

### *Key Features*

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- Full HD 1080p Resolution
- Monolithic Design
- Motionflow™ 240Hz Technology for Smooth Motion
- Wi-Fi® Adapter Ready<sup>1</sup>
- BRAVIA® Internet Video<sup>2</sup>
- BRAVIA Engine™ 3 fully digital video processor
- Ambient Sensor adjusts color based on room light
- USB port for photos, music & video playback<sup>3</sup>
- Energy Saving Switch eliminates standby power

### *Key Technologies*

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**Full HD 1080p Resolution** Experience Full HD 1080p picture quality, the highest at-home resolution, and take full advantage of HD sources like a Blu-ray Disc™ Player or PlayStation®3 gaming console via the 16:9 wide screen panel (1920 x 1080).

**Motionflow™ 240Hz Technology** Experience smoother motion detail and clarity with Motionflow™ 240Hz technology. Motionflow™ 240Hz technology quadruples frame rate from the standard 60 frames per second and applies Image Blur reduction to deliver a crisp, fluid and realistic viewing experience during fast-action scenes.

**Wi-Fi® Adapter Ready** Enjoy the convenience of wireless connectivity for your home entertainment network and make accessing your online entertainment - including movies, photos, music, videos and more - even easier! (Wi-Fi dongle required. Sold separately.)<sup>1</sup>

**BRAVIA® Internet Video** Instantly stream a wide variety of movies, TV episodes, videos and music from a large selection of entertainment apps including: Netflix®, YouTube™, Slacker® - the list goes on and on.<sup>2</sup>

**BRAVIA Engine™ 3** Enjoy Sony's most advanced processing system for superior image detail, exceptionally vibrant, life-like images, reduced noise and optimized contrast and color with the BRAVIA Engine™ 3 fully digital processor.

**Ambient Sensor** Get a natural looking picture whether you are watching movies late at night or playing video games during the day with an Ambient Sensor that automatically adjusts the picture color based on a room's lighting.

**USB Input** Share your photos on the big screen or listen to your favorite music. Simply connect your digital camera, USB-enabled MP3 player, or USB storage device directly to your HDTV's USB input.<sup>3</sup>

# KDL-55HX701

# 55" BRAVIA® HX701 Series HDTV

## Features

### General

Closed Captions (CC): Analog, Digital  
Illuminated Sony Logo: Yes  
Finish (Surface Color): Black  
XMB: Yes  
Audio Return Channel: Yes  
HDMI™ InstaPort: Yes  
Emergency Warning System: Yes

### Display

Backlight Type: CCFL  
Display Device: LCD  
Deep Black Panel: Yes

### Video

Video Processing: BRAVIA Engine 3™ Technology  
CineMotion® Reverse 3:2 Pulldown Technology: Yes  
Wide Mode: Normal, Zoom, Wide Zoom, Full (Full1-2 for PC), H Stretch  
Deep Color: Yes  
3D Comb Filter: Yes  
PhotoTV HD: Yes  
MPEG Noise Reduction: Yes  
Auto Wide: Yes  
4:3 Default: Yes  
24p True Cinema™ Technology: Yes  
Picture Mode: Vivid, Standard, Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom  
Advanced Contrast Enhancer (ACE): Yes  
Motionflow™ Technology: 240Hz  
Cinema Mode: Yes  
Live Color™ Technology: Yes

### Audio

Auto SAP: 20FM/10AM  
Auto Mute (on no signal): Yes  
Steady Sound® Automatic Volume Control: Yes  
Audio Out: Variable/Fixed  
Sony Original Surround: Yes  
Stereo System: MTS  
Dolby®: Dolby® Digital  
Alternate Audio (Digital): yes  
Surround Effect: Cinema, Music, Live Sports, Game  
5.1 Channel Audio Out: Yes  
Sound Mode: Dynamic, Standard, Clear Voice, Custom  
5.1ch Through Out (Handycam): Yes  
Sound Enhancer: Yes  
S-Master: Yes  
Clear Voice: Yes  
Invisible Speaker (w/Sound Elevation): Yes

### Convenience

Channel Jump: Yes  
Multiple Language Display: English, French, Spanish  
Info Banner: TV Guide on Screen, PSIP, XDS  
Sleep Timer: Yes  
Input Skip: Automatic  
Channel Surf: Yes  
Channel Block (with password): Yes  
Edit Channel Labels: Yes  
Label Inputs: Yes  
On/Off Timer: Yes  
USB Application(s): Photo Viewer (jpeg), Photo Viewer (RAW), Music Player (mp3), Video Player (AVCHD), Video Player (AVC), Video Player (MPEG4)  
Theatre Mode (Theatre Button): Yes  
Show/Hide Channels: Yes  
Auto Shut-off: Yes  
BRAVIA® Sync™ : Yes  
Parental Control: Yes  
BRAVIA® Sync™ Menu Button: Yes (on Remote Control)

On-Screen Display for External Input: Yes  
PIP (Picture in Picture): PC Input/TV Channel&CVBS  
Channel Labels: Yes  
Auto Photo Mode: via HDMI, via DLNA, via USB  
On-Screen Clock: Yes  
Picture Adjustments Lock: Yes  
White Balance: RGB Gain/Bias  
Auto Picture Setting w/HDMI™ : Cinema, Sport, Music, Photo, Graphics, Game  
Internet Radio: Yes  
Scene Select: Auto, Cinema, Sports, Photo, Music, Game, Graphics, OFF  
Theatre Mode with Cinema Surround: Yes  
TV Guide On-Screen: Yes  
Stand Tilt: Yes  
Stand Tilt Range: 2position 0°/ Back 6°  
On-Screen Operating Instructions: Yes  
Favorites: Yes  
Ambient Sensor: Yes  
Picture Frame Mode: Yes  
Quick Start: Yes  
Stand Swivel: Yes  
Stand Swivel Range: Left 20°/Right 20°  
Start Up Sony Logo Display: Yes  
USB Player: Yes  
Wireless LAN: Ready  
Upward Style: Yes

### Network

DLNA: Yes  
BRAVIA® Internet Video: Ready  
Photo MAP: Yes

## Specifications

### Display

Viewing Angle (Right/Left): 178(89/89)  
Viewing Angle (Up/Down): 178(89/89)  
Dynamic Contrast Ratio: 160,000:1  
Screen Size (measured diagonally): 54.6"  
Display Resolution: Full HD 1080(1920x1080)  
Aspect Ratio: 16:9

### TV System

Tuner (Cable): Clear QAM  
Tuner (Terrestrial): ATSC™ / NTSC  
Channel Coverage: VHF: 2-13ch  
UHF: 14-69ch  
CATV (analog): 1-135ch  
CATV (digital) : 1-135ch  
TV System (Analog): M  
Number of Tuners (Digital): 1(Hybrid)  
TV System (Digital): ATSC  
Color System: NTSC

### Video

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

### Audio

Audio Power Output: 20W (10W x 2)  
Speakers (Total): 2  
Speaker Configuration: 2

### Inputs and Outputs

Component Video (Y/Pb/Pr ) Input(s): 2 (1 Rear / 1 Rear (Composite input common use))  
Composite Video Input(s): 2 ( 1 Rear (Component input common use)/ 1 Side)  
Digital Audio Output(s): Optical Digital Output - 1 (Rear)  
RF Connection Input(s): 1 (Rear)  
Analog Audio Input(s) (Total): 4 (1 Side / 3 Rear)  
Audio Out: 1 (Rear)  
HDMI™ Connection(s) (Total): 4(2 Side/2 Rear)  
PC In (D-Sub) + Audio In (Stereo Mini): 1 (Rear)  
USB 2.0: 1 (Side)

HDMI™ PC Input: Yes (see owner's manual for supported timings)  
AC Power Input: 1 (Rear)  
Ethernet Connection(s): 1 (Rear)

### Power

Power Consumption (in Standby): 0.12W  
Power Requirements (voltage): AC 120V  
Power Requirements (frequency): 60Hz  
Power Consumption (in Operation) max.: 253W  
Power Consumption (in Download Acquisition Mode): Less than 12.5 W

### Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes  
VESA® Hole Pitch: 400x300 M6

### Service and Warranty Information

Limited Warranty Term: 1 Year Labor / 1 Year Parts  
Online Instruction Manual (Reference Book): Yes

### Energy Saving & Efficiency

Power Saving Modes: Yes  
Eco Settings: Yes  
Dynamic Backlight Control: Yes  
Backlight Off Mode: Yes  
Estimated Annual Energy Consumption (kWh): 247kWh/Year  
Idle TV Standby: Yes  
Energy Saving Switch: Yes

### Recycled & Recyclable Materials

Packaging Materials: Recycled Carton (more than 40%)

### Dimensions

Weight: 88.5 lbs. (40.2kg) with pedestal; 75.8 lbs. (34.4kg) without pedestal  
Measurements: 53.75 x 34 x 15.75 in (1363 x 862 x 400mm) with pedestal; 53.75 x 32 1/2 x 4 1/4 in (1363 x 825 x 105mm) without pedestal

### Supplied Accessories

Remote Control (RM-YD033)  
Batteries (Type AAA x2)  
Table Top Stand (separate, pre-assembled)

### Optional Accessories

Wallmount Bracket (SU-WL500)

UPC Code: 027242784802

1. Wireless router required (sold separately). Requires a compatible 802.11n access point. Some functionality may require Internet services.
2. Connection speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality and picture size vary and are dependent upon broadband speed and delivery by content provider. Select content provided subject to change. Premium content may require additional fees and/or PC registration.
3. USB device must be formatted FAT-32.

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