

Key Features

- Full HD 1080p Resolution
- Monolithic Design
- Motionflow™ 240Hz Technology for Smooth Motion
- Wi-Fi® Adapter Ready¹
- BRAVIA® Internet Video²
- BRAVIA Engine™ 3 fully digital video processor
- Ambient Sensor adjusts color based on room light
- USB port for photos, music & video playback³
- Energy Saving Switch eliminates standby power

Key Technologies

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.)¹

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.²

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.³

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 FAT32.

© 2010 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, BRAVIA, Motionflow, BRAVIA Engine, LightSensor, make.believe, and the Sony logo, Full HD 1080p logo and BRAVIA logo are trademarks of Sony. PlayStation is a trademark of Sony Computer Entertainment. Blu-ray Disc is a trademark. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate and may vary.

Please visit the Dealer Network for current information at www.sony.com/dn