

SONY

BRAVIA XR

OLED

It thinks like a human brain



 **Dolby**
VISION·ATMOS

 **Google TV**

 **BRAVIA**
CORE

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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.



BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



FOCAL POINT

Focusing the same way our eyes do



CROSS ANALYSIS

Analysing hundreds of pieces of information, the same way our brains do



BALANCED HARMONY

Every element in balanced harmony, for a real-world picture



Tape to
Navigate

BRAVIA XR

Picture

Sound

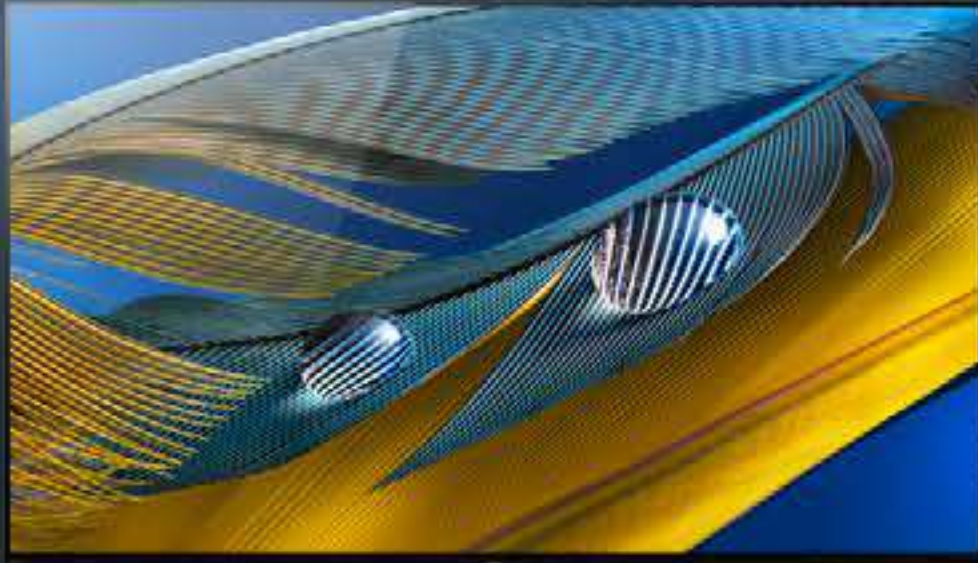
Gaming/UX

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

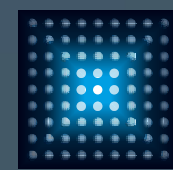


The next-gen TV for gaming.
Breathtaking picture,
fast response time.

PS5

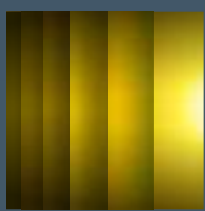


BRAVIA Technology



**Full Array
LED**

More LEDs,
More Brightness,
More Contrast

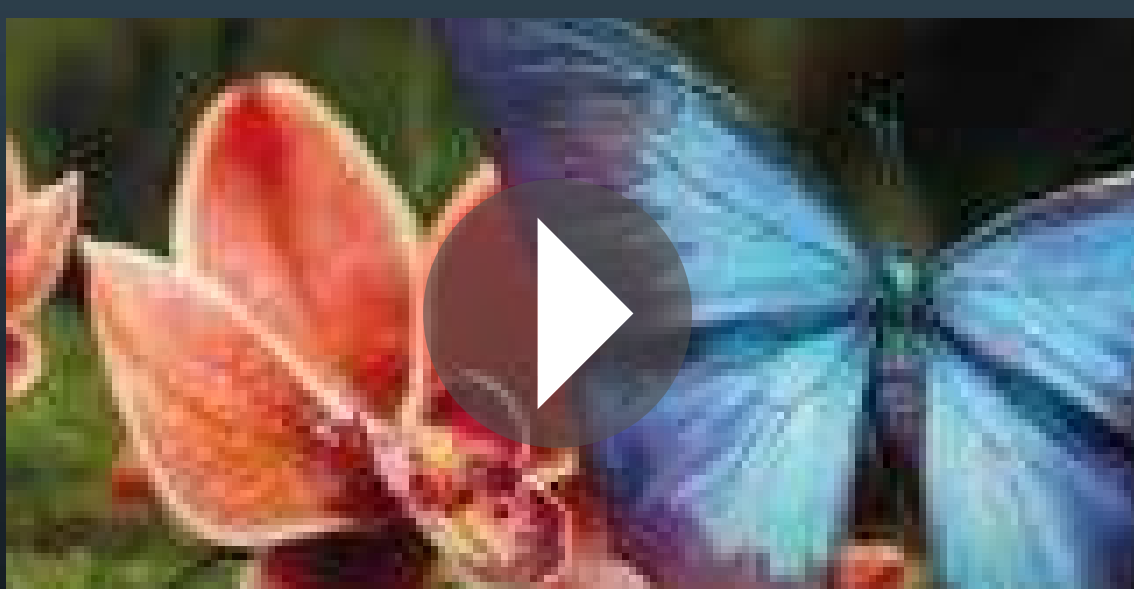


**XR
Motion Clarity**

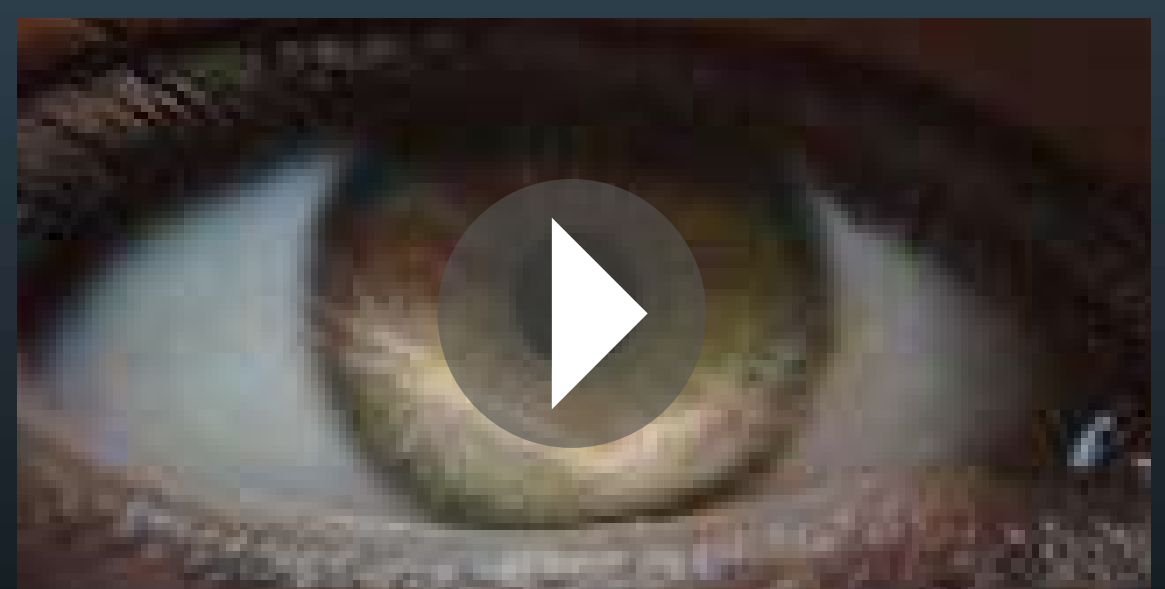
Intelligent Motion
processing for fast-moving,
blur free scenes



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.



Our widest palette of colours, natural and bright

The new OLED panel enables our widest palette of colours, thanks to Cognitive Processor XR™. This unique processor reproduces the natural shades and hues that humans find beautiful, filling the screen with consistently vivid colours and realistic textures at all brightness levels.



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.



Tape to
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BRAVIA XR

Picture

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Gaming/UX

Line-Up

Specifications



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.

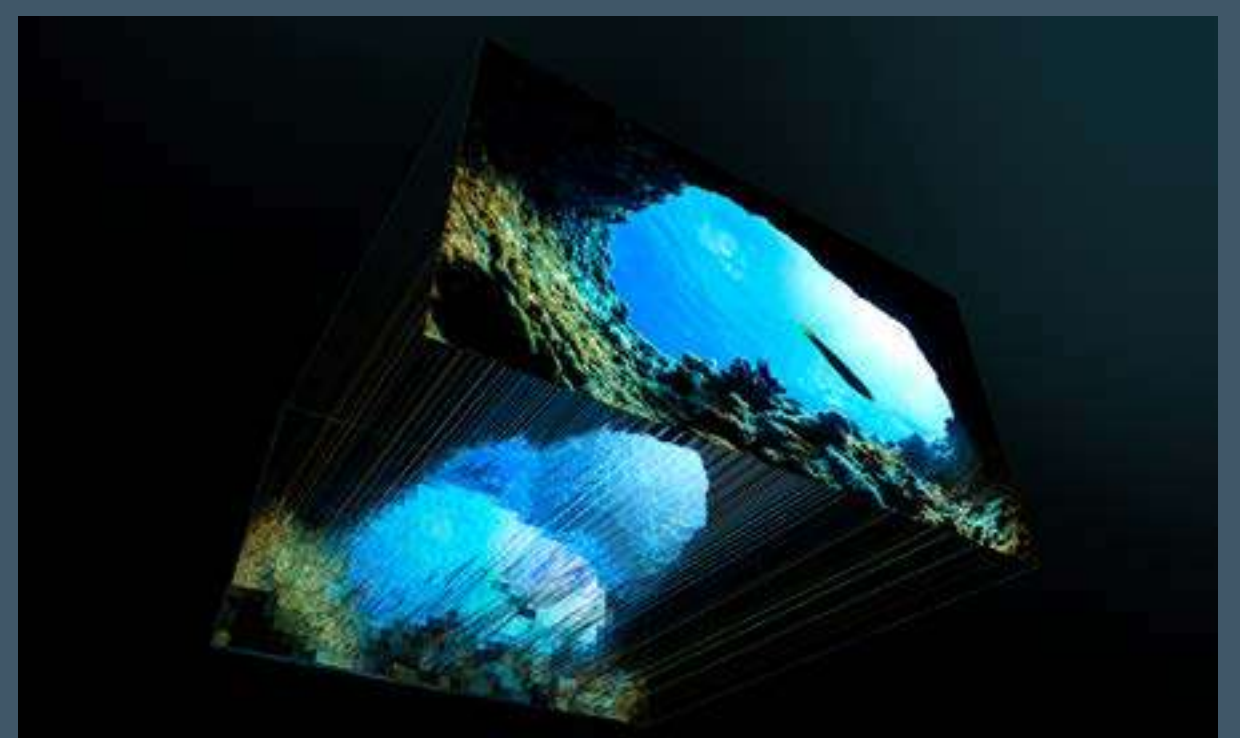
Mini LED



XR
Backlight Master Drive

Scenes full of contrast and brightness, precisely controlled

Powered by Cognitive Processor XR™, the unique XR Backlight Master Drive precisely controls our latest-generation Mini LED backlight in this X95K 4K BRAVIA XR TV for brightness you can feel. You'll enjoy an unprecedented dynamic range with incredibly dazzling lights and deep blacks, as well as beautifully natural mid tones, with almost no flare or halos around highlights.





Tape to
Navigate

BRAVIA XR

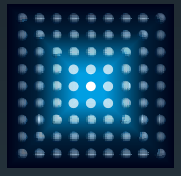
Picture

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.



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+



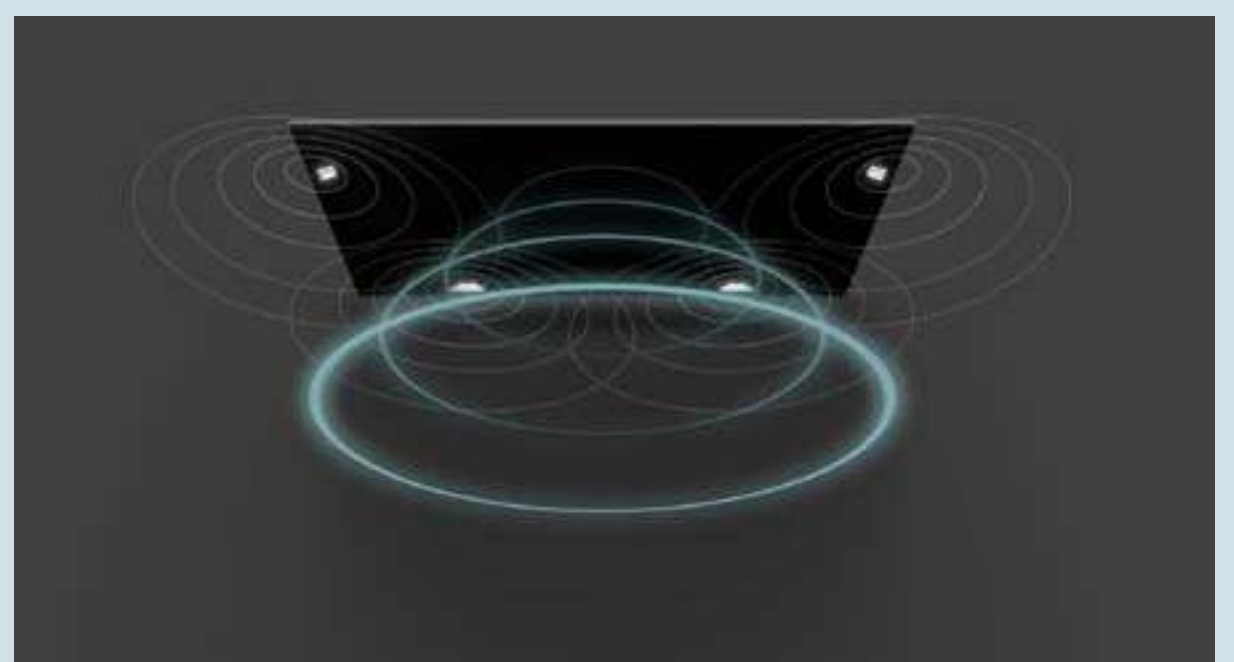
Screen is the speaker, pictures and sound in harmony

Acoustic Surface Audio+™ uses special actuators to turn the screen into a multi-channel speaker. You'll hear sound that precisely matches what's on screen with pictures and sound in total harmony for a truly immersive experience.

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.

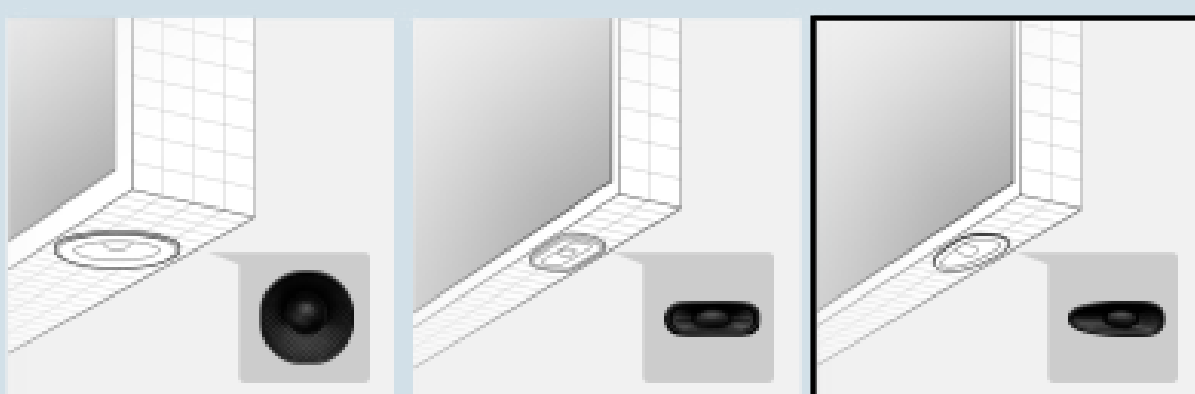
Voice Zoom 2

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.



Tape to
Navigate

BRAVIA XR

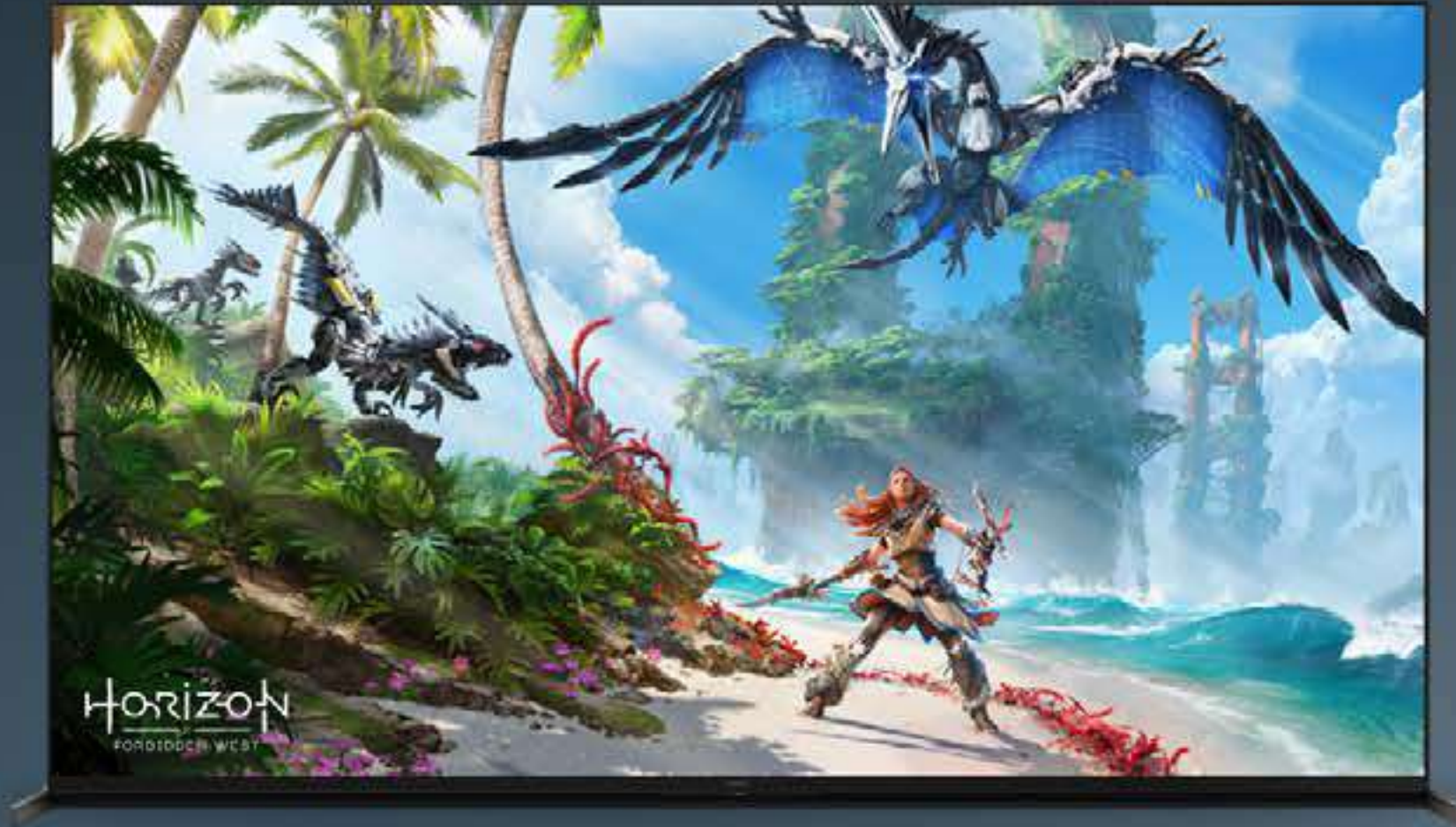
Picture

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.

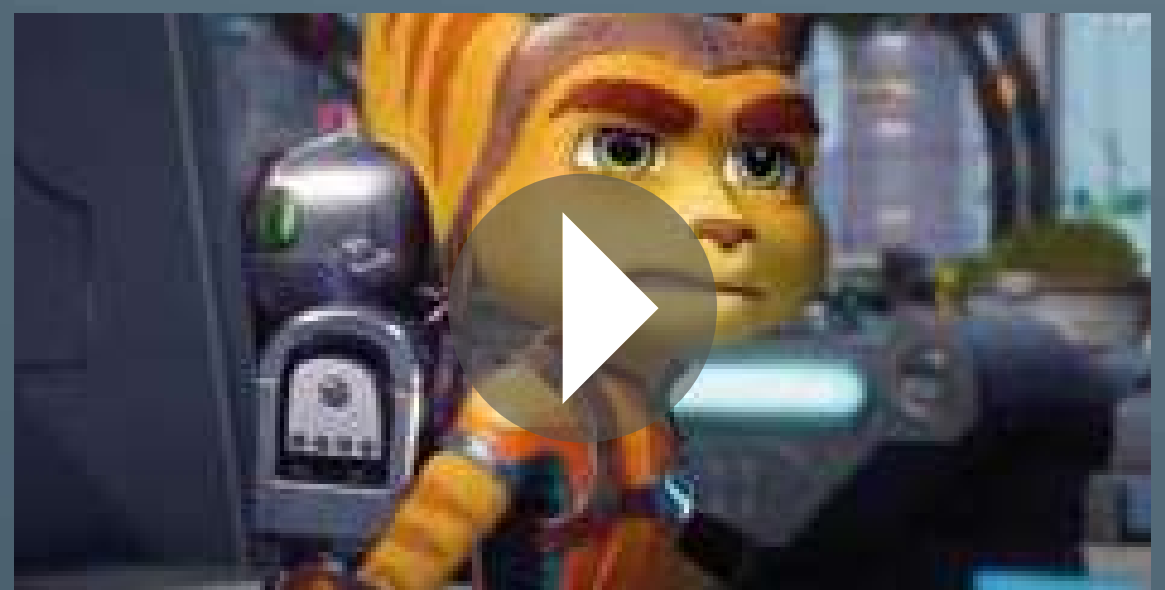
Acoustic
Surface
Audio+

Acoustic
Multi-Audio

Immersive Sound

Surround sound that matches actions and scenes

Explore the Features





Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

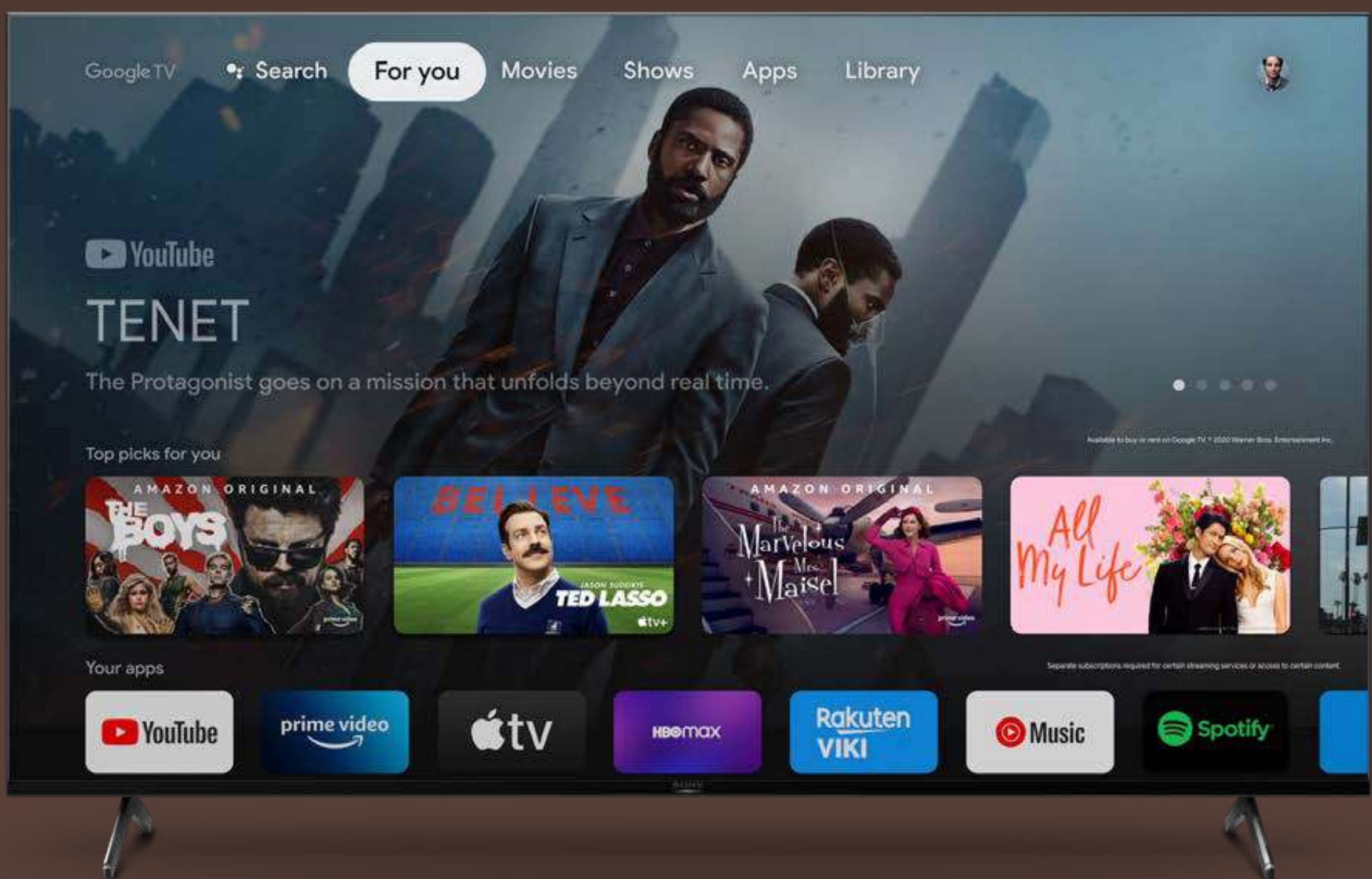
Line-Up

Specifications



Google TV

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



Now experience BRAVIA
with brand new UI



Tap to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

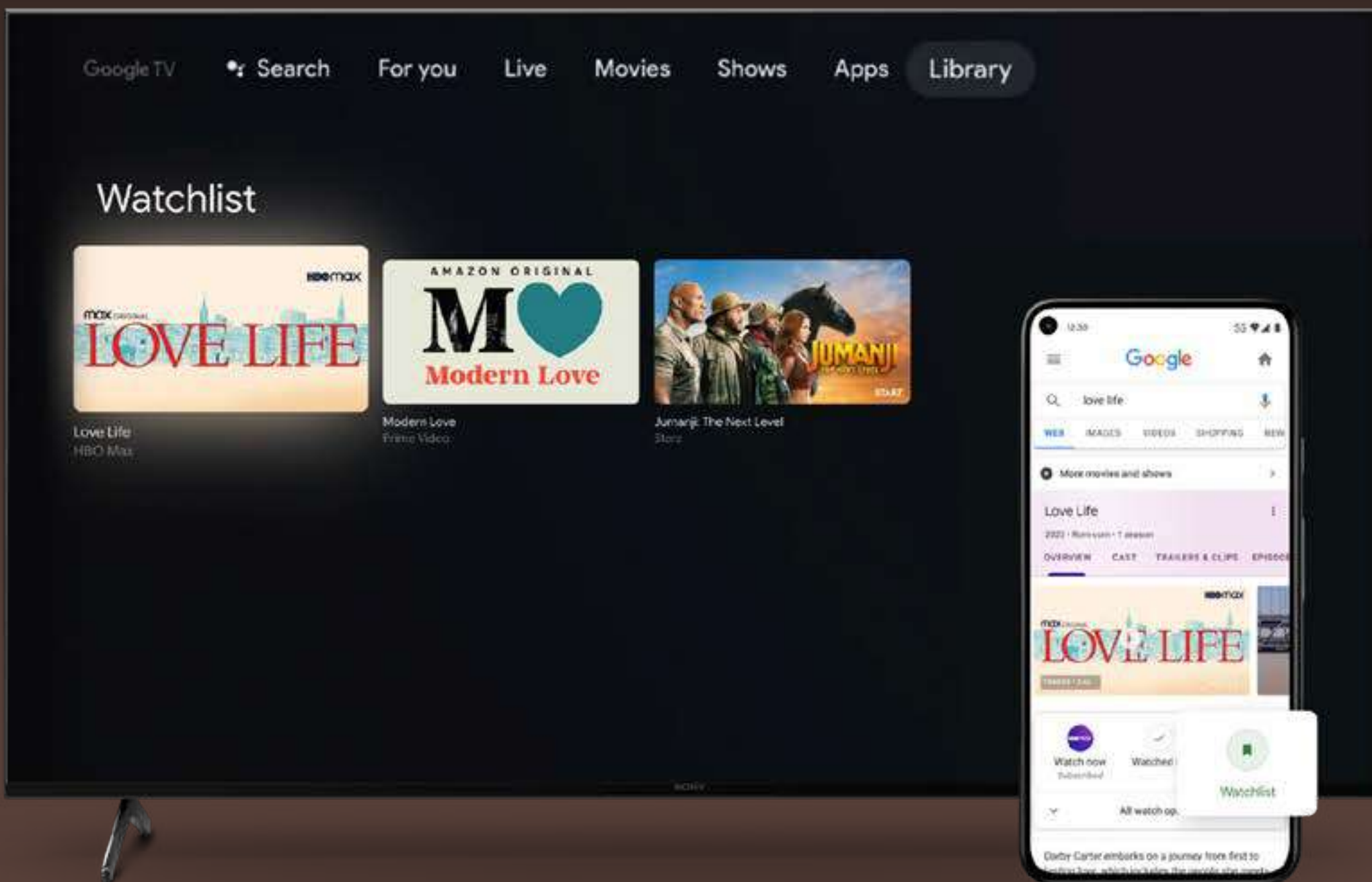
Line-Up

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

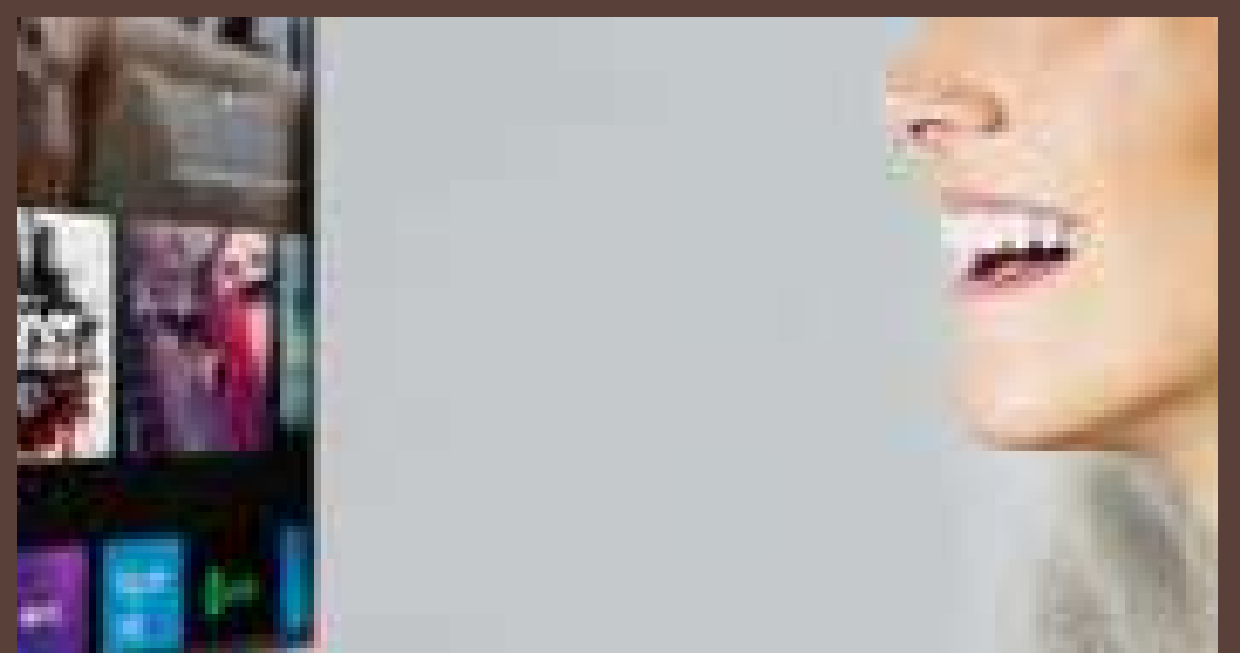


YouTube

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

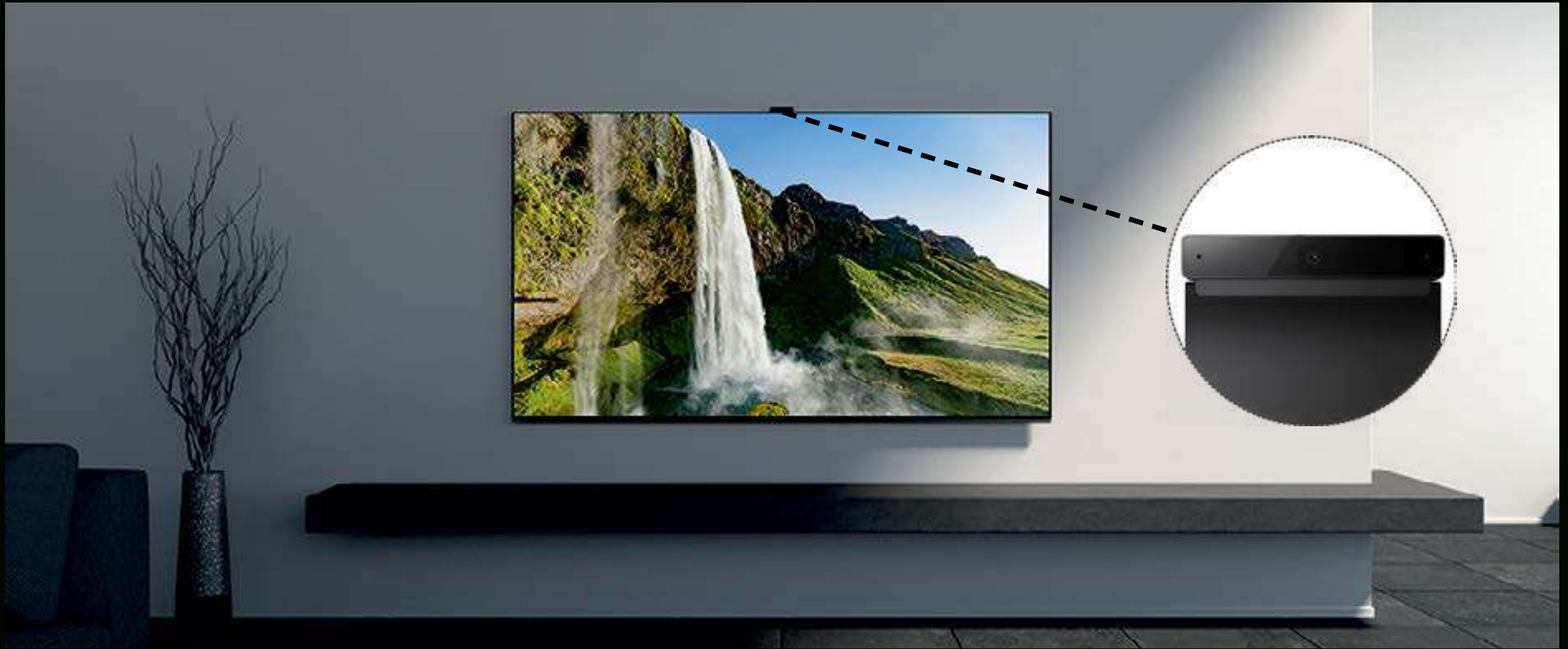
Line-Up

Specifications

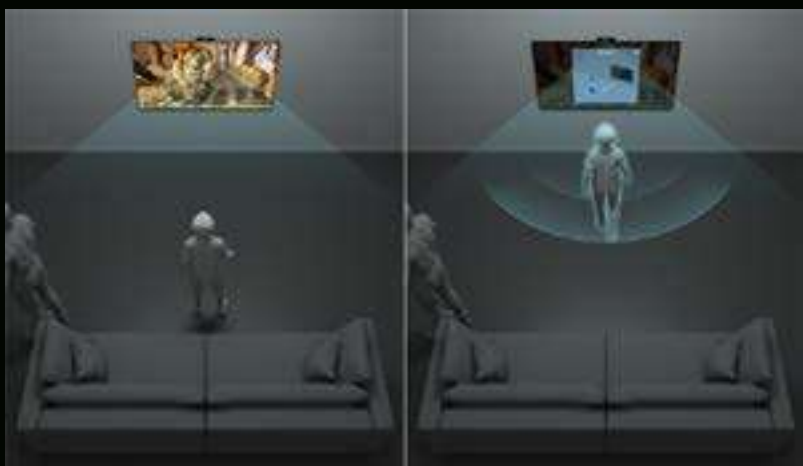
BRAVIA* CAM



CES® 2022 Best of Innovation Awards
Honoree, award to BRAVIA CAM



New ways to enjoy BRAVIA CAM



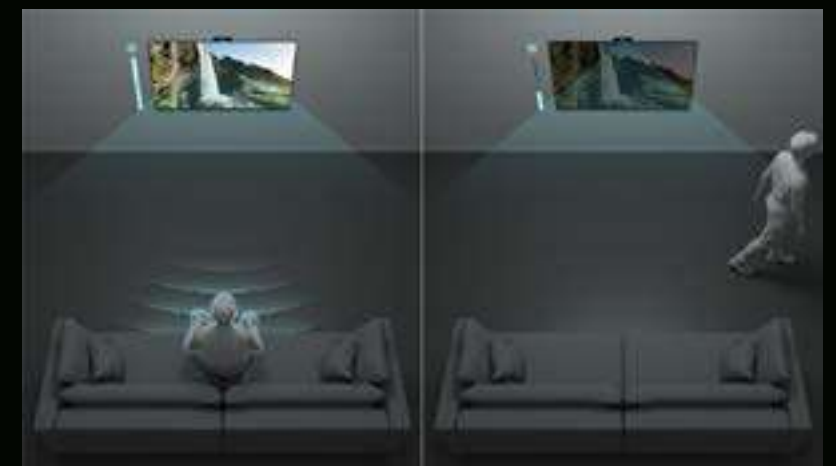
Proximity Alert

Set safe distance for Kids



Gesture Control

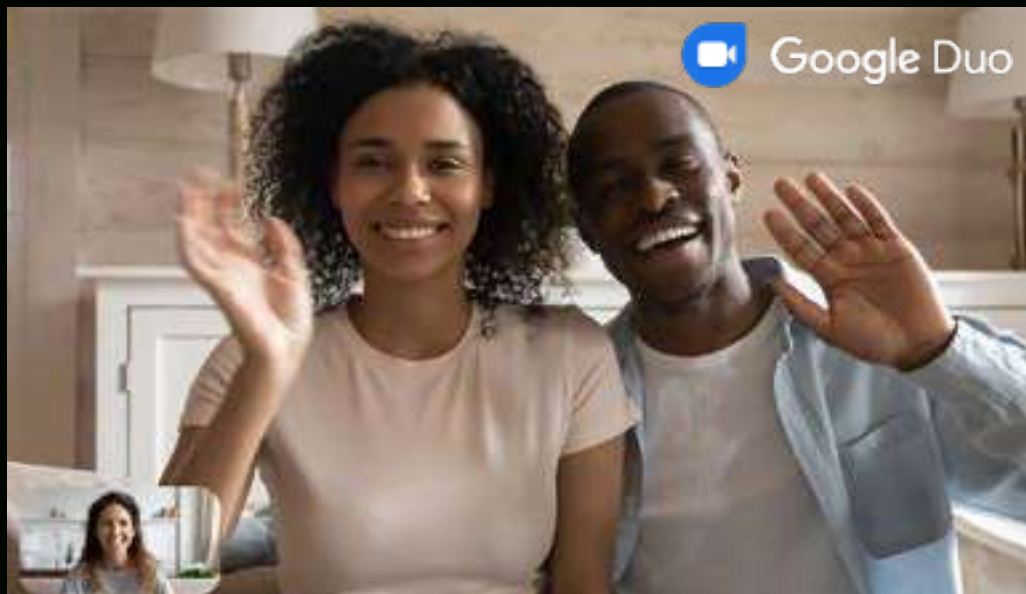
Control TV using simple
gestures



Auto Power Saving Mode

Manage brightness by detecting
if watching or not

Video Call by BRAVIA CAM



Enjoy video chat with friends and family on the big screen

Catch up with your friends and family on the
big screen. Enjoy more fun when you pair your
TV with BRAVIA CAM.



Easy to connect, easy to close

Use the camera cover switch on top of
BRAVIA CAM to close the camera cover if you
want more privacy at any time.

BRAVIA CAM is a separate accessories. Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



CES® 2022 Innovation Awards,
award to BRAVIA CORE



Bring the cinematic experience home, enjoy movies included with BRAVIA XR™

A huge number of movies are waiting for you. With BRAVIA XR technology, Pure Stream™ and IMAX® Enhanced, everything you watch is delivered with stunning visuals and expressive sound quality. With BRAVIA CORE Calibrated mode, your movie will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience.

Get up to
10 + 24
movies months
unlimited
streaming

Hundreds of movies await you

Enjoy an incredible selection of movies to stream any time in up to 4K HDR quality and choose up to 10 movies to redeem from hundreds of the latest releases and classic blockbuster movies.

PURE STREAM™

Highest streaming picture quality

Pure Stream™ can stream 4K HDR movies at up to 80Mbps. Enjoy more detail, colour and contrast than conventional 15–25Mbps streaming content.

IMAX
ENHANCED

Enjoy the largest available collection of IMAX® Enhanced movies

BRAVIA XR TVs with IMAX® Enhanced are certified by IMAX and DTS® to have met the rigorous standards needed to get the best possible IMAX movie experience from BRAVIA CORE movies.



Tape to Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications



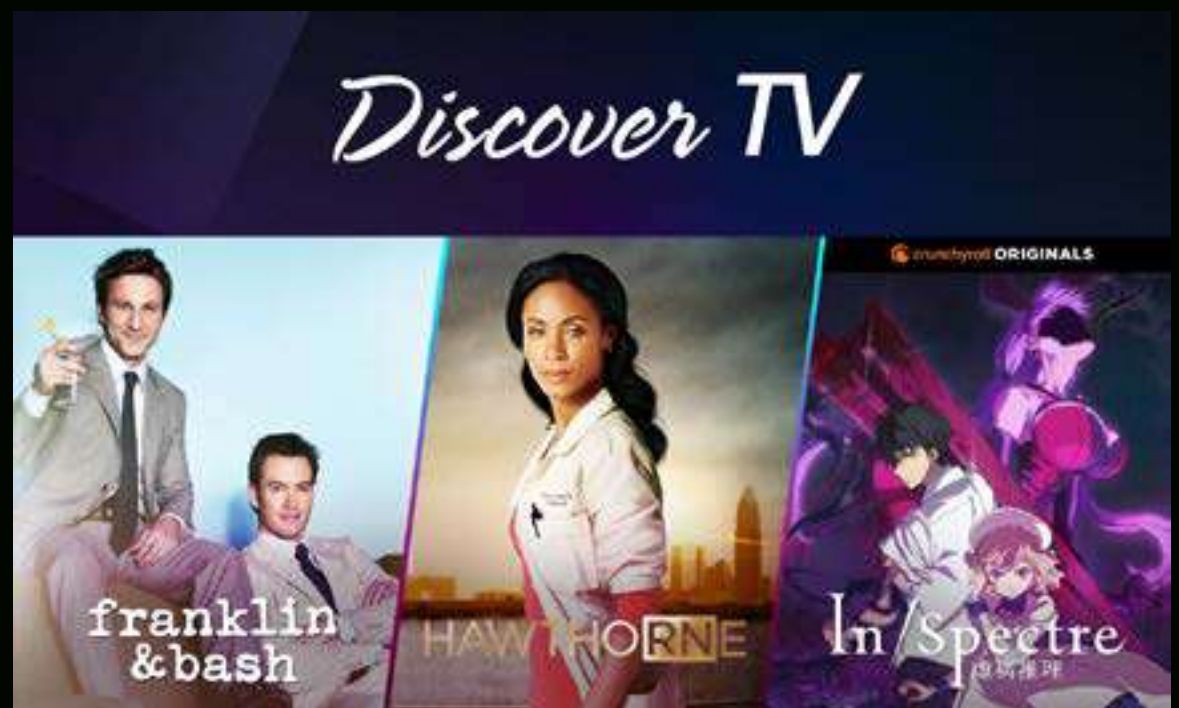
Watch in Pure Stream™, the highest in streaming picture quality up to 80Mbps.



Enjoy up to two years of unlimited movie streaming.



Enjoy the largest available collection of IMAX Enhanced Movies.



Discover your next favorite TV series.



Go Dipper into the creation of your favorite movies with Studio Access.



Picture Setting will automatically adjust to create a truly exceptional at-home viewing experience.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

A95K

The world's first
cognitive intelligence TV



BRAVIA XR OLED

Google TV



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM



CES® 2022 Innovation Awards,
award to BRAVIA CORE



CES® 2022 Innovation Awards
Honoree, award to XR-65A95K
Master Series 65 TV



Acoustic
Surface
Audio+

BRAVIA*
CAM



164cm (65) | MRP Rs. 4,79,900/-

Explore the Features



* Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

A80K



The world's first
cognitive intelligence TV

BRAVIA XR OLED

 Google TV



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM

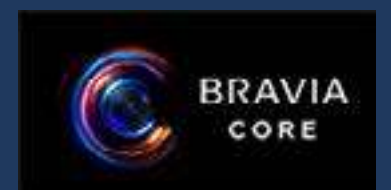


CES® 2022 Innovation Awards,
award to BRAVIA CORE



Acoustic
Surface
Audio+

BRAVIA*
CAM

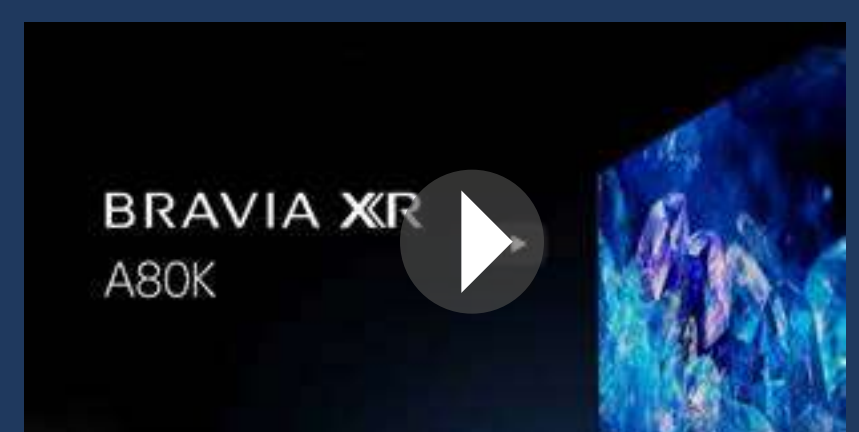


Explore the Features

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

164cm (65) | MRP Rs. 3,49,900/-

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



* Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

X95K



Intense realism, incredible
brightness and contrast

BRAVIA XR Full Array LED

 **Google TV**



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM



CES® 2022 Innovation Awards,
award to BRAVIA CORE



**Acoustic
Multi-Audio**

**BRAVIA^{*}
CAM**



Explore the Features

215cm (85) | MRP Rs. 8,99,900/-



* Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

X90K

Real-life colour and contrast



BRAVIA XR Full Array LED

Google TV



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM



CES® 2022 Innovation Awards,
award to BRAVIA CORE



**Acoustic
Multi-Audio**

BRAVIA*
CAM



Explore the Features

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

164cm (65) | MRP Rs. 2,29,900/-

139cm (55) | MRP Rs. 1,69,900/-



* Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

X85K

Fast moving,
ultra smooth action



BRAVIA LED

 Google TV



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM



 Dolby
VISION·ATMOS

215cm (85) | MRP Rs. 5,99,900/-

139cm (55) | MRP Rs. 1,49,900/-

Explore the Features





Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

X80K

Capture the
Colours of Life



BRAVIA LED

 Google TV



CES® 2022
Best of Innovation Awards
Honoree, award to BRAVIA CAM



 Triluminos Pro

BRAVIA^{*}
CAM

 Dolby
VISION·ATMOS

189cm (75) | MRP Rs. 2,69,900/-

164cm (65) | MRP Rs. 1,64,900/-

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

126cm (50) | MRP Rs. 1,14,900/-

108cm (43) | MRP Rs. 99,900/-

Explore the Features



* Available with select models.



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/-
- 108cm (43) | MRP Rs. 69,900/-





Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

NEW

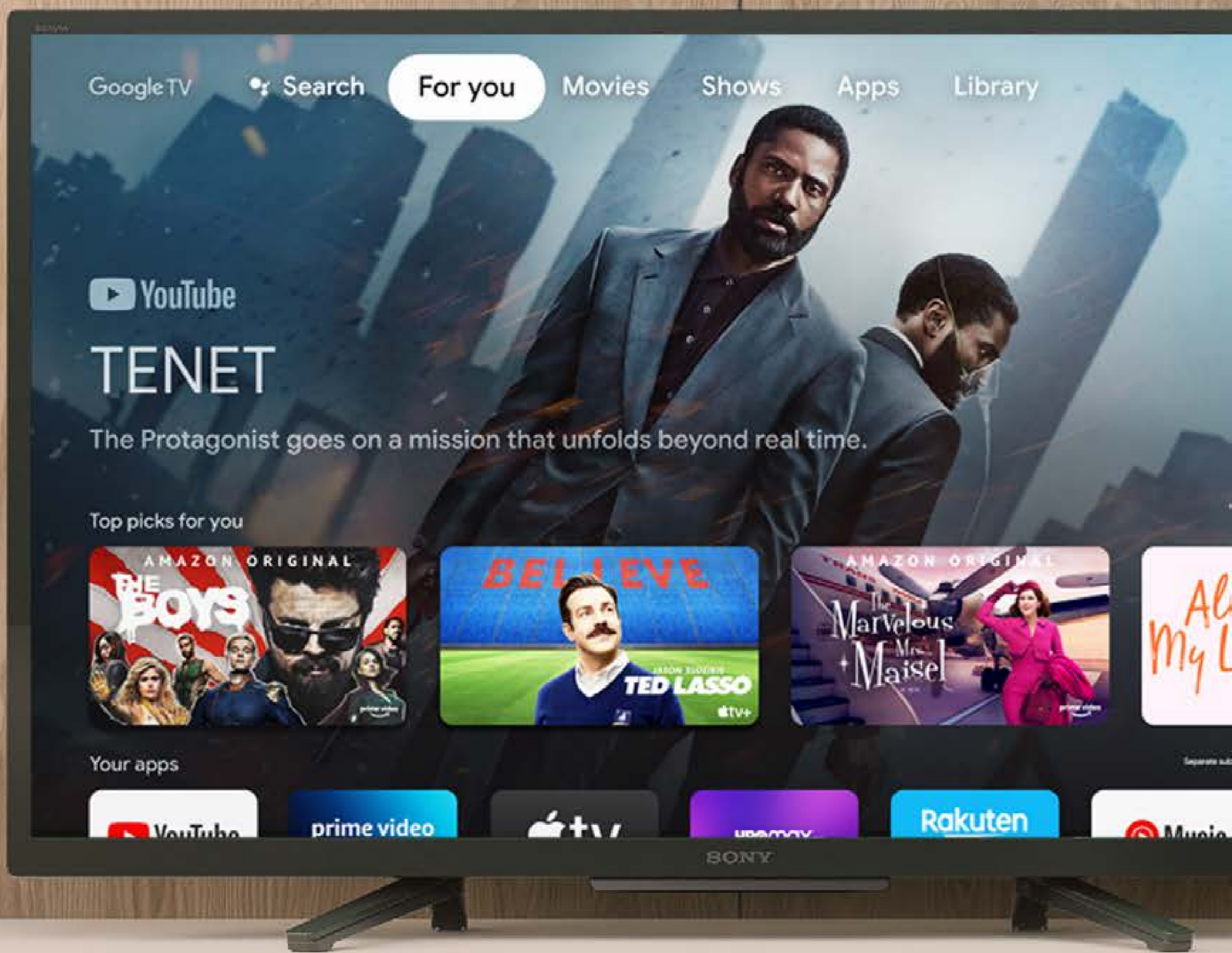
W8

HDR

The Next-Gen Smart is Here!

BRAVIA LED

 Google TV



X-Reality PRO



Dolby AUDIO



Explore the Features

W880K:

108cm (43) | MRP Rs. 64,900/-

W830K:

81cm (32) | MRP Rs. 34,900/-

BRAVIA
W830K





Tape to
Navigate

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+

X-Protection PRO
DUST LIGHTNING SURGE HUMIDITY

W6600:

108cm (43) | MRP Rs. 53,900/-

W6100:

81cm (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



A95K

164cm (65)



PROCESSOR
XR
Cognitive Processor

SOUND
Acoustic
Surface
Audio+

COLOR
XR
Triluminos **Max**

CONTRAST
XR
OLED Contrast **Pro**

CLARITY
XR **4K**
Upscaling

OPERATING SYSTEM
Google TV

GAMING
4K 120 Hz
120 VRR* & ALLM

ENTERTAINMENT
Dolby
VISION·ATMOS

VOICE SEARCH
Hands-free
Voice Search

CINEMA@HOME
IMAX
ENHANCED

BRAVIA^{*}
CAM



*Available with firmware update



A80K

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



PROCESSOR
XR
Cognitive Processor

SOUND
Acoustic
Surface
Audio+

COLOR
XR
Triluminos **Pro**

CONTRAST
XR
OLED Contrast **Pro**

CLARITY
XR **4K**
Upscaling

OPERATING SYSTEM
Google TV

GAMING
4K 120 Hz
120 VRR* & ALLM

ENTERTAINMENT
Dolby
VISION·ATMOS

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Hands-free
Voice Search

CINEMA@HOME
IMAX
ENHANCED

BRAVIA^{*}
CAM





Tape to
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Specifications

BRAVIA XR

The world's first Cognitive Intelligence TV

SPECIFICATIONS



X95K

215cm (85)



PROCESSOR

XR
Cognitive Processor

SOUND

**Acoustic
Multi-Audio**

COLOR



XR
Backlight Master Drive

CONTRAST

XR
Contrast Booster 5

GAMING

4K 120 Hz
120 VRR* & ALLM

CLARITY

XR 4K
Upscaling

ENTERTAINMENT

Dolby
VISION·ATMOS

VOICE SEARCH

**Hands-free
Voice Search**

OPERATING SYSTEM

Google TV

CINEMA@HOME

IMAX
ENHANCED

BRAVIA*
CAM



*Available with select models.



X90K

189cm (75) | 164cm (65) | 139cm (55)



PROCESSOR

XR
Cognitive Processor

SOUND

**Acoustic
Multi-Audio**

COLOR



**Full Array
LED**

CONTRAST

XR
Contrast Booster 5

GAMING

4K 120 Hz
120 VRR* & ALLM

CLARITY

XR 4K
Upscaling

ENTERTAINMENT

Dolby
VISION·ATMOS

VOICE SEARCH

**Hands-free
Voice Search**

OPERATING SYSTEM

Google TV

CINEMA@HOME

IMAX
ENHANCED

BRAVIA*
CAM



*Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

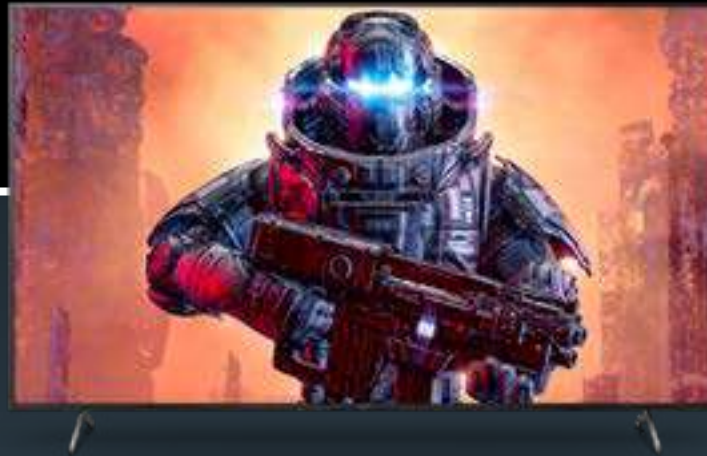
Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS



X85K

215cm (85) | 139cm (55)



PROCESSOR

X1

4K HDR Processor

SOUND

Bass reflex
X-Balanced speaker

COLOR



TRILUMINOS PRO

CLARITY



GAMING

4K 120 Hz
VRR* & ALLM

MOTION

Motionflow XR
800

OPERATING SYSTEM



Google TV

ENTERTAINMENT

Dolby
VISION·ATMOS

VOICE SEARCH



Hands-free
Voice Search

APPLE AIRPLAY



Works with
Apple AirPlay



Works with
Apple HomeKit

GAMING

Auto
Game Mode

BRAVIA*
CAM



Bluetooth®

*Available with select models.



X80K

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



PROCESSOR

X1

4K HDR Processor

SOUND

Bass reflex
X-Balanced speaker

COLOR



TRILUMINOS PRO

CONTRAST

Dynamic
Contrast Enhancer

MOTION

Motionflow XR
200

OPERATING SYSTEM



Google TV

ENTERTAINMENT

Dolby
VISION·ATMOS

VOICE SEARCH



Hands-free
Voice Search

APPLE AIRPLAY



Works with
Apple AirPlay



Works with
Apple HomeKit

GAMING

ALLM Auto
Game Mode

NETWORK

HDMI 2.1

BRAVIA*
CAM



Bluetooth®

*Available with select models.



Tape to
Navigate

BRAVIA XR

Picture

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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



W8

108cm (43) | 81cm (32)



PROCESSOR



SOUND

ClearAudio+

COLOR



MOTION



OPERATING SYSTEM



ENTERTAINMENT



VOICE SEARCH

Voice
Remote Control

MENU LANGUAGE



CONNECTIVITY



SAFETY

X-Protection PRO



APPLE AIRPLAY





Tape to
Navigate

BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS



W6

108cm (43) | 81cm (32)

Full HD^{*}
1080

PROCESSOR

X-Reality PRO

SOUND

ClearAudio+

MOTION

Motionflow XR
200

INTERNET

SMART TV

MENU LANGUAGE



**Multi-Indian
Languages**

CONNECTIVITY



**Super
Multi-Format
PLAY**

^{*}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

For Sale & Service queries, please contact:



1800-103-7799 (Toll free from all landline & mobile phones)



sonyindia.care@ap.sony.com



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

Please write to 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.