KD50X77L
50" Class X77L 4K HDR LED Google TV (2023)

Experience all your favorite content in lifelike 4K HDR picture quality, powered by the 4K Processor X1[TM]. All your HD content is upscaled to near-4K resolution resulting in sharp details and real-world colors. Google TV[TM] with Google assistant[TM] makes it easy to find your favorite movies and shows from all the top streaming apps.

Bullets

- The powerful 4K Processor X1[TM] delivers lifelike picture quality full of rich colors and detailed contrast.
- Google TV[TM] with Google Assistant[TM] organizes your content all in one place. Support Apple AirPlay.[1,5]
- Take your PlayStation[®] 5 gaming to the next level with exclusive features that optimize picture quality for gaming and streaming.
- See blur-free picture quality in fast-moving sports and movies powered by Motionflow XR[TM] technology.
- Bring back lost texture and detail and see your content upscaled to near-4K resolution with 4K X-Reality PRO[TM].[3]

Features

Powerful TV processing

See lifelike picture quality in incredible 4K resolution. The powerful 4K Processor X1[TM] enhances the picture to deliver scenes full of rich colors and sharp details. Everything you watch is upscaled close to 4K quality with smooth and clear motion.

Beautiful 4K HDR picture

See your favorite content burst to life on screen with High Dynamic Range (HDR) contrast. Every scene is enhanced to make colors and shadows even more natural and precise, so picture quality is closer than every to real life.

The entertainment you love. With help from Google.

With 700,000+ movies and TV episodes, live TV, and more available across 10,000+ apps, Google TV takes streaming and live TV to the next level — bringing together your favorite entertainment from across your apps and organizing it all, just for you. Searching is easy – just ask Google. Press the Google Assistant[TM] button on your remote and try saying "find action movies" to search across your favorite apps.[1]

Exclusive features for PlayStation[®] 5

Get detailed, responsive game play and feel the action all around you with Sony TV exclusive feature for the PlayStation[®] 5 console. Auto HDR Tone Mapping automatically adjusts the HDR settings of the PS5[®] console to the TV for detailed, high-contrast scenes, and Auto Genre Picture Mode automatically adjusts the picture quality during gaming or streaming.[2]

Smooth and clear, even in fast scenes

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

Upscale everything you watch

See glorious 4K picture quality, rich with real-world detail and texture. Even content filmed in Full HD are upscaled close to 4K resolution by 4K X-Reality[TM] PRO using a unique 4K reference database.[3]

Do more on your TV with your voice

Your TV is more helpful than ever. Ask Google to find movies, stream apps, play music, and control the TV – all with your voice. Even get answers, control smart home devices, and more. Press the Google Assistant[TM] button on the remote to get started.[1]

All your favorite streaming apps in one place

Sony TVs with Google TV[TM] give you access to all your favorite streaming apps in one place, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, HBO Max, Peacock, and many more. Find all the movies and TV shows you love in an

easy-to-navigate interface and use Google Assistant™ to quickly find new content to watch.[1]

Family-friendly smart TV

Discover a fun collection of movies and shows for the whole family. Create a Kids Profile that can help you guide children to age-appropriate content on streaming apps. Pick from a selection of playful avatars and themes, set parental controls to restrict what streaming services are shown, limit watching time, and even set bedtimes.[1,4]

Works with AirPlay

With Apple AirPlay support, you can share pictures, video, or audio to your television right from your iPhone, iPad, or Mac. Watch movies and shows from your favorite apps, the Apple TV app, or even from Safari.[5]

Specification

TV System	
TV System (Analog)	M
Tuner Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/CATV: 1-135
TV System (Digital Terrestrial)	ATSC
Tuner Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69
TV System (Digital Cable)	Clear QAM
Tuner Channel Coverage (Digital Cable)	CATV: 1-135
Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)
Color System	NTSC
Operating System	Google TV
On-board Storage (GB)	16GB

Display Features	
Display type	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
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

Video Features	
Features for PlayStation®5 Auto HDR Tone Mapping	Yes
Features for PlayStation®5 Auto Genre Picture Mode	Yes
Picture modes	Vivid,Standard,Cinema,Game,Graphic,Photo,Custom
Auto Wide	Yes
Wide Mode	Auto/Wide zoom/Normal/Full/Full Pixel/Zoom/14:9,Full Pixel

4:3 Default	Yes
Video Processing	4K X-Reality Pro
Motion enhancer	Motionflow XR 240 (Native 60Hz)
24p True Cinema	Yes
Live Colour™ Technology	Yes
PhotoTV HD / BRAVIA for China	Yes
CineMotion/Film Mode/Cinema Drive	Yes
4K Processor	4K Processor X1
HDR (High Dynamic Range) compatiblity	Yes(HDR10,HLG)
Panel Refresh Rate (Native Hertz)	60Hz
Dynamic Contrast Enhancer	Yes

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

Audio Features

Speaker Type-2	X-Balanced Speaker
Clear Phase	Yes
S-Master	S-Master Digital Amplifier
Dolby audio format support	Dolby Audio
HDMI Audio Return Channel(ARC)	Yes (eARC/ARC)
Auto Mute (on no signal)	Yes
HDMI input Audio format	Two channel linear PCM: 32/44.1/48kHz 16/20/24bits, Dolby Audio
ARC output format	Two channel linear PCM: 48kHz 16bits, Dolby Audio, Dolby Atmos

Network Features

Apple AirPlay	Yes
Apple HomeKit	Yes
Wi-Fi Certified	Yes
Wi-Fi Standard	a/b/g/n/ac
Wi-Fi Frequency	2.4GHz/5GHz
Wireless LAN	Integrated

Convenience Features

TalkBack	Yes
Auto Low Latency Mode (ALLM)	Yes (for HDMI3)
Features specified in HDMI2.1	eARC/ALLM
Electronic Program Guide (EPG)	Yes

USB playback codecs	MPEG1:MPEG1/MPEG2 PS:MPEG2/MPEG2 TS(HDV,AVCHD):MPEG2,AVC/MP4(XAVC S):AVC,MPEG4,HEVC,AV1/AVI:MotionJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4/MKV: AVC,MPEG4,VP8,HEVC/3GPP:MPEG4,AVC/MP3/ASF(WMA)/LPCM/WAV/MP4AAC/F LAC/JPEG,WEBM:AV1/AC4/ogg/AAC
Audio Description	Yes
Text Magnification	Yes
Accessibility Shortcut	Yes
Switch Access	Yes
Auto Picture Mode	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 / ZHO(Simplified) / ZHO(Traditional) / zh_HK
Chromecast built-in	Yes
Voice Search	Yes
Application Store	Yes (Google Play Store)
Control for HDMI (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 / BEN / ENG / FRA / GUJ / HIN / IND / KAN / MAL / MAR / PAN / PER / POR / RUS / SPA / SWA / TAM / TEL / THA / VIE / zh_CN / zh_TW / zh_HK / ZUL
Auto Shut-off	Yes
Energy Saving & Efficiency	
ECO Friendly	Yes
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
General Features	
Smart TV	Google TV
Closed Captions (Analog)	Yes
BRAVIA CORE	Not supported
Closed Captions (Digital)	Closed Caption
Demo Mode	Yes(e-POP Only)
Design Features	
Stand Color	Black
Bezel Design	Narrow Bezel
Cable Management	Yes
Frame color	Hairline Black
Stand Design	Slim Wedged Stand

Inputs and Outputs

HDMI Signal	4096x2160p(24,60Hz), 3840x2160p(24,30,60Hz), 1080p(30,60Hz), 1080/24p, 1080i(60Hz), 720p(30,60Hz), 720/24p, 480p, 480i
HDCP	HDCP2.3(for HDMI1/2/3)
Bluetooth profile support	Version 5.0,HID/HOGP/A2DP/AVRCP/SPP
4K 60P High-Quality formats	HDMI IN1, IN2, IN3 ports for 4K(up to 18Gbps) signal
AC Power Input	C8 INLET(REAR)
RF (Terrestrial/Cable) Connection Input(s)	1(Side)
Composite Video Input(s)	1(Side, mini jack)
HDMI inputs total	3(3Side)
Analog Audio Input(s) (Total)	1(Side Analog Conversion)
Digital Audio Output(s)	1(Side)
USB ports	2(Side)
Ethernet inputs	1(Side)
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)

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	146 W
Power Consumption (in Standby)	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

Measurements (Approx.)

Dimension of TV without Stand (W x H x D)	1126 x 653 x 70 mm / 44 3/8 x 25 3/4 x 2 7/8 inch
TV with Stand (Standard position) (W x H x D)	1126 x 718 x 267 mm / 44 3/8 x 28 3/8 x 10 5/8 inch
Dimension of Package Carton (W x H x D)	1240 x 782 x 141 mm / 48 7/8 x 30 7/8 x 5 5/8 inch
Stand width (Standard position)	715 mm / 28 1/4 inch
AC Cable Length	1600mm

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)	16 kg / 35.3lb.

Carton Spec

Max Qty of carton stacking (vertical)	6

Supplied Accessories

Voice Remote Control (Supply)	RMF-TX811U

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)
Optional Accessories	
Wallmount Bracket	-

1. User must accept Google Terms of Service (http://www.google.com/policies/terms/), 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 TV. 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 TV without connecting to a Google account allows only basic TV features and certain apps. 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 TV. App availability varies by region and device.
2. To activate Auto HDR Tone Mapping, must enable feature when pairing TV and PS5 for the first time; or will need to disconnect TV and PS5, 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. Applicable models: All BRAVIA XR models, X85K, X80K, X77L.
3. 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.
4. 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.
5. 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.
6. Actual look may differ depending on TV size and type of cables used.
7. Chromecast built-in compatibility dependent on app.
8. Clean exterior surfaces gently with a dry, clean cloth.
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