

SONY

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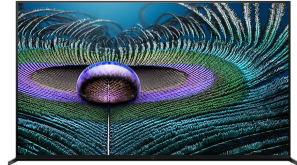
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914-723-3344

XR85Z9J

**Z9J | BRAVIA XR | MASTER Series | Full Array LED | 8K |
High Dynamic Range (HDR) | Smart TV (Google TV)**

Get closer to the real world on this big screen 8K TV, powered by our revolutionary Cognitive Processor XR™.



Bullets

- Zones of LEDs lit or dimmed independently for realistic brightness and shadow detail
- Cognitive Processor XR™ understands how humans see and hear for true immersion
- Sound in harmony with picture for an immersive experience
- Multi-position stand for versatile TV placement

Features

XR Picture

Enjoy 8K pictures that feel deep, natural, and real. Our revolutionary processor uses human perspective analysis to cross-analyze and optimize hundreds of thousands of elements in the blink of an eye. Combined with the precision of a Full Array LED panel, pictures pop from the screen with deep blacks and ultra-bright light.

XR Color

See colors that are natural and beautiful to the human eye. The Cognitive Processor XR enables our unique display to access a wider palette and reproduce each color with the subtle differences seen in the real world. With extended hue and saturation, vivid shades, and realistic texture can be seen in the flowers. Even pale colors look realistic.

XR Triluminos Pro™

Powered by our Cognitive Processor XR, this TV reproduces color in a way that humans find beautiful. See a wider palette of colors with an enhanced range of hue and saturation, allowing natural shades and precise details to be seen, even in dark scenes.

XR Contrast

Feel breathtaking contrast, just as in real life. Our Cognitive Processor XR cross-analyzes data, enhancing picture quality in the same way that the human eye focuses for real life color and depth. With XR Contrast Booster, bright areas are brighter and dark areas darker—no more details overwhelmed by shadow or lost in blown-out highlights.

XR Contrast Booster 15

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By precisely balancing light output across the screen, dimming some areas and boosting others, XR Contrast Booster adjusts brightness for higher peaks in glare and deeper blacks in shadow. As bright areas are brighter and dark areas darker, scenes look more real with extra depth and detail.

XR HDR Remaster

With XR HDR Remaster, this TV can detect each object on screen, analyze its color and adjust contrast for even more realistic pictures. Object-based processing powered by BRAVIA XR™ takes precision to a whole new level by adding adjustment of hue, saturation, brightness, motion vector, bandwidth and more. The result is exceptionally real scenes with greater depth, lifelike textures, and natural colors.

XR Clarity

Whatever the content or source, you'll enjoy entertainment close to 8K resolution with XR 8K Upscaling. Our Cognitive Processor XR accesses a vast amount of data, intelligently recreating lost textures and detail for real-world picture quality. See details such as naturally defined feathers and sharply outlined claws.

XR 8K Upscaling

Powered by our Cognitive Processor XR, this TV takes 2K or 4K signals close to true 8K quality for incredibly real and immersive viewing. XR 8K Upscaling accesses and utilizes a vast amount of data, analyzing patterns in scenes and recreating subtle details.

8K XR Super Resolution

XR Super Resolution detects individual objects in a picture and reproduces virtually real-world textures on screen. Our BRAVIA XR processor precisely analyzes and processes data to power 8K pictures with four times the resolution of 4K for scenes rich in depth, texture and detail.

8K XR Smoothing

XR Smoothing creates smooth, natural 8K pictures as you watch, without the "banding" that can occur on other TVs. Scenes are reproduced with thousands of tones, shades, and gradations, making them look incredibly real.

XR Motion

Watching sports and fast-moving movies just got a whole lot better. Our Cognitive Processor XR with XR Motion Clarity™ cross-analyzes data to ensure action stays smooth, bright, and clear.

XR Motion Clarity

On some screens, sports, and fast-action scenes can seem to go by in a blur. Our latest LED XR X-Motion Clarity™ technology keeps everything smooth, bright, and clear. Each 'blink' is individually controlled and its duration optimized, while brightness is boosted when needed, so you won't miss a thing.

X-Anti Reflection

It's sometimes difficult to watch dark movies in a bright room due to screen reflection. X-Anti Reflection reduces glare caused by sun- or lamplight so you can see pure blacks in brightness and enjoy clear pictures without distraction.

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X-Wide Angle™

Watching TV from the sides is now as satisfying as from the center. Sony's original optical design to control light from the backlight, the X-Wide Angle panel ensures colors stay true from wherever you're watching.

4K/120fps

Get the edge on the competition with BRAVIA. With HDMI2.1 you can get a 120fps frame rate on compatible games, so you'll have the advantage in shooting, sports, and high-performance games with instant on screen action. You'll also enjoy ultra-smooth gaming with reduced input lag less than 6.0 ms, with 4K/120fps and dedicated Game Mode.

XR Sound Position

For an audio experience that matches how we sense the world, XR Sound Position brings you the reality of sound behind the picture. With a vibrating frame tweeter on this BRAVIA XR 8K TV, sound matches precisely with what's on the screen for a truly immersive experience. Front-facing subwoofers provide powerful bass, no matter where you place your TV.

Acoustic Multi-Audio™

Our Acoustic Multi-Audio technology includes frame tweeters to ensure high-frequency sounds come from the right place in the scene, exactly where the action is happening. With front-facing subwoofers, you'll enjoy powerful bass, no matter where you place your TV.

XR Surround

With BRAVIA XR, everything you watch gets the true surround-sound treatment. XR Surround creates surround sound from the sides and vertically so you can experience 3D audio without the need for in-ceiling or up-firing speakers.

3D Surround Upscaling

Our BRAVIA XR signal processing technology enables this TV to reproduce multi-dimensional sound for a truly immersive experience. Feel the sound surround you, not only from left and right but also from a vertical dimension. With 3D Surround Upscaling, you can experience the cinematic thrills of latest audio formats such as Dolby Atmos® at home, as well as enjoying vertical surround with content not compatible with Dolby Atmos.

Google TV

Browse 700,000+ movies and TV episodes, plus live TV, from across your streaming services, all in one place and organized into topics and genres based on what interests you.

Voice Search

Find your favorite content faster than ever using the power of your voice. With Voice Search, there's no more complicated navigation or tiresome typing — you just have to ask.

Google Assistant

Your TV is more helpful than ever. Use your voice to find movies, stream apps, play music, and control the TV. Ask Google to find a specific title, search by genre, or get personalized recommendations by saying, "what should I watch?" Even get answers like sports scores, control

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smart-home devices, and more. Talk to Google to get started.

Works with Hey Google

Connect to a Google Assistant-enabled device for hands-free control of your Sony TV. You can find and cast your favorite videos to your Sony TV, all with just your voice. Just start with, "Hey Google."

Works with Apple AirPlay / Apple HomeKit

With Apple AirPlay, you can stream video and audio to your television right from your iPhone, iPad, or Mac. Watch movies and shows from Apple TV app, your favourite apps, or even Safari. Share your photos with everyone in the room.

Chromecast built-in

Chromecast lets you cast your favorite videos, games, and apps from your mobile device, in full quality, to your Chromecast built in TV. Just one tap of the Cast button on your Android or iOS screen is all you need to supersize the things you love. Cast your content then continue browsing on your phone or tablet.

Smart remote

All your connected devices can be controlled with our smart commander. One button access to video on-demand services brings shows and movies into your room in seconds.

Backlit remote

Premium-design remote in brushed aluminum with hairline finish feels good in the hand and harmonizes with your living room. See keys in the dark with an integrated backlight—ideal for changing volume or settings while watching movies at night.

Three-way multi-position stand

A 3-way multi-position stand gives you the choice of a standard setting that focuses you on the picture, narrow setting for smaller shelves and soundbar setting for ideal positioning of your sound system.

Metal Flush Surface

The premium metal bezel is extremely narrow so your eyes naturally focus on the picture, not what's around it.

Cable management

A concealed cable track keeps wires neatly hidden so your television stays free of clutter and looks good from the front, the sides, and the back.

Living Decor

Our Living Decor turns your TV into an essential part of your living space with on-screen artwork, personal photos, screensaver themes, and clock functions.

Light and Color Sensor

When the hue of a light source in a room changes, for example between cool and warm, colors of

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the TV picture change accordingly and can become unnatural. This TV includes an RGB light sensor that optimizes color and brightness of the picture to the light source and room environment.

Acoustic Auto Calibration

No matter where you're sitting, this TV detects your position and optimizes sound so you'll enjoy the same sound quality as if you're sitting right in front of the TV. Sound can change depending on your room environment. Curtains, for example, absorb sound while objects in front of the TV can disturb the passage of sound, compromising the quality of what you hear. This TV detects objects and reproduces sound that's enhanced and optimized to your room.

Netflix Calibrated Mode

This mode was specially developed to enjoy Netflix originals and reproduce the same picture quality on a TV as on a studio evaluation master. With Netflix Calibrated Mode, the creator's vision and intent is faithfully preserved.

IMAX Enhanced

This Sony 4K smart TV is IMAX Enhanced certified, meaning it's optimized for high-fidelity picture and sound. Enjoy a more immersive at-home entertainment experience with IMAX Enhanced picture mode, which takes full advantage of all IMAX Enhanced remastered content.

Dolby Vision® and Dolby Atmos®

Enjoy cinematic thrills at home. Dolby Vision® brings scenes vividly to life for authentic viewing, while Dolby Atmos® fills the room with immersive surround sound.

BRAVIA CORE™

A huge number of movies are included and waiting for you. With BRAVIA XR technology, Pure Stream, and IMAX Enhanced, everything you watch is delivered with stunning visuals and expressive sound quality.

Specification

Model year	
Model year	∅

¹ 8K: 7,680 x 4,320 pixel.

² Including a processor that cross-analyzes multiple picture elements combined with focal points; recreating human perspective. As of the November 18, 2020 no other brand has specifically claimed such cognitive intelligence for their TV processor. Verified by Strategy Analytics, November 2020.

³ 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.

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⁴Hands Free feature availability depends on language and may need a software update. Please check the Sony support page for further information; <https://www.sony.net/tv-hf-ww/>.

⁵Google and Google TV are trademarks of Google LLC.

⁶Google Assistant is not available in certain countries and languages. Availability of services varies by country and language.

⁷Promotion availability varies by country.

⁸This is the perceptible contrast level expanded by XR Contrast Booster technology, which is a unique figure calculated for the contrast that users actually feel and experience.

⁹Upscaled, simulated and enhanced 8K images will vary based on source content.

¹⁰Google is a trademark of Google LLC.

¹¹Chromecast built-in is a trademark of Google LLC. Chromecast built-in compatibility dependent on app.

¹²Apple, the Apple logo, Apple TV, AirPlay, and HomeKit are trademarks of Apple Inc., registered in the U.S. and other countries. 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.

¹³Controllable device and feature depends on country and device.

¹⁴Remote design and specifications differ depending on country.

¹⁵Actual look may differ depending on the type of cable used and TV size.

¹⁶Netflix streaming membership required. 4K Ultra HD availability is subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsfuse.

¹⁷IMAX Enhanced content enables the full IMAX Enhanced experience.

¹⁸Dolby Vision content is compatible with streaming services such as Netflix, Amazon Video, or compatible content devices connected via HDMI input. Requires HDMI@ cables sold separately.

¹⁹Requires separately sold Calman calibration software to be installed on your PC, a pattern generator, a meter (colorimeter, spectrophotometer etc.), and Calman for BRAVIA app to be downloaded from Google Play and installed on your TV. Internet needed to utilize app services on TV. Network services, content, and software of this product may be subject to separate terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information.

²⁰Reseller price may vary.

²¹Features vary by models and regions and may change without prior notice.

²²"SONY" is a registered trademark of Sony Corporation. "BRAVIA" and "BRAVIA CORE" are trademarks or registered trademarks of Sony Corporation.

²³This product is also known as XR-75Z9J, XR-85Z9J, XR75Z9J, XR85Z9J

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