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BRAVIA 3 50" class LED 4K HDR Google TV (2024)

TV just got more exciting with incredibly vibrant picture and easy-to-use smart features. Everything you watch is enhanced with over a billion accurate colors with lifelike clarity and contrast that reveals every detail. Google TV™ brings together movies, shows, and more from across your apps and organizes them just for you.



Bullets

- 4K HDR Processor X1™ intelligently enhances every scene in real-time boosting color, contrast, and clarity.
- With Triluminos Pro™, see over a billion accurate colors for lifelike picture quality that is vivid and bright.
- Get access to all your favorite streaming apps in one place with Google TV™. And with Google Assistant™, simply use your voice to search and ask questions.¹
- Get access to all your favorite streaming apps, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, Crunchyroll, and many more.¹
- Easily stream to your TV with support for AirPlay® 2 and Chromecast built-in™.^{6,7}
- Get movies included with the SONY PICTURES CORE app (formerly BRAVIA CORE).²
- Get a truly cinematic viewing experience with support for 4K HDR, Dolby Vision® and Dolby Atmos®.³
- Bring back lost detail and see your content upscaled to near-4K resolution with 4K X-Reality™ PRO.⁴
- See blur-free picture quality in fast-moving sports and movies powered by Motionflow XR™ technology.
- Our innovative X-Balanced Speaker™, and support for Dolby Atmos®, provides clear natural sound for all your favorite content.
- Pair BRAVIA TV with compatible Sony soundbars for the ultimate cinema-like experience at home.
- Take your PS5® gaming to the next level with exclusive features – Auto HDR Tone Mapping and Auto Genre Picture Mode – that optimizes picture quality for gaming and streaming.⁸
- Game Menu puts all your gaming picture settings and exclusive assist features in one place.
- Minimal Flush Surface bezel and slim, sleek stand lets you focus on the big picture.⁹
- BRAVIA CAM (sold separately) automatically optimizes picture and sound according to your room environment, and you can enjoy video chat on a bigger screen.¹⁰
- Eco Dashboard keeps all your energy efficiency settings in one place, making it easier to change them individually or in one go.

Features

Intelligent TV processing

Watch everything with lifelike picture quality, powered by the intelligent 4K HDR Processor X1™. Every scene is dynamically enhanced with over a billion colors and excellent clarity and contrast.

Real-world colors

See lifelike picture quality with over a billion accurate colors. Triluminos Pro™ reproduces colors with enhanced saturation and hue so everything you watch is vivid and bright.

Everything you stream. All on one screen.

With 700,000+ movies and TV episodes, live TV, and more available across 10,000+ apps, Google TV™ brings together your favorite entertainment from across your apps and organizing it all, just for you.¹

Movies included with SONY PICTURES CORE

Instantly enjoy top movies with the SONY PICTURES CORE app (formerly BRAVIA CORE). Your BRAVIA TV comes with movie credits included so you can immediately watch some of the latest releases. You're also subscribed to an amazing selection of new and classic movies to stream anytime, and updated regularly.²

More immersive movie experience

BRAVIA 3 supports 4K HDR, Dolby Vision® and Dolby Atmos® for a truly cinematic and immersive viewing experience. These

formats were designed to elevate your movie watching with more 3D sound and dynamic HDR visuals that are sure to impress.³

Upscale everything you watch

See stunning 4K picture quality, rich with real-world detail and texture. 4K X-Reality™ PRO analyzes and refines every scene using our unique 4K reference database so even content filmed in HD is upscaled to near-4K resolution.⁴

Smooth and clear action

TV that keeps up with real life. Motionflow™ XR keeps movement smooth and clear, allowing fast-moving action in sports and movies to be seen with lifelike clarity.

Hands-free help from Google

With Google Assistant, searching is easy – just ask Google. Press the Google Assistant button on the remote or try saying, “Hey Google, find action movies” to search across your favorite apps. Access entertainment, get answers on screen, and control smart home devices.¹

Your favorite streaming apps in one place

Sony Google TVs™ give you access to all your favorite streaming apps in an easy-to-navigate interface, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, Crunchyroll, and many more.¹

Family-friendly smart TV

With Kids Profiles, kids get their very own Google TV™ experience — a space that’s just for them, with apps and entertainment designed with kids in mind. Kids can pick from a selection of playful avatars and themes, and parents can restrict what streaming services are shown, limit watching time, and set a bedtime.^{1,5}

Effortlessly stream to your TV

Easily stream movies, shows, photos, and more from your Apple® device with AirPlay® 2 or Android™ device with Chromecast built-in™. ^{6,7}

Big sound with complete clarity

Hear clear natural sound for all your favorite content. Our innovative X-Balanced Speaker™ brings distortion-free acoustics so you’ll miss nothing of your entertainment. And with support for Dolby Atmos® everything you watch gets the true surround sound treatment.³

BRAVIA TV and Sony soundbars, the perfect pair

Pair BRAVIA TV with compatible Sony soundbars for the ultimate cinema-like experience at home. When connected, easily control the sound settings on the TVs Quick Settings menu, making it easy to adjust volume and sound field with a single remote.

Exclusive features for PlayStation® 5

Get detailed, responsive game play and feel the action all around you with BRAVIA TV exclusive features for the PlayStation® 5 console. Auto HDR Tone Mapping instantly optimizes HDR settings during your PS5® initial setup for detailed, high-contrast scenes. Auto Genre Picture Mode automatically switches the TV to Game Mode when gaming to ensure reduced input lag and back to Standard Mode when streaming for optimized picture quality.⁸

All your game settings in one place

With Game Menu, quickly manage your gaming picture settings and exclusive assist features in a single convenient interface. Get access to features like Black Equalizer to reveal details in even the darkest shadows, apply a Crosshair overlay so you always have your enemy in your sights, and use the Screen Size feature to shrink your screen for precision gaming on your big TV.

Minimal bezel. Maximum screen.

Our Flush Surface design minimizes the bezels to maximize the enjoyment of watching what’s on screen. This sleek and seamless stand is designed to perfectly match the TV and compliment your space beautifully. Plus, there is plenty of room for a sound bar to be placed under the TV to improve audio performance and stay immersed in everything you watch.⁹

Video Chat with BRAVIA Cam

Connect BRAVIA Cam, sold separately, to video chat with friends and family on a bigger screen.¹⁰

Compact Eco Remote

Our compact Eco Remote uses approximately 79.7% recycled plastic and is designed for easy control of all your connected devices.

All your energy-saving settings in one place

With the flexible and configurable Eco Dashboard, energy saving settings can now be centrally managed. You can easily customize energy saving settings for your TV usage, viewing environment, and the content you are watching, all in one place.

Specification

| Accessibility Features | |
|---|--|
| Audio Description | Yes |
| Closed Captions (Digital) | Closed Caption |
| Text Magnification | Yes |
| Accessibility Shortcut | Yes |
| Voice Search | Yes |
| Accessible Initial setup with TalkBack | Yes |
| TalkBack | Yes |
| Switch Access | Yes |
| Audio Features | |
| Speaker Type-2 | X-Balanced Speaker |
| Clear Phase | Yes |
| S-Master | S-Master Digital Amplifier |
| Auto Surround | Yes |
| Dolby audio format support | Dolby Audio, Dolby Atmos |
| HDMI Audio Return Channel(ARC) | Yes (eARC/ARC) |
| Auto Mute (on no signal) | Yes |
| HDMI input Audio format | 7.1 channel linear PCM: 32/44.1/48/88.2/96/176.4/192kHz 16/20/24bits, Dolby Audio, Dolby Atmos |
| ARC output format | Two channel linear PCM: 48kHz 16bits, Dolby Audio, Dolby Atmos |
| Audio Specs | |
| Channel | 2ch |
| Audio Power Output | 10W + 10W |
| Speaker Position | Down Firing |
| Bass/Treble/Balance | Balance |
| Speaker Type | Bass Reflex Speaker |
| Speaker Configuration | Full Range (Bass Reflex) x 2 |
| Digital audio out (Optical) format | Two channel linear PCM: 48kHz 16bits, Dolby Audio |
| Carton Spec | |
| Max Qty of carton stacking (vertical) | 6 |
| Max Qty of carton stacking (horizontal) *only for Shop Front | N/A |
| Convenience Features | |
| Optimization of HDMI input | Auto Picture Mode |
| Auto Low Latency Mode (ALLM) | Yes (for HDMI1/2/3/4) |

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|---|---|
| Features specified in HDMI2.1 | eARC/ALLM |
| Built-in Mic switch | Yes (Center) |
| Electronic Program Guide (EPG) | Yes |
| USB playback codecs | MPEG1:MPEG1/MPEG2 PS:MPEG2/MPEG2 TS(HDV,AVCHD):MPEG2,MPEG4,AVC,AVS,HEVC/MP4(XAVC S):AVC,MPEG4,HEVC,AV1,VP8,WMV,MotionJpeg./AVI:MotionJpeg,HEVC,MPEG4,WMV,AVC,VP8/ASF(WMV)/MOV:AVC,HEVC,MPEG4,WMV/MKV:AVC,MPEG4,VP8,HEVC,VP9,WMV,AV1,3GPP:MPEG4,AVC,HEVC,MPEG2,WMV,VP8,AV1/MP3/ASF(WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG/WEBM:AV1,VP9/AC4/ogg/AAC |
| Built-in Mic | Yes |
| Text Input Language | ARA / ENG / FIN / FRA / GER / HEB / HIN / ITA / JPN / KOR / NOR / PER / POR / RUS / SPA / THA / VIE / zh_CN / zh_TW / zh_HK |
| Chromecast built-in | Yes |
| Application Store | Yes (Google Play Store) |
| BRAVIA Sync (including HDMI-CEC) | Yes |
| i-Manual | Yes |
| Parental Control | Yes |
| Channel Block (with password) | Analog & Digital |
| Show/Hide Channels | Yes(Digital&Analog) |
| On Screen Clock | Yes |
| Sleep Timer | Yes |
| On/Off Timer | Yes |
| USB drive format support | Yes (Supported File System: FAT16/FAT32/NTFS) |
| Display Language | AFR,ARA,BUL,BEN,BOS,CAT,CZE,DAN,DEU,GRE,ENG,SPA,EST,PER,FIN,FRA,GUJ,HIN,HRV,HUN,IND,ITA,HEB,KAZ,KAN,LIT,LAV,MAC,MAL,MAR,MAY,NOB,NLD,PAN,POL,POR,RUM,RUS,SOL,SLV,ALB,SRP,SWE, zh_CN, zh_TW, zh_HK , ZUL, SWA, VIE, TAM ,TEL, THA, TUR,UKR, TGL |
| Auto Shut-off | Yes |
| Customizing Capability | |
| RS-232C Control | Yes |
| Design Features | |
| Stand Position | 1way position (Outside) |
| Stand Color | Black |
| Bezel Design | Flush Surface |
| Cable Management | Yes |
| Frame color | Black |
| Stand Design | Slim Wedged Stand |
| Display Features | |
| Display type | LCD LED |
| Display Specs | |
| Screen Size (inch, measured diagonally) | 50"(49.5") |
| Screen Size for WEB(diagonal, cm, integer or 1st decimal) | 126 cm |
| Backlight type | Direct LED |

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|---|--|
| Display resolution (H x V, pixels) | 3840 x 2160 |
| Viewing Angle (Right/Left) | 178(89/89) degree |
| Viewing Angle (Up/Down) | 178(89/89) degree |
| Display Resolution | QFHD |
| Aspect Ratio | 16:9 |
| Energy Saving & Efficiency | |
| Dynamic Backlight Control | Yes |
| Power Saving Mode / Back Light Off Mode | Yes |
| General Features | |
| Smart TV | Google TV |
| Closed Captions (Analog) | Yes |
| SONY PICTURES CORE | 5 credits/12 months |
| Demo Mode | Yes(e-POP only) |
| Inputs and Outputs | |
| HDMI Signal | 4096x2160p(24,60Hz), 3840x2160p(24,30,60Hz), 1080p(24,30,60Hz), 1080i(60Hz), 720p(24,30,60Hz), 480p, 480i |
| HDCP | HDCP2.3(for HDMI1/2/3/4) |
| Bluetooth profile support | Version 5.3,HID/HOGP/SPP/A2DP/AVRCP |
| 4K 60P High-Quality formats | HDMI IN1, IN2, IN3, IN4 ports for 4K(up to 18Gbps) signal |
| AC Power Input | C8 INLET(REAR) |
| RF (Terrestrial/Cable) Connection Input(s) | 1(Side) |
| HDMI inputs total | 4(4Side) |
| Digital Audio Output(s) | 1(Side) |
| USB ports | 2(Side) |
| Ethernet inputs | 1(Side) |
| RS-232C Input(s) | 1(Side) * Only for the United States/Canada/Mexico/Dominican Republic models. |
| HDMI PC Input Format | 640x480(31.5kHz,60Hz), 800x600(37.9kHz,60Hz), 1024x768(48.4kHz,60Hz), 1280x1024(64.0kHz,60Hz), 1152x864(67.5kHz,75Hz), 1600x900(55.9kHz,60Hz), 1680x1050(65.3kHz,60Hz), 1920x1080(67.5kHz,60Hz), 3840x2160p(30Hz), 3840x2160p(60Hz, 8bits) |
| Measurements (Approx.) | |
| Dimension of TV without Stand (W x H x D) | 1119 x 649 x 70 mm / 44 1/8 x 25 5/8 x 2 7/8 inch |
| TV with Stand (Standard position) (W x H x D) | 1119 x 714 x 267 mm / 44 1/8 x 28 1/8 x 10 5/8 inch |
| Dimension of Package Carton (W x H x D) | 1225 x 782 x 141 mm / 48 1/4 x 30 7/8 x 5 5/8 inch |
| Stand width (Standard position) | 715 mm / 28 1/4 inch |
| AC Cable Length | 1600mm |
| Network Features | |
| Control Menu | Yes |
| ECO Dashboard | Yes |

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|--|---|
| Apple AirPlay | Yes |
| Apple HomeKit | Yes |
| Wi-Fi Certified | Yes |
| Wi-Fi Standard | a/b/g/n/ac/ax |
| Wi-Fi Frequency | 2.4GHz/5GHz/6GHz |
| Wireless LAN | Integrated |
| Power | |
| Power Requirements (voltage) | AC 120V for UL cUL AC 110-240V for other |
| Power Requirements (frequency) | 60Hz for UL cUL 50/60Hz for other |
| Rated Power Consumption | 134 W |
| Power Consumption (Standby Mode) | 0.5 W |
| Regulation and Standard Compliance | |
| VESA® Hole Spacing Compatible | Yes |
| VESA® Hole Pitch(W x H) | 200 x 200 mm / 7 7/8 x 7 7/8 inch |
| Sensing Features | |
| Sensor | Light |
| Supplied Accessories | |
| Voice Remote Control (Supply) | RMF-TX820U |
| Batteries | LR03 |
| AC Power Cord Spec | Bundle (C7L) (US) (2pin) (flat blades) |
| Operating Instructions | EN,FR,ES |
| Quick Setup Guide / Supplement CUE (GA) | EN,FR,ES,PT |
| Table Top Stand | Separate (Assembly required) |
| TV System | |
| TV System (Analog) | M * Only for the United States/Canada/Mexico models. Customers in other countries/regions, please refer to the specifications in the Reference Guide. |
| Tuner Channel Coverage (Analog) | VHF: 2-13/UHF: 14-69/CATV: 1-135 |
| TV System (Digital Terrestrial) | ATSC * Only for the United States/Canada/Mexico models. Customers in other countries/regions, please refer to the specifications in the Reference Guide. |
| Tuner Channel Coverage (Digital Terrestrial) | VHF: 2-13/UHF: 14-69 * Only for the United States/Canada/Mexico models. Customers in other countries/regions, please refer to the specifications in the Reference Guide. |
| Tuner Channel Coverage (Digital Cable) | CATV: 1-135 * Only for the United States/Canada/Mexico models. Customers in other countries/regions, please refer to the specifications in the Reference Guide. |
| Number of Tuners (Terrestrial/Cable) | 1(Digital/Analog) |
| Color System | NTSC |
| Operating System | Google TV |
| On-board Storage (GB) | 16GB |
| Video Features | |
| TRILUMINOS | Triluminos Pro |

| | |
|--|---|
| Features for PlayStation®5 Auto HDR Tone Mapping | Yes |
| Features for PlayStation®5 Auto Genre Picture Mode | Yes |
| Picture modes | Vivid, Standard, Cinema, Game, Graphics, Photo, Professional, Dolby Vision (Vivid/Bright/Dark/Game) |
| Auto Wide | Yes |
| Wide Mode | Full/Vertical Fit/Horizontal Fit/Original, Full/Vertical Fit/Horizontal Fit/Original |
| Video Processing | 4K X-Reality PRO |
| Motion enhancer | Motionflow XR 240 (Native 60Hz) |
| 24p True Cinema | Yes |
| Live Colour™ Technology | Yes |
| CineMotion/Film Mode/Cinema Drive | Yes |
| 4K Processor | 4K HDR Processor X1 |
| HDR (High Dynamic Range) compatibility | Yes(HDR10,HLG,Dolby Vision) |
| Panel Refresh Rate (Native Hertz) | 60Hz |
| Dynamic Contrast Enhancer | Yes |
| Weights (Approx.) | |
| Weight of TV without Stand | 12.1 kg / 26.7 lb |
| TV with Stand (Standard position) | 12.3 kg / 27.1 lb |
| Weight of Package Carton(Gross) | 17 kg / 37.5lb. |

- User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Google Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html), and Privacy Policy (<http://www.google.com/policies/privacy/>) to use this product. User consents to a mandatory software update at set-up and such other additional updates that may be required in the future by Google and/or Sony. User must connect to a Google Account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of this product without connecting to a Google Account allows only basic features and certain apps. Features and specifications are subject to change without notice. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information. Apps must be compatible with this product. App availability varies by region and device. Google TV is the name of this device's software experience and a trademark of Google LLC. Google, Google Meet, YouTube, YouTube Music, and Chromecast built-in are trademarks of Google LLC.
- Purchase an eligible TV and register for SONY PICTURES CORE™ by February 23, 2025 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see <https://electronics.sony.com/sony-pictures-core>. Network services, content, and operating system and software of product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information.
- Dolby Vision and Atmos content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
- Upscaled, simulated and enhanced 4K images will vary based on source content.
- This feature is for users of streaming apps. TV broadcasts cannot be accessed when using Kids Profile. Some TV functions may not be available while using Kids Profile, such as changing settings or inputs.
- This Sony TV is compatible with AirPlay 2 and HomeKit. iOS 12.2 or later or macOS 10.14.4 or later is required. Apple ID account required. Subscriptions may be required to access certain content. Apple, the Apple logo, Apple TV, Apple Home, AirPlay and Siri are trademarks of Apple Inc., registered in the U.S. and other countries.
- Chromecast built-in compatibility dependent on app. Chromecast built-in is a trademark of Google LLC.
- To activate Auto HDR Tone Mapping, must enable feature when pairing PS5 to the TV for the first time; or will need to perform factory reset on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected, or via compatible Sony soundbar. Applicable TV models: Z9K, A95K, A95L, A80K, A80L, XR80B, X95K, X95L, XR90B, X93L, XR70B, X90K, X90L, X85K, S30B, X80K
- Actual look may differ depending on TV size.
- BRAVIA CAM CMU-BC1 is sold separately. Ensure TV is running latest firmware to enable all features. Supported apps and a camera is required for video chat. See compatible cameras here: <https://www.sony.net/camera-support>
- Amazon Alexa enabled devices (sold separately) compatible with Sony TVs powered by Google TV™. Amazon account required. Subscriptions may be required to access certain content. Amazon, Prime Video, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.
- PS5® system, DualSense controller, and vertical stand sold separately.
- A PS4™ or PS5® console is required to stream your games to other devices. PS Remote Play can be used with a mobile data connection or Wi-Fi. Broadband internet with at least 5Mbps is required. For a better PS Remote Play experience, a high-speed connection of at least 15Mbps is recommended using either Wi-Fi or mobile data connection. Titles that require a VR headset (PlayStation®VR or PlayStation®VR2) or additional peripherals (other than a DUALSHOCK®4, DualSense™, or DualSense Edge™ wireless controller) are not compatible with PS Remote Play.
- Screen images simulated. For illustrative purposes only.

15. Spiderman: Across the Spider Verse © 2023 Sony Pictures Animation Inc. All Rights Reserved.
16. Marvel Spider-Man 2 © 2023 MARVEL © 2023 Sony Interactive Entertainment LLC. Developed by Insomniac Games, Inc.
17. Gran Turismo Sport © 2023 Sony Interactive Entertainment Inc. Developed by Polyphony Digital Inc. "Polyphony Digital logo", "Gran Turismo" and "GT" are registered trademarks of Sony Interactive Entertainment Inc. Manufacturers, cars, names, brands and associated imagery featured in this game in some cases include trademarks and/or copyrighted materials of their respective owners. Any depiction or recreation of real world locations, entities, businesses, or organizations is not intended to be or imply any sponsorship or endorsement of this game by such party or parties. All rights reserved.
18. God of War: Ragnarok © 2022 Sony Interactive Entertainment LLC. God of War is a registered trademark of Sony Interactive Entertainment LLC and related companies in the U.S. and other countries.

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