

# BRAVIA



## BRAVIA 2011 LINEUP

# Different ranges for different consumers

## Cinematic Range

**HX**

- When picture quality is demanded, the Cinematic Range offers several choices, all with Motionflow XR800 or XR400 as baseline. And with LED back light, either Dynamic Edge LED or Intelligent Peak LED.

## Presence Range

**NX**

- The genuine materials and silent presence of Sony's new Monolithic Design will become a favorite of the style focused consumer. Of course with outstanding picture and Wi-Fi for cable-free access to BRAVIA Internet Video.

## Essential Range

**BX, CX, EX**

- If value for money is the number one criteria, Sony has the essentials. 50 Hz to XR200, HD Ready to Full HD, CCFL to Edge LED, 22" to 55", DVB-T/C/T2/S2, Wi-Fi, BRAVIA Internet Video, DLNA, Skype, USB REC and the possibility to control TV via mobile phone...
  - And the quality is uncompromised in every series!

# Essential Range

## CCFL

### BX32



26" / 32"

- HD ready
- CCFL
- DVB-T/C
- BRAVIA Sync
- 2 HDMI inputs
- 2 scarts, component video, composite video,
- analogue and digital audio out, PC input

Intro: May

### BX42



40"

- Full HD 1080P

Intro: May

### CX52



32" / 40" / 46"

- X-Reality
- Skype ready
- WiFi Ready
- Wifi Direct compatible (via update)
- TrackID / Video Search / Media Remote (via update)
- DLNA
- BRAVIA internet video and HTML browser
- Clear Phase speaker
- Advance Auto Volume
- S-Master digital amplifier
- S-force front surround 3D
- Presence Sensor

Intro: March (40", 46 "April)

# BRAVIA

# Essential Range

Edge  
**LED**

## EX32



**22"/26"**

- 50 Hz WXGA - DVB-T/C MPEG4
- X-reality
- 2 HDMI, ARC
- WiFi integrated
- Skype, TrackID, DLNA,
- Bravia Internet Video, HTML Browser
- USB REC
- Presence sensor

Intro: March

## EX32



**24"**

- **Full HD 1080p** - DVB-T/C MPEG4

Intro: March

## EX52



**32" / 40" / 46"**

- 4 HDMI
- WiFi ready

Intro: April

## EX72 Nordic



**32" / 37" / 40" / 46" / 55"**

- 3D ready, transmitter integrated
- 2D -> 3D
- Motion XR200
- Clear Phase speaker

Intro: Mars (55" April)

**BRAVIA**

# Presence Range

Dynamic Edge  
**LED**

## NX72



**40" / 46" / 55" / 60"**

- Sony OptiContrast panel, Full HD 1080p
- Edge LED 40", 46-60" Dynamic Edge LED
- Motionflow XR200
- 3D ready, transmitter integrated
- 2D -> 3D
- Clear Phase speaker
- X-reality
- 4 HDMI, ARC
- WiFi integrated
- Skype, TrackID, DLNA,
- Bravia Internet Video, HTML Browser
- USB REC
- Intelligent Presence sensor

Intro: March/April

**BRAVIA**

# Cinematic Range

## HX72



40" / 46"

- Sony Deep Black panel, Full HD 1080p
- Dynamic Edge LED
- Motionflow XR400
- X-reality Pro
- 3D ready, transmitter integrated
- 2D -> 3D
- Clear Phase speaker
- 4 HDMI, ARC
- WiFi ready
- Skype, TrackID, DLNA,
- Bravia Internet Video, HTML Browser
- USB REC
- Presence sensor

Intro: June

## HX82



46" / 55"

- Sony OptiContrast panel
- WiFi integrated, 802.11a/b/g/n
- Intelligent Presence Sensor
- Energy saving switch
- Monolithic design

Intro: June

## HX92



46" / 55" / 65"

- Intelligent peak LED, contrast >1.000.000:1
- Motionflow XR800
- 3D incl. 2 pairs of 3D glasses
- Incl. microphone and camera for Skype (sep unit)

Intro: June (65" in Sep)

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