

## Key Features

- 10-bit 16:9 Full HD 1080p Resolution Panel (1920x1080)<sup>8</sup>
- BRAVIA Engine™ EX Video Processor
- Live Color Creation System featuring WCG-CCFL backlight
- Advanced Contrast Enhancer (ACE)
- Dynamic Contrast Ratio 13,000:1<sup>2</sup> with Ace (On-screen Contrast Ratio 1,800:1<sup>1</sup>)
- Xross Media Bar® (XMB) Advanced HD User Interface
- DMe<sup>x</sup> Feature Expansion Capability
- ATSC Digital Tuner with unscrambled digital cable (QAM) capability<sup>5</sup>
- Digital Amplifier with S-Force Front Surround
- Sleep Timer
- 24p True Cinema input capability (HDMI input)



## Key Technologies

**Full HD 1080** There are a lot of ways to define high-definition but BRAVIA® Full HD means you're getting the best resolution that high-definition has to offer consumers. With Sony BRAVIA V Series HDTVs, Full HD 1080 means 1920 x 1080 pixels<sup>5</sup> and 1080p video inputs. Your lifestyle demands the best in high-definition and with BRAVIA Full HD 1080 products you get it.

**1920 x 1080 Native Panel Resolution** When it comes to high-definition TV the pinnacle of performance is achieved by using 1920 x 1080 display panels. Full HD 1920 x 1080 panel resolution with over 2 million pixels<sup>5</sup> (more than twice that of 720p HDTV) is exactly what you need to reproduce the 1080p content that can be delivered by our cutting edge 1080p Blu-ray disc™ player.

**10-bit Processing and 10-bit Display** While it's great to state that a TV is capable of creating billions of colors it's a whole lot better when you have a display that can actually display them. That's the logic behind Sony's 10-bit processor and 10-bit display. Sony follows 10-bit processing with a 10-bit panel, allowing 64 times the levels of color expression than an 8-bit panel. What that translates to is smoother transitions from color to color and subtle color changes faithfully reproduced.

**BRAVIA Engine™ EX Full Digital Video Processor** BRAVIA Engine™ EX full digital video processing system is based on Sony's BRAVIA Engine video processing system. It has all of the same functions of BRAVIA Engine plus the added ability to upconvert 480i standard definition signals (such as 480i DVDs and TV broadcasts) via Digital Reality Creation Multi Function v1.0 (DRC-MF v1.0) technology, which renders a picture with four times the density of the original one resulting in a picture with

more detail and definition.

**Live Color Creation™ System featuring WCG-CCFL** Many colors in the real world such as deep reds, greens and clear blues cannot be expressed with conventional display technologies. Working in combination with the special WCG-CCFL backlight in LCD HDTVs or the optical engine in our MDPJ HDTVs, Live Color Creation technology achieves wide color reproduction using advanced chroma signal processing algorithms. The primary benefits are clear blues, natural greens and an overall vibrant color for all scenes.

**Advanced Contrast Enhancer (ACE) Function** Sony's Advanced Contrast Enhancer (ACE) builds on our excellent on-contrast ratio performance of 1,800:1<sup>1</sup>. A Dynamic Contrast Ratio of up to 13,000:1<sup>2</sup> is achieved by using real-time image processing to adjust the contrast along with optimizing backlight levels. But rather than focus on the "numbers", Sony focuses on actual picture performance avoiding exaggerated blacks where detail can be lost. ACE translates to blacker blacks in darker scenes, as well as better shadow detail in other scenes for a difference that you can see.

**24p True Cinema (24p Input Capability)** Many movies are filmed at 24 frames per second (fps) and prime time TV programs are recorded at 24p. Seizing on an opportunity, some studios are taking a purist approach and encoding high definition video content such as Blu-ray Disc™ in 24p. Sony wisely takes advantage of this by including 24p output capability on our Blu-ray Disc™ players as well as including 24p input capability select 2007 BRAVIA TVs. The benefit— Images are smooth and natural looking. Once you experience 24p video it will be hard to view video without it.

**DMe<sup>x</sup> - Ready (Digital Media Extender)** Sony's Digital Media Extender (DMEx) ready televisions offer a digital connection path for the addition of the optional modules like the new BRAVIA Internet Video Link. <sup>6</sup> With innovative DMEx expansion capabilities featuring the Emmy® award winning XMB user interface, these models are not merely TVs, but powerful entertainment platforms that not only meet your needs today, but extend to add new features seamlessly.



# KDL-46V3000

46" Class BRAVIA® V Series LCD TV (45.5" Diagonally)

## Features

### General

Closed Captions (CC): Yes  
On-Screen Display: XMB®  
DMeX™ support: Yes (Feature Expansion Capability)

### Display

Backlight Type: WCG-CCFL (Wide Color Gamut - CCFL)

### Video

Video Processing: Yes (BRAVIA Engine™ EX)  
Noise Reduction: Yes  
DRC® MultiFunction Circuitry: Yes (DRC MF V1.0)  
Game Mode: On/Off  
Display Technology: LCD (178° wide viewing angle LCD display panels)  
High Definition: Yes (Full HD 1080)  
10-bit Video Processing: Yes  
3D Comb Filter: Yes  
Live Color Creation™ Technology: Yes

### Audio

Digital Amplifier: Yes  
Voice Zoom: Yes  
Steady Sound® Automatic Volume Control: Yes  
Sony Original Surround: S-Force® Front  
Stereo System: MTS (with SAP)  
Dolby®: Dolby® Digital (AC3/ATSC only)  
Sound Booster: Yes

### Convenience

Favorite Channel: Yes  
Programmable Timer: Yes  
Sleep Timer: 15, 30, 45, 60, 90, Off  
Clock: Yes  
Power Save Mode: Standard, Reduced, Picture Off  
Input Skip: Yes  
Channel Surf: Yes  
Remote Control: Yes  
Optimized Theater Mode: Yes  
Label Inputs: Yes  
ID-1 Detection: Yes  
On/Off Timer: Yes  
BRAVIA® Theatre Sync™ : Yes (One-Button Home Theater Control (HDMI-CEC))  
Show/Hide Channels: Yes  
Parental Control: Yes  
LightSensor™ Technology: Yes

## Specifications

### General

Television Type: Flat Panel LCD HDTV

### Display

On-screen Contrast Ratio: 1,800:1¹

Dynamic Contrast Ratio: 13,000:1²

Screen Size (measured diagonally): 46" class (45.5")

Native Resolution: 1080p

Panel Bit: 10-bit

Aspect Ratio: 16:9

### TV System

Tuner (Cable): Clear QAM⁵

Tuner (Terrestrial): ATSC

### Video

Display Resolution: 1920 x 1080

### Audio

Audio Power Output: 22W (11W x2)  
Sound Enhancer: Dynamic, Standard, Custom  
Digital Amplifier: Yes

### Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 2 (Rear)  
Composite Video Input(s): 3 (2 Rear/1 Side)  
Digital Audio Output(s): 1 (Rear)  
S-Video Input(s): 1 (Rear)  
Headphone Output(s): 1 (Side)  
PC Audio Input(s): 1 (Rear)  
PC Video Input(s): 1 (Rear) with D-sub 15 and L/R stereo mini plug connection⁴  
1080/24p Input Capable: Yes (via HDMI™ )  
Analog Audio Input(s) (Total): 5 (4 Rear/1 Side)  
Audio Out: 1 (Rear)  
HDMI™ Connection(s) (Total): 2 (Rear)  
HDMI™ Connection(s) (w/ Analog Audio In): 1 with L/R RCA audio connections

### Power

Power Consumption (in Operation): 260W  
Power Consumption (in Standby): Less than 0.4W

### Regulation and Standard Compliance

Energy Star® Compliant: Yes  
VESA® Hole Spacing Compatible: Yes

### Service and Warranty Information

Limited Warranty Term: 1 Year Parts / 1 Year Labor

### Dimensions

Weight: 71.1lbs (32.0kg) with pedestal

### Supplied Accessories

Remote Control  
Battery (type AA x2)  
AC power cord  
Operating Instructions  
Quick Setup Guide  
Warranty Card  
Table Top Stand

### Optional Accessories

SU-WL500 Wall Mount Bracket

RHT-G800 Floor Stand

UPC Code: 027242717497

1. Black-white range seen at the same time.
2. Black-white range seen over a period of time.
3. Screen Size measured diagonally.
4. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolution.
5. Contact your local cable provider for details on how to access or subscribe to HD programming.
6. HDMI™ cable required, sold separately. Image quality and upscaling results will vary.
7. Internet module sold separately. Select Internet video limited to Sony content providers.
8. Picture is slightly over-scanned to prevent video source artifacts at screen edges.
9. All products require BRAVIA Theatre Sync capability. HDMI cable required and sold separately.

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