



HX-850 Series

**DYNAMIC LED
LOCAL AREA
DIMMING
DEEP BLACK
OPTICONTRAST
PANEL
Monolithic Design**

**46 INCH
55 INCH**

Conventional LCD panels use florescent tubes behind the panel. To produce black in the picture, each of the tiny pixels becomes opaque to stop the light from passing through. Each pixel changes to allow light to pass through to produce white or a mixture of red, blue and green to produce the colors. Now, the LED TV is considered the go to technology, but LED sets use the same LCD panels and simply replace those florescent tubes with LEDs to create the light.

Dynamic LEDs. Sony engineers have been working with LED flat panel TVs, since they introduced the world's first LED set back in 2004... and that set was the world's first consumer 1080 flat screen TV. Most LED sets offer the advantage of a slimmer cabinet design, but really don't take full advantage of the LED technology. The video processing engine of the HX850 evaluates the picture content and increases or decreases the light output of the LEDs, to significantly increase contrast of the television's picture. Black is inky deep black.

Local Dimming. To increase the contrast even greater, Sony engineers divide the screen into area regions. Within each of these areas of the screen the picture content is evaluated to adjust the LEDs that illuminate that area of the screen. This local dimming is far more effective to reach contrast levels that are not measurable by the most advanced testing equipment. The result is bright vivid white and the deepest blacks.

Monolithic Design. Before you turn on your Sony, high technology oozes from the set. It presents itself as a single "monolith" sheet of black glass. No frame, no bezel... just high technology. The screen and the bezel are one. Run your finger across the glass to the edge and it is flat. These new Sonys use Corning Gorilla Glass which is extra strong and resists scratches and allows the most light to pass through. The Gorilla Glass also helps increase contrast.

Deep Black Panel with Opticontrast™. Conventional LCD panels tend to diffuse the light which reduces contrast and creates color accuracy problems. Some say this is better for bright rooms. Sony advanced engineering uses a multi-layered panel to increase brightness and contrast. The result is a direct transmission of the light, without scattering that produces extreme detail and accurate color. Conventional LCDs have an air space between the LCD panel itself and the front glass. Sony's "tango process" Opticontrast panel found on Sony's top models fills the air space with a specially formulated layer of resin. There is no air space. This resin has the same refractive parameters as glass.

New X-Reality Engine. Sony engineers separate the video picture into texture, outline and color contrast and evaluate the parameters and digitally adjust the signal for the finest picture quality. This advanced Sony technology was used in last year's XBR, top of the line model

Motionflow XR-960. Sony increases the frame rate four times. Sony engineers borrowed from technology found in Sony broadcast cameras that eliminated the blur when viewing sports video in slow motion. The Motionflow technology itself creates additional video frames to smooth out the motion. With Motionflow 960 Sony sophisticated algorithms reduce blur and create these additional frames. Some manufacturers claim high "refresh rates" but all they do is turn on and off the LEDs, and do not use circuitry to generate new frames.

Wi-Fi Certified. Sony was the first to offer a television that was able to connect to the Internet without the use of a computer and the HX850 connects wirelessly. At the Sony BRAVIA Internet Video, now called The Sony Entertainment Network, there are many channels including Netflix, which allows viewing movies over the internet. DNLA files from your computer can be streamed wirelessly to your TV to view photos, music, or even videos from your computer. Plus internet radio and more. And now, you can use Skype and make free video phone calls using your Sony. There's even a button on the remote to go directly to Netflix.

3D Ready. All the features described above are not found on non 3D Sony televisions. All of the above significantly improves picture quality on standard definition and 2D high definition programming. Yet... 3D offers an unprecedented jump in picture you-are-there realism! Sony 3D technology reproduces full 1920 x 1080p pictures for each eye.

Connections Galore. There are four HDMI inputs, including 2 on the side and 2 on the rear. The HDMI can be used for "entertainment" computers, plus there's a dedicated 15 pin computer monitor connection. . There are two component video inputs.

- Full HD 1920 x 1080p 2.1 million pixels
- Dynamic Edge Lit LED backlight
- Local LED dimming of picture segments
- Ultra high contrast deep ink black
- Optional TDG-BR100 3D glasses,
- 3D sync transmitter built-in
- Ultra thin cabinet, almost pancake like
- Monolithic design with no bezel
- Corning Gorilla Glass increases contrast
- New quick turn-on 3 seconds
- Motionflow 960Hz PRO with black between frame blinking
- BRAVIA Internet video with ethernet connection
- Certified Wi-Fi built-in
- Ethernet connection; USB connection
- Live Color™ creation; Deep Color; x.v. Color
- Four HDMI inputs
- Two component inputs;
- Two composite yellow inputs; single F Computer monitor input for Mac or PC 15 pin
- Built-in NTSC analog tuner; ATSC digital tuner
- X-Reality Engine
- Advanced Contrast Enhancer
- 24p True Cinema
- S-Master Digital audio amplifier 10 watts /ch
- Invisible speaker with sound elevation;
- Clear Voice
- SteadySound® automatic volume control
- Through out 5.1 for camcorder
- Sony original surround
- Variable and Fixed audio output
- Optical digital audio output for 5.1 surround
- Sleep timer; wake up timer
- USB input for music player MP3, photo Jpeg and video
- Picture adjustment lock; white balance rgb gain
- Light sensor also saves energy
- DNLA compliant
- BRAVIA sync control HDMI
- TV remote controls Blu-ray player
- Sony GUI operating ... Cross Media Bar
- On screen instruction manual
- Exceeds Energy Star 4.0 requirements
- Swivel stand with tilt option
- One year Sony parts and labor warranty