

**SONY**



**S SERIES LCD TV**

(Available in 40", 37", 32" & 26")



**PICTURE**

- BRAVIA Engine 2
- Improved Advanced Contrast Enhancer
- Intelligent Picture
- MPEG Noise Reduction
- Full HD 1080\*

**SOUND**

- New S-Force Front Surround

**CONNECTIVITY**

- HDMI x 3

**FEATURES**

- BRAVIA Sync
- 24p True Cinema
- PIP & PAP
- 1080p Signal Capable
- Ambient Light Sensor
- Swivel

\*Applicable to selected models. Refer to Specifications for more details.



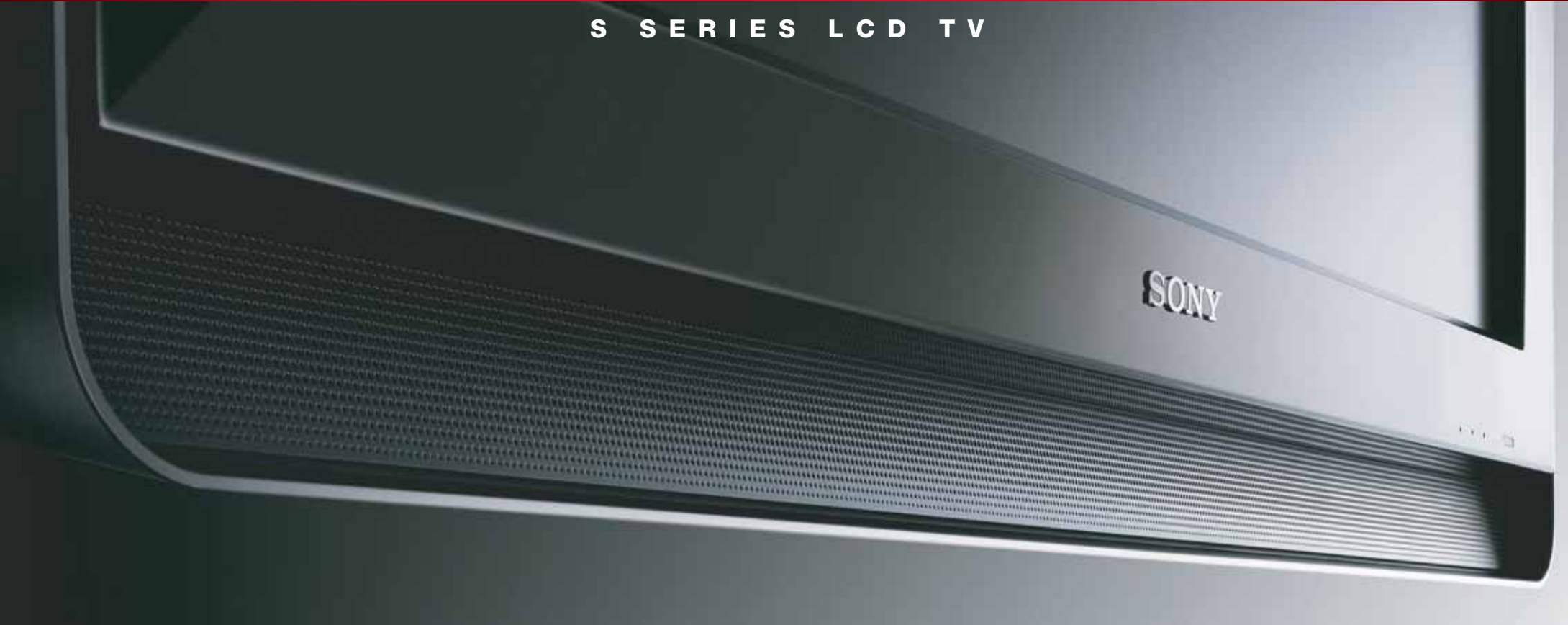
**Specifications**

MODEL	KLV-40S400A	KLV-37S400A	KLV-32S400A	KLV-26S400A
LCD Screen Size	40" (16.9)	37" (16.9)	32" (16.9)	26" (16.9)
TV System	M, B/G, D/K, I	M, B/G, D/K, I	M, B/G, D/K, I	M, B/G, D/K, I
Colour System	NTSC 3.58, PAL, SECAM, NTSC 4.43(AV [h]), PAL 60(AV [h])	NTSC 3.58, PAL, SECAM, NTSC 4.43(AV [h]), PAL 60(AV [h])	NTSC 3.58, PAL, SECAM, NTSC 4.43(AV [h]), PAL 60(AV [h])	NTSC 3.58, PAL, SECAM, NTSC 4.43(AV [h]), PAL 60(AV [h])
Video Signal	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p	480i, 576i, 480p, 576p, 1080i, 720p, 1080p
<b>PICTURE</b>				
Display Resolution	1920 x 1080	1366 x 768	1366 x 768	1366 x 768
Video Processing	BRAVIA ENGINE 2	BRAVIA ENGINE 2	BRAVIA ENGINE 2	BRAVIA ENGINE 2
Panel Bit	8	8	8	8
Backlight Module	CCFL	CCFL	CCFL	CCFL
Advanced Contrast Enhancer (ACE)	Yes	Yes	Yes	Yes
Theatre Mode	Yes	Yes	Yes	Yes
24P True Cinema	Yes	Yes	Yes	Yes
MPEG Noise Reduction	Yes	Yes	Yes	Yes
Dynamic Contrast (IESA Standard Measuring Method)	33000:1	15000:1	15000:1	15000:1
Panel Contrast	3000:1	2000:1	1800:1	1800:1
Viewing Angle	178	178	178	178
Screen Format	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom	Wide Zoom / Normal / Full / Zoom
Picture Mode	Vivid / Standard / Cinema	Vivid / Standard / Cinema	Vivid / Standard / Cinema	Vivid / Standard / Cinema
3D Digital Comb Filter	Yes	Yes	Yes	Yes
<b>AUDIO</b>				
Sound Mode	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice	Dynamic / Standard / Clear Voice
Surround Mode	S-Force / Simulated Stereo	S-Force / Simulated Stereo	S-Force / Simulated Stereo	S-Force / Simulated Stereo
Voice Zoom	Yes	Yes	Yes	Yes
Surround	S-Force	S-Force	S-Force	S-Force
Stereo	NICAM, A2	NICAM, A2	NICAM, A2	NICAM, A2
Audio Power	10W + 10W	10W + 10W	10W + 10W	10W + 10W
<b>TERMINAL</b>				
HDMI / Audio In	3 / 1	3 / 1	3 / 1	3 / 1
Component / Audio In	2	2	2	2
Composite / Audio In	3	3	3	3
HD 15 PC Input / Audio	1	1	1	1
Composite Monitor Out / Audio Out	1	1	1	1
Audio Out	2	2	2	2
Headphone Out	1	1	1	1
<b>OTHER FEATURES</b>				
BRAVIA Sync	Yes	Yes	Yes	Yes
Power Saving Mode	Yes	Yes	Yes	Yes
Clock	Yes	Yes	Yes	Yes
Sleep Timer	Yes	Yes	Yes	Yes
On / Off Timer (with Time Setting)	Yes	Yes	Yes	Yes
Teletext	Yes	Yes	Yes	Yes
PAP	Yes (1 Tuner)	Yes (1 Tuner)	Yes (1 Tuner)	Yes (1 Tuner)
PC Input PIP	Yes	Yes	Yes	Yes
Ambient Light Sensor	Yes	Yes	Yes	Yes
OSD Language	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai	English, Traditional Chinese, Arabic, Persian, Thai
Swivel / Tilt	Yes / -	Yes / -	Yes / -	Yes / -
Swivel Range	Left 20° / Right 20°	Left 20° / Right 20°	Left 20° / Right 20°	Left 20° / Right 20°
<b>GENERAL</b>				
Power Requirements (Voltage, Frequency)	110-240V, 50 / 60Hz	110-240V, 50 / 60Hz	110-240V, 50 / 60Hz	110-240V, 50 / 60Hz
Power Consumption	224W	190W	156W	120W
Standby Power Consumption	Less than 0.3W	Less than 0.3W	Less than 0.3W	Less than 0.3W
Dimensions (W x H x D) with Stand	997 x 691 x 279 mm	931 x 656 x 279 mm	809 x 584 x 242 mm	675 x 511 x 242 mm
Dimensions (W x H x D) without Stand	997 x 644 x 110 mm	931 x 609 x 110 mm	809 x 542 x 99 mm	675 x 466 x 97 mm
Weight with Stand	22kg	21kg	17kg	13kg
Weight without Stand	19kg	18kg	14kg	10kg
<b>SUPPLIED ACCESSORIES</b>				
Remote Control	RM-GAD11	RM-GAD11	RM-GAD11	RM-GAD11
Batteries	2 x AA	2 x AA	2 x AA	2 x AA
<b>OPTIONAL ACCESSORIES</b>				
Wallmount Bracket	SU-WL500 / SU-WL50B	SU-WL500 / SU-WL50B	SU-WL500 / SU-WL50B	SU-WL50B

**SONY**

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DESIGNED FOR VERSATILITY, ENGINEERED FOR ENTERTAINMENT



**BRAVIA**



DESIGNED FOR VERSATILITY, ENGINEERED FOR ENTERTAINMENT



S Series LCD TV  
A Design that Redefines Brilliant Versatility

Revel in a world of fun and entertainment with the BRAVIA S-Series LCD TV. Borne from a new design concept while keeping functionality and versatility as the basis of the design, the S-Series is sure to find a place into any room in your home.

Sony's new design concept, "Draw the Line", for the S-Series LCD TV is inspired by the horizon on a peaceful night – where beautiful images float above it – framed by the classic piano black finish that reminds you of the brilliant black of a cool night sky. Spice up any room with its versatile design that is unlike any other.

The new BRAVIA S-Series LCD TV is packed with features to ensure that it's not just a beautiful piece of artefact, but also a fine piece of engineering that manages to look just as good. BRAVIA Engine 2, Intelligent Picture, and MPEG Noise Reduction are just some of the technologies available in the S-Series models. Add a touch of class with the S-Series in your bedroom, living room, or even the kitchen and draw looks of admiration with its beautiful design and brilliant performance.

The BRAVIA S-Series LCD TV will redefine your idea of a LCD TV with a versatile design that looks as good as it performs.

# BRAVIA

Light up your living space with the Versatile BRAVIA S-Series



## The Ultra Intelligent BRAVIA Engine 2

BRAVIA Engine 2 is a fully digital integrated picture-enhancement engine that when used with its array of unique algorithms such as the improved Advanced Contrast Enhancer, is able to produce images with perfect contrast. Enjoy brilliant images with the versatile BRAVIA S-Series televisions.



The BRAVIA Engine 2 reproduces true-to-life black that displays objects with an impressive depth and increased reality.

## BRAVIA ENGINE 2

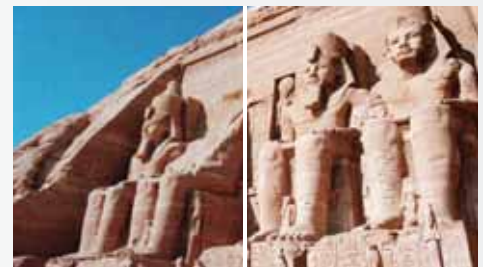


BRAVIA Engine 2 reduces noise levels and delivers clear images.



## MPEG Noise Reduction

MPEG Noise Reduction automatically reduces block noise and improves the edges of characters while at the same time, successfully suppressing noise that usually appears at high contrast edges. Enjoy crisp, noise-free images with sharp edges on BRAVIA's S-Series televisions.



With MPEG Noise Reduction turned off, noise appears at high contrast edges and image doesn't appear clear.

With MPEG Noise Reduction turned on, noise is suppressed at high contrast edges and image appears sharp and clear.

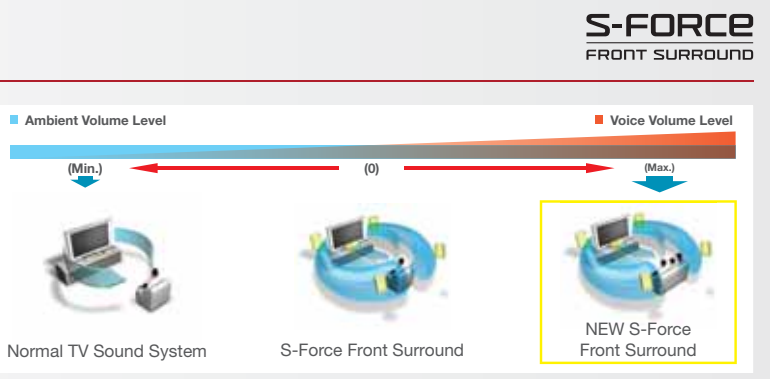


With MPEG Noise Reduction turned off, subtitles on screen appear blurry and difficult to read.

With MPEG Noise Reduction turned on, subtitles on screen appear sharp and easy to read.

## Realistic Virtual Surround Sound

Sony has developed the new S-Force Front Surround by improving the digital signal processor algorithm and the result, a wider listening area that delivers amazing virtual surround sound using just the built-in television speakers. The new S-Force Front Surround sees a marked difference to other seemingly similar offerings as its effect is entirely virtual, allowing you to enjoy dynamic surround sound in any space. Maximise your movie watching experience with BRAVIA.

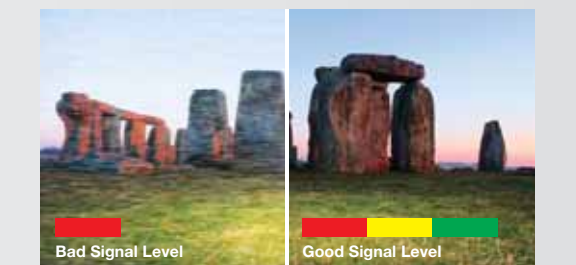


## Intelligent Picture



BRAVIA's S-Series is equipped with Intelligent Picture\* that automatically boosts weak analogue broadcast signals (RF) and reduces the noise of these signals to produce vibrant and noise-free pictures. Enjoy images of the highest clarity on BRAVIA's S-Series every single time.

\*Default setting is ON.



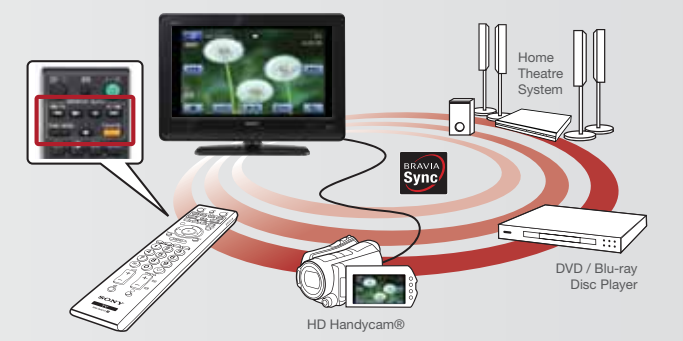
Without Intelligent Picture, images on screen appear grainy and noisy due to weak signal levels.

With Intelligent Picture, signal levels are boosted and images on screen appear crisp and clear.

## Fuss Free Entertainment



BRAVIA Sync, like its name suggests, is able to synchronise with all your other entertainment devices such as Handycam®. You are able to view all your videos and images on the big screen of your BRAVIA S-Series and even control your home theatre system and Handycam® directly using the remote provided! Redefine the way you relive your memories with the BRAVIA S-Series televisions.



## Authentic Theatre Experience



Recreate an authentic theatre experience right in the comfort of your own home as Sony incorporates the Hollywood standard of imaging with authoring in films (24 frames per second) into BRAVIA's S-Series televisions. Experience every movie with the same film-like motion and bring a theatre home with the BRAVIA S-Series.

## Environmentally-Friendly Entertainment

BRAVIA's energy-saving and environmentally-friendly technologies such as Ambient Light Sensor (which automatically adjusts the screen brightness to match the ambient light in the room), Power Saving Mode, and Auto Power-off work together to help reduce power consumption. As a result, it even has the lowest power consumption (standby mode) among other LCD TVs.

