon

Explore the Features



\* Available soon. Sold separately.



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# X80J

Google TV brought to life with vibrant colors and sound



BRAVIA LED

 Google TV



 Triluminos Pro

X-Balanced  
Speaker

 Dolby  
VISION·ATMOS

189cm (75) | MRP Rs. 2,99,900/-

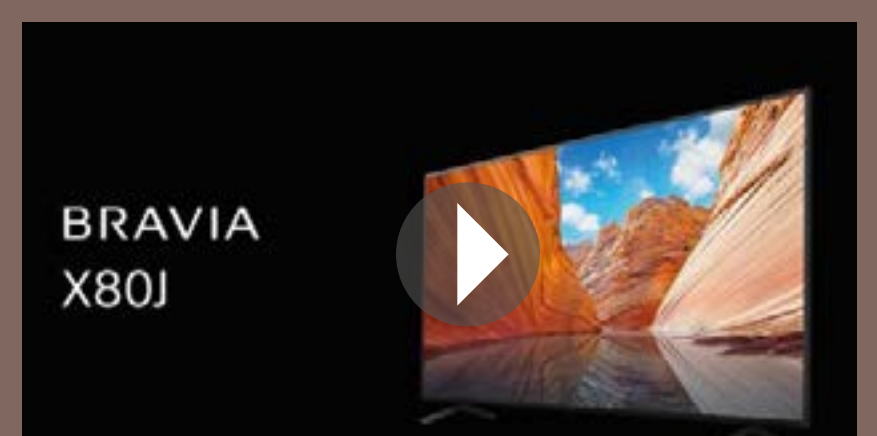
164cm (65) | MRP Rs. 1,79,900/-

139cm (55) | MRP Rs. 1,09,900/-

126cm (50) | MRP Rs. 99,900/-

107cm (43) | MRP Rs. 82,900/-

Explore the Features





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

**NEW**

# X75K

Life-Like 4K Pictures  
Incredibly Smart TV



**BRAVIA LED**

 Google TV



**X1**  
4K Processor

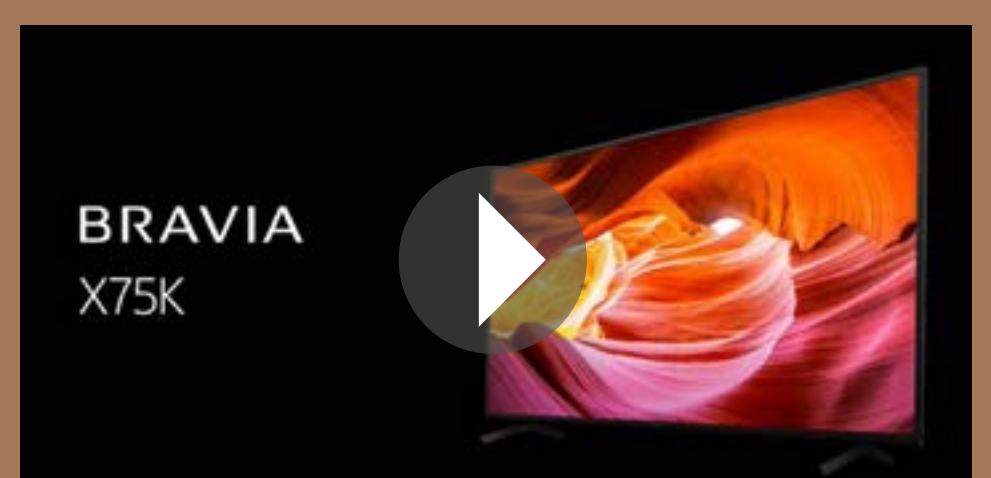
**4K** X-Reality PRO

**LIVE  
COLOR**

**Dolby  
AUDIO**

Explore the Features

- 164cm (65) | MRP Rs. 1,39,900/-
- 139cm (55) | MRP Rs. 99,900/-
- 126cm (50) | MRP Rs. 85,900/-
- 107cm (43) | MRP Rs. 69,900/-





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# W672G

Entertain yourself with clarity  
& deep bass

Full HD  
1080

BRAVIA LED

SMART TV



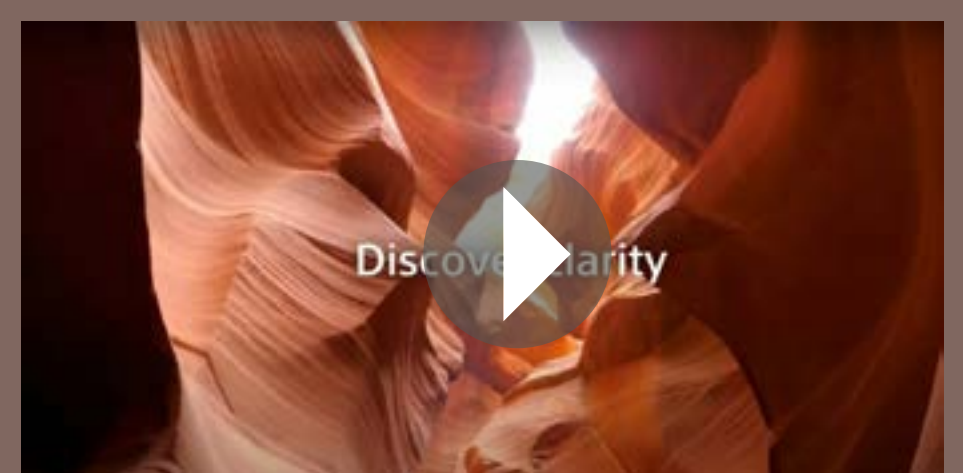
X-Reality PRO

Motionflow XR  
200

ClearAudio+

X-Protection PRO  
DUST LIGHTNING SURGE HUMIDITY

Explore the Features



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

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



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

**NEW**

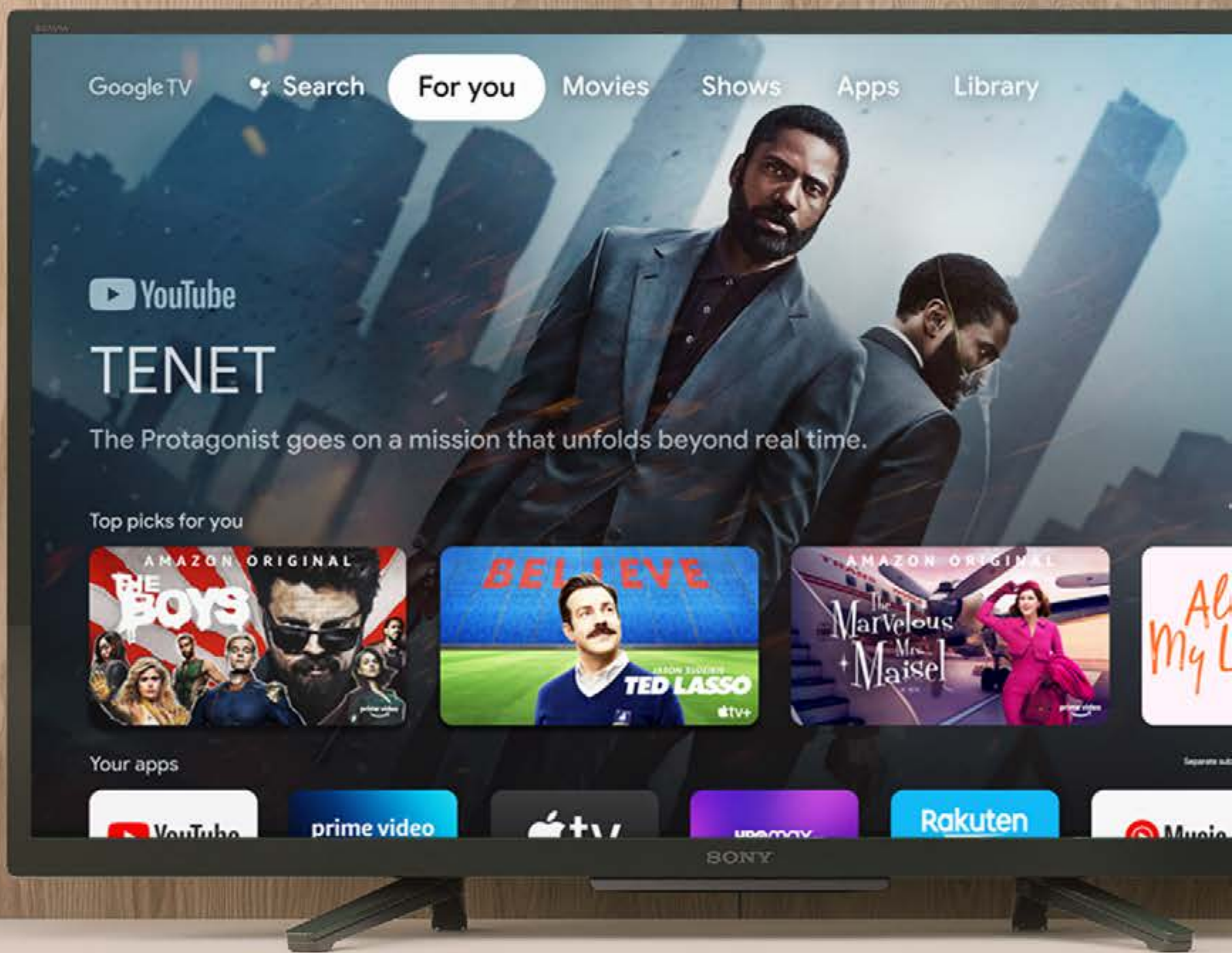
# W830K

The Next-Gen Smart is Here!

**HDR**

**BRAVIA LED**

 **Google TV**



**X-Reality PRO**



**Dolby AUDIO**



Explore the Features

BRAVIA  
W830K



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



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



Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

# BRAVIA XR

The world's first Cognitive Intelligence TV

## SPECIFICATIONS



### Z9J

215cm (85)



PROCESSOR  
**XR**  
Cognitive Processor

SOUND  
**Acoustic  
Multi-Audio**

COLOR  
**XR  
Triluminos Pro**

VIEWING ANGLE  
**X-Wide Angle**

GAMING  
**4K 120 Hz**  
VRR\* & ALLM

MOTION  
**XR  
Motion Clarity**

CONTRAST  
**XR  
Contrast Booster 15**

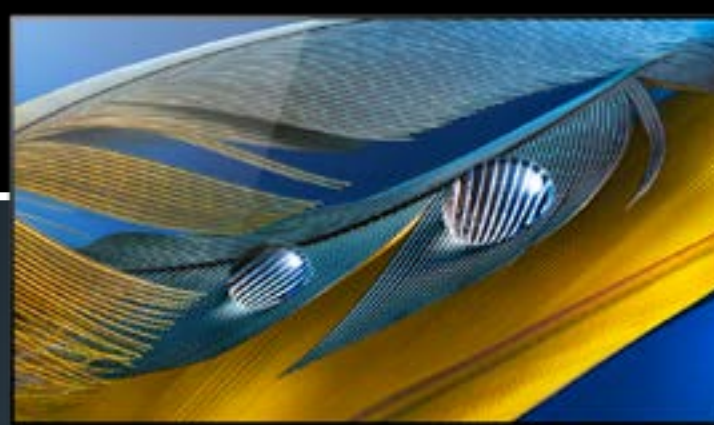
ENTERTAINMENT  
**Dolby  
VISION·ATMOS**

VOICE SEARCH  
**Hands-free  
Voice Search**

OPERATING SYSTEM  
**Google TV**

APPLE AIRPLAY  
Works with **Apple AirPlay** Works with **Apple HomeKit**

CINEMA@HOME  
**IMAX<sup>®</sup>  
ENHANCED**



### A80J

195cm (77) | 164cm (65) | 139cm (55)



PROCESSOR  
**XR**  
Cognitive Processor

SOUND  
**Acoustic  
Surface  
Audio+**

COLOR  
**XR  
Triluminos Pro**

CLARITY  
**XR 4K  
Upscaling**

GAMING  
**4K 120 Hz**  
VRR\* & ALLM

MOTION  
**XR  
Motion Clarity**

CONTRAST  
**XR  
OLED Contrast**

ENTERTAINMENT  
**Dolby  
VISION·ATMOS**

VOICE SEARCH  
**Hands-free  
Voice Search**

OPERATING SYSTEM  
**Google TV**

APPLE AIRPLAY  
Works with **Apple AirPlay** Works with **Apple HomeKit**

CINEMA@HOME  
**IMAX<sup>®</sup>  
ENHANCED**

\*Available with firmware update



BRAVIA XR

Picture

Sound

Gaming/UX

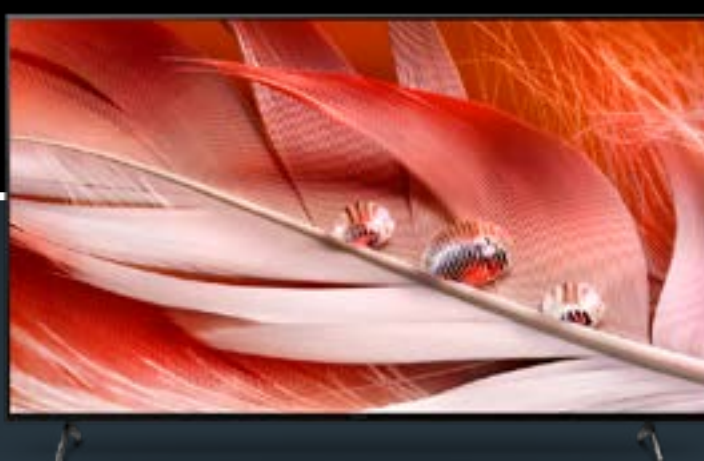
Line-Up

Specifications

# BRAVIA XR

The world's first Cognitive Intelligence TV

## SPECIFICATIONS



<p><b>X90J</b> 189cm (75)   164cm (65)   139cm (55)</p>		
<p>PROCESSOR <b>XR</b> Cognitive Processor</p>	<p>SOUND <b>Acoustic Multi-Audio</b></p>	<p>COLOR <b>XR Triluminos Pro</b></p>
<p>CONTRAST  <b>XR Contrast Booster 5</b></p>	<p>GAMING  <b>4K 120 Hz VRR &amp; ALLM</b></p>	<p>MOTION  <b>XR Motion Clarity</b></p>
<p>CLARITY  <b>XR 4K Upscaling</b></p>	<p>ENTERTAINMENT  <b>Dolby VISION·ATMOS</b></p>	<p>VOICE SEARCH <b>Hands-free Voice Search</b></p>
<p>OPERATING SYSTEM  <b>Google TV</b></p>	<p>APPLE AIRPLAY  </p>	<p>CINEMA@HOME <b>IMAX ENHANCED</b></p>



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

\*Available with firmware update





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

## SPECIFICATIONS



### X80K

189cm (75) | 164cm (65) | 139cm (55)  
126cm (50) | 108cm (43)



PROCESSOR

**X1**  
4K HDR Processor

SOUND

Bass reflex  
X-Balanced speaker

COLOR



CONTRAST

Dynamic  
Contrast Enhancer

MOTION



OPERATING SYSTEM



ENTERTAINMENT

**Dolby**  
VISION·ATMOS

VOICE SEARCH



APPLE AIRPLAY



GAMING

**ALLM** Auto  
Game Mode

NETWORK

**HDMI 2.1**

BRAVIA\*  
CAM



\*Available soon. Sold separately.



### X80J

189cm (75) | 164cm (65) | 139cm (55)  
126cm (50) | 108cm (43)



PROCESSOR

**X1**  
4K HDR Processor

SOUND

Bass reflex  
X-Balanced speaker

COLOR



CONTRAST

Dynamic  
Contrast Enhancer

MOTION



BACKLIGHT TYPE

Direct LED

OPERATING SYSTEM



ENTERTAINMENT

**Dolby**  
VISION·ATMOS

VOICE SEARCH

Voice  
Remote Control

APPLE AIRPLAY



BLUETOOTH





Tape to  
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

## SPECIFICATIONS



### X75K

164cm (65) | 139cm (55)  
126cm (50) | 108cm (43)



PROCESSOR

### X1

4K Processor

SOUND

Open Baffle  
Speaker

COLOR



CONTRAST

Dynamic  
Contrast Enhancer

CLARITY



MOTION



OPERATING SYSTEM



ENTERTAINMENT



VOICE SEARCH

Voice  
Remote Control

APPLE AIRPLAY



BLUETOOTH



### W672G

126cm (50) | 107cm (43)



PROCESSOR



SOUND



MOTION



INTERNET



MENU LANGUAGE



CONNECTIVITY





BRAVIA XR

Picture




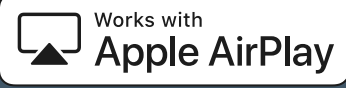
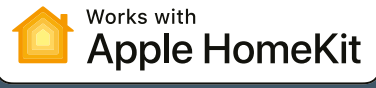
Sound

Gaming/UX

Line-Up

Specifications

## SPECIFICATIONS

<p><b>W830K</b> 80cm (32)</p> 		
<p>PROCESSOR</p> <p><b>X-Reality PRO</b></p>	<p>SOUND</p> <p><b>ClearAudio+</b></p>	<p>COLOR</p> 
<p>MOTION</p> 	<p>OPERATING SYSTEM</p> 	<p>ENTERTAINMENT</p> 
<p>VOICE SEARCH</p> <p><b>Voice Remote Control</b></p>	<p>MENU LANGUAGE</p>  <p><b>Multi-Indian Languages</b></p>	<p>CONNECTIVITY</p> 
<p>SAFETY</p> <p><b>X-Protection PRO</b></p> 	<p>APPLE AIRPLAY</p>  	

<p><b>W6</b> 107cm (43)   80cm (32)</p> 		
<p>PROCESSOR</p> <p><b>X-Reality PRO</b></p>	<p>SOUND</p> <p><b>ClearAudio+</b></p>	<p>MOTION</p> 
<p>INTERNET</p> 	<p>MENU LANGUAGE</p>  <p><b>Multi-Indian Languages</b></p>	<p>CONNECTIVITY</p> 

\*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](http://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](mailto:sonyindia.care@ap.sony.com)



[www.sony.co.in](http://www.sony.co.in)

## Please check with your nearest outlet for exciting offers & easy buying options.

\*Prices & Features are subject to change without any prior notice.

Please verify details at your nearest dealer outlet, else visit: [www.sony.co.in](http://www.sony.co.in)

Please write to [b2bindia@ap.sony.com](mailto:b2bindia@ap.sony.com) for corporate enquiries.

While efforts have been made to provide accurate information, there could be printing errors, which may have crept in. In the event of any discrepancy, the Product Operating Instructions supplied with product shall be the authentic reference point.

\*MRP inclusive of all taxes. Quoted MRP is for 1 unit of the product. MRP subject to change without any prior notice. Kindly check with your nearest dealer for updated MRP.