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Sony's 2020 X950H is the flagship 4K HDR, LCD/LED TV
Also available in 55", 65", 75" and 85" screen sizes

XBR49X950H

X950H® 4K HDR LED TV

Explore a new level of contrast with the Picture Processor X1™ Ultimate. With advanced Full Array LED technology, you'll see crystal-clear 4K HDR¹ images in everything you watch. Bright and dark scenes feel more natural, and colors are even more true to life with the TRILUMINOS display.



Bullets

- Everything you watch looks like near-4K HDR with the powerful Picture Processor X1™ Ultimate^{1,2}
- See exactly what the creator intended with the advanced color and gradation of TRILUMINOS™ Display.
- Enhanced brightness, incredible contrast with Full Array LED and X-tended Dynamic Range™ PRO 6x.
- With easy access to all your favorite content, services and devices, our Android Smart TVs make life simpler, hands-free
- Experience a more natural picture with 4K X-Reality PRO & Object-Based Super Resolution
- On-screen action and motion look better than ever with X-Motion Clarity™ technology
- X-Wide Angle™ satisfyingly preserves color and brightness when viewing from anywhere in the room. (Available on 55" class and larger)
- Acoustic Multi-Audio™ beautifully matches picture and sound with discretely mounted tweeters.
- Picture and sound are automatically adjusted to your environment with Sony's unique Ambient Optimization™ technology.
- Premium dual position metal stand that can be adapted for wide or narrow stand. (Available for 55" class, 65" class, 75" class)
- Dazzling detail and color with HDR¹, Dolby Visions™¹⁰, IMAX Enhanced™¹¹ and Netflix Calibrated Mode.¹²
- Stay focused on the big picture with a slim and flush design and thin aluminum bezel.¹³
- Premium dual position metal stand that can be adapted for wide or narrow stand. (Available for 55" class, 65" class, 75" class)
- Hang your TV like a work of art with the ultra-slim wall-mount bracket for select Sony BRAVIA™ OLED and LED TVs.¹⁴ (Not compatible with 49" class, 85" class.)
- CalMAN™ auto calibration mode makes high-performance screen calibration easier than ever.¹⁵

Features

Picture Processor X1™ Ultimate, delivering astounding realism

With unmatched processing power, the Picture Processor X1™ Ultimate analyzes content to boost color, contrast and clarity, bringing astounding realism to your content. Object-based HDR remastering happens in real time to detect hundreds of individual objects on-screen and intelligently upscale everything you see to near-4K HDR quality so everything you watch is clear, bright, and incredibly realistic.^{1,2}

TRILUMINOS Display, bringing you all the world's colors



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By widening the color spectrum, TRILUMINOS Display, powered by the Picture Processor X1 Ultimate, reproduces more colors than a conventional television. It analyzes and processes data in every image to make colors even more natural and precise so pictures are closer than ever to real life. See exactly what the creator intended with the advanced color, light, and gradation of the TRILUMINOS™ Display.

Enjoy the precision of true-to-life contrast

Discover how real pictures can be when you bring out the fine details. By controlling light levels in sections of the screen independently, Full Array LED provides more realistic contrast by making light areas lighter and dark areas darker. Contrast is further enhanced by X-tended Dynamic Range™ PRO 6x, which gives the screen 6 times the contrast range of a conventional edge-lit LED TV³, creating higher peak brightness in highlights and detailed blacks in shadow.

A genius TV, a smarter home

Sony's Android TV with the Google Assistant provides a smarter viewing experience. Easily search and watch your favorite movies, get answers on screen like sports scores or weather updates, control your TV and even your home - all with your voice. Just start with pressing the Google Assistant button on your remote to ask it questions, control smart home devices or access many of the apps and services you already use every day.⁴ In addition, cast your favorite apps with Chromecast built-in⁵, or enjoy a huge range of apps from Google Play™, including YouTube™, Netflix, Prime Video, Spotify, and more.⁴

Supreme resolution, whatever you're watching

Any kind of content can be upconverted to lifelike 4K resolution^{1,2} with Sony's unique 4K X-Reality PRO and Object-Based Super Resolution. Our Picture Processor X1™ Ultimate precisely analyses and processes data to enrich pictures with lifelike detail, textures, and clarity in everything you watch. Leveraging intelligent dual database processing, content looks cleaner with less on-screen noise. Even images filmed in Full HD are upscaled close to 4K resolution by 4K X-Reality™ PRO.^{1,2} Every single pixel is enhanced beautifully by Sony's Picture Processor X1™ Ultimate.

Bright and clear motion

Scenes appear as they do in real life with X-Motion Clarity™ technology. This revolutionary, best in class technology from Sony refines action on the screen in real time with an incredible refresh rate for action that is brighter and clearer than ever before.

Satisfying picture from any angle

Watching TV from the sides is now as satisfying as from the center. Sony's X-Wide Angle™ technology preserves vivid real-world colors from wherever you're watching, while retaining more brightness than other LED TVs. Enjoy a great picture with incredible from anywhere in the room. (Available on 55" class and larger)

Beautifully matched picture and sound



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Sound on conventional TVs with a speaker located below the screen is often out of sync with the picture. Our Acoustic Multi-Audio™ includes two sound positioning tweeters at the back of the TV that enable sound to follow the action for a truly immersive experience. Independent amps are controlled separately to precisely manage sound positioning of these speakers in high tone areas, enhancing sound pressure and stability for more realism.

Supreme pictures and sound, whatever the environment

Sit back and enjoy the best possible viewing experience. Sony's unique Ambient Optimization™ technology automatically adjusts picture and sound to your environment. An embedded light sensor optimizes picture brightness to room conditions, boosting brightness in light rooms and reducing it in dark ones, so you get the perfect view. For uncompromised sound, Acoustic Auto Calibration™ analyzes the room's environment and reproduces sound that's enhanced and optimized to your room.

Well-connected to your smart home

With Google Home⁷ and Amazon Alexa⁸ compatibility, simply voice-control your TV and ask it to do things like cast and control videos from YouTube with Google Home or change the channel or volume with Amazon Alexa. Apple HomeKit and Airplay 2 support seamlessly integrate your iPhone and Siri devices with your Sony TV for effortless smart home management and content streaming.⁹

Dazzling detail and color with HDR, Dolby Vision™, IMAX Enhanced™ and Netflix Calibrated Mode

High Dynamic Range (HDR) picture is the way TV was always meant to be watched. Ultra-high resolution and HDR video content combine to bring dazzling detail, color and contrast to everything you watch, while keeping a far wider range of brightness.¹ Dolby Vision™ brings scenes to life with striking highlights, deeper darks and vibrant colors.¹⁰ The IMAX Enhanced™ program brings the immersive entertainment experience into the home. IMAX Enhanced content is digitally remastered to provide sharper images and more powerful sound—just as the creator intended.¹¹ Netflix Calibrated Mode was specially developed to enjoy Netflix original content and reproduce picture quality as brilliant as the original recording, faithfully reproducing the creator's intent and vision.¹² Whichever format, Sony TVs deliver picture-perfect reality, creating an immersive and engaging cinematic experience.

Stay focused on the big picture

Our slim and simple one-slate design blends harmoniously in any room environment. The flush surface with narrow aluminum bezel keeps you focused on the picture, not the television. Cable holders keep wires neatly hidden so your television stays free of clutter and looks good from any angle.¹³

Premium dual position metal stand

Our minimalistic stand sits discretely on a shelf and won't compromise your viewing experience. With outside and inside settings, you can use it on wide or narrow stands. (Available for 55" class, 65" class, 75" class)



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Mount your Sony TV like a work of art

Make the most of your living space. The SU-WL855 ultra slim wall-mount bracket is designed to hang select Sony BRAVIA™ OLED and LED TVs flush to the wall, just like any other work of art. Pull out your TV and swivel it left to right to adjust the screen angle for optimal viewing.¹³

Experience content as the director envisioned

When pictures are digitally compressed from film to TV, quality is compromised and your experience is not as the director intended in the studio. A wide range of unique features lets you enjoy studio-quality entertainment in your own home, just as the director envisioned.

High performance calibration for professionals

Our TVs receive high performance calibration that has never previously been possible using CalMAN™ software. It allows adjustments to be made with finer precision than conventional picture quality settings to meet the strict requirements of creators in the post-production stage. Colors are reproduced with maximum fidelity to the original TV signal, giving exceptional picture control for a TV. CalMAN also features an easy-to-use interface that has been well received by calibration specialists.¹⁵

Specification

Accessibility	
Accessibility Shortcut	Yes
Audio Description (Audio key)	Yes
Closed Caption	Closed Caption
Screen Reader	Yes
Text Magnification	Yes
Voice Search	Yes
Built-in Tuner	
CI+	-
Number of Tuners (Sat)	-
Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)
TV System (Analog)	M
TV System (Digital Cable)	Clear QAM
TV System (Digital Sat)	-



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TV System (Digital Terrestrial)	ATSC
Tuner Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/CATV: 1-135
Tuner Channel Coverage (Digital Cable)	CATV: 1-135
Tuner Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69
Connectivity	
APPLE AIRPLAY	Yes
APPLE HOMEKIT	Yes
Audio Output(s)	-
Bluetooth profile support	Version 4.2; HID (mouse/keyboard connectivity)/HOGP (Low Energy device connectivity)/SPP (Serial Port Profile)/A2DP (stereo audio)/AVRCP (AV remote control)
CHROMECAST BUILT-IN	Yes
Component Video (Y/Pb/Pr) Input(s)	No
Composite Video Input(s)	1 (Side)
Digital Audio Output(s)	1 (bottom)
Ethernet inputs	1 (bottom)
HDCP	HDCP 2.3 (for HDMI™ 1/2/3/4)
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
HDMI inputs total	4 (1 Side, 3 Bottom)
HDMI-CEC	Yes
Headphone Output(s)	1 (Side)
IF (satellite) input(s)	No
RF (Terrestrial/Cable) Connection Input(s)	1 (bottom)
RS-232C Input(s)	1 (Side)
Subwoofer Output(s)	-
USB HDD Recording	No



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USB drive format support	FAT16/FAT32/exFAT/NTFS
USB playback codecs	MPEG1: MPEG1/MPEG2PS: MPEG2/MPEG2TS (HDV, AVCHD): MPEG2, AVC/MP4 (XAVC S): AVC, MPEG4, HEVC/AVI: Xvid, MotionJpeg/ASF (WMV): VC1/MOV: AVC, MPEG4, MotionJpeg/MKV: Xvid, AVC, MPEG4, VP8. HEVC/WEBM: VP8/3GPP: MPEG4, AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG; WEBM: VP9/AC4/ogg/AAC/ARW (Screen nail only)
USB ports	2 (side), 1 (bottom)
Wi-Fi Standard	Wi-Fi Certified 802.11a/b/g/n/ac
Design	
BEZEL COLOR	Black
BEZEL DESIGN	Aluminum Bezel
REMOTE CONTROL	Standard Remote
STAND COLOR	Dark Silver
STAND POSITION	-
Stand design	Metal Blade Stand
Dimensions and Weight	
Dimension of Package Carton (W x H x D)	Approx. 46 3/4" x 29 1/2" x 7 3/8" (1186 x 748 x 185 mm)
Dimension of TV with Floor Stand (W x H x D)	-
Dimension of TV with Stand (W x H x D)	Approx. 43 1/8" x 27 5/8" x 10 3/8" (1093 x 699 x 261 mm)
Dimension of TV without Stand (W x H x D)	Approx. 43 1/8" x 24 7/8" x 2 3/4" (1093 x 629 x 69 mm)
SCREEN SIZE (CM, MEASURED DIAGONALLY)	48.5" (diag.)
Screen Size (inch, measured diagonally)	49" (48.5")
Stand Width	Approx. 39 3/8" (998 mm)
VESA® Hole Pitch(W x H)	7 7/8" x 7 7/8" (200 x 200 mm)
Weight of Package Carton (Gross)	Approx. 41.9 lb (19 kg)
Weight of TV with Stand	Approx. 31.8 lb (14.4 kg)



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Weight of TV with floor stand	-
Weight of TV without Stand	Approx. 29.3 lb (13.3 kg)
Model year	
Model year	2020
Picture (Panel)	
Backlight dimming type	Local Dimming
Backlight type	Direct LED
Display resolution (H x V, pixels)	3840 x 2160
Display type	LCD
Viewing Angle (X-Wide Angle)	-
Picture (processing)	
Clarity enhancement	4K X-Reality™ PRO Dual database processing Object-based Super Resolution
Color enhancement	TRILUMINOS™ Display Super bit mapping™ HDR Live Color™ Technology Precision Color Mapping
Contrast enhancement	X-tended Dynamic Range™ PRO Object-based HDR remaster Dynamic Contrast Enhancer
HDR (High Dynamic Range) compatibility	Yes (HDR10, HLG, Dolby Vision)
Motion enhancer (Native Hz)	X-Motion Clarity, Auto mode
NETFLIX CALIBRATED MODE	Yes
Picture modes	Vivid, Standard, Cinema, Game, Graphics, Photo, Custom, Dolby Vision Bright, Dolby Vision Dark, Netflix calibrated
Picture processor	Picture Processor X1™ Ultimate
SENSOR	Light



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Video signal support	HDMI™ signal: 4096 x 2160p (24, 60 Hz), 3840 x 2160p (24, 30, 60 Hz), 1080p (30, 60, 120 Hz), 1080/24p, 1080i (60 Hz), 720p (30, 60 Hz), 720/24p, 480p
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Power and Energy saving

ANNUAL POWER CONSUMPTION*	219 kWh/year
Dynamic Backlight Control	Yes
Energy Level Rating	-
Energy Star® compliant	-
Mercury content (mg)	0.0 oz
PEAK LUMINANCE RATIO	-
Power Consumption (Networked Standby Mode) – Terminals	-
Power Consumption (On Mode) for Energy Star	-
Power Consumption (Standby Mode) for Energy Star	-
Power Consumption (in Operation)	182 W
Power Consumption (in Standby)	0.5 W
Power Requirements (voltage/frequency)	60 Hz for UL cUL 50/60 Hz for other AC 120 V for UL cUL AC 110-240 V for other
Power Saving Mode/Back Light Off Mode	Yes
Presence of lead	Yes
SCREEN SIZE (CM, MEASURED DIAGONALLY)	48.5" (diag.)
Screen Size (inch, measured diagonally)	49" (48.5")

Software

Application Store	Yes (Google Play Store)
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Auto Calibration with CalMAN®	Yes
Closed Captions (Analog/Digital)	(Analog) Closed Caption (Digital) Closed Caption
Display Language	AFRIKAANS, AMH, ARABIC, ASSAMESE, AZE, BEL, BULGARIAN, BENGALI, BOSNIAN, CATALAN, CZECH, DANISH, DEU, GREEK, ENGLISH, SPANISH, ESTONIAN, BAQ, PER, FINNISH, FRENCH, GLG, GUJARATI, HINDI, CROATIAN, HUNGARIAN, INDONESIAN, ISL, ITALIAN, HEBREW, JAPANESE, KAZAKH, KANNADA, KOR, KIR, LAO, LITHUANIAN, LATVIAN, MACEDONIAN, MALAYALAM, MON, MARATHI, MAY, BUR, NOB, NEP, NLD, ORIYA, PANJABI, POLISH, PORTUGUESE, ROMANIAN, RUSSIAN, SOL, SLOVENIAN, ALB, SERBIAN, SWEDISH, SWAHILI, TAMIL, TELUGU, THAI, TGL, TURKISH, UKRAINIAN, URD, UZB, VIETNAMESE, SIMPLIFIED CHINESE, TRADITIONAL CHINESE, ZULU
Electronic Program Guide (EPG)	Yes
Internet Browser	Vewd (not pre-installed)
On-board Storage (GB)	16 GB
On/Off Timer	Yes
Operating System	Android™
Sleep Timer	Yes
Teletext	No
Text Input Language	ENGLISH / FRENCH / GERMAN / HEBREW / ITALIAN / RUSSIAN / SPANISH / VIETNAMESE / JAPANESE
Voice Search	Yes
Sound (Processing)	
DTS audio format support	DTS Digital Surround
Dolby audio format support	Dolby™ Audio, Dolby™ Atmos
FM Radio	No
Simulated surround sound	S-Force Front Surround
Sound modes	Standard, Dialog, Theater, Music, Sports, Dolby Audio
Sound processing	No



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TV CENTER SPEAKER MODE	-
VOICE ZOOM	Voice Zoom
Sound (Speakers and Amplifier)	
Audio Power Output	10 W + 10 W
Speaker Configuration	Full Range (Bass Reflex) x 2
Speaker Type	Bass Reflex Speaker

1. 8K: 7,680 x 4,320 pixels. 4K: 3,840 x 2,160 pixels. Requires HDR compatible content from supported streaming services, such as Netflix and Amazon Video or HDR compatible content device connected via HDMI input. Requires HDMI® cables sold separately
2. Upscaled, simulated and enhanced 8K and 4K images will vary based on source content.
3. This is the perceptible contrast level expanded by X-tended Dynamic Range PRO technology, which is a unique figure calculated for the contrast that users actually feel and experience (XDR Contrast). This figure is based on our conventional TV without local dimming.
4. User must connect to a Google account to use, including voice to activate linked apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, and the 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. Use of this TV requires consent to Google Terms of Service (<http://www.google.com/policies/terms/>) and Privacy Policy (<http://www.google.com/policies/privacy/>).
5. Chromecast built-in compatibility dependent on app.
6. Google Home device (sold separately) compatible with Sony TV's powered by Android TV. Requires compatible devices connected to the same wireless home network. Download the Google Home app from the iPhone App Store or Google Play. Subject to third party app terms and conditions. User must link compatible devices in order to control operation. Once download is complete, the Google Home feature may be connected to the Sony device to access the voice control function
7. Amazon Alexa enabled devices (sold separately) compatible with Sony TV's powered by Android TV. Amazon account required. Subscriptions may be required to access certain content. Compatible devices require internet connection. AirPlay firmware update is required and will be available in summer 2020.
8. 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. AirPlay firmware update is required and will be available in winter 2020.
9. Dolby Vision content is compatible with streaming services such as Netflix, Amazon Video or compatible content device connected via HDMI input. Requires HDMI® cables sold separately.
10. IMAX Enhanced content enables the full IMAX Enhanced experience.
11. Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsfuse
12. Actual look may differ depending on TV size and type of cables used.
13. SU-WL855 wall-mount bracket is available for select Sony OLED and LED models ranging from 55" class to 75" class. TV and wall mount system sold separately. Hardware included with wall-mount bracket.
14. Requires 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



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Expected launch dates at Value Electronics

49" X950H week of 2/10/20

55" X950H week of 4/13/20

65" X950H week of 4/13/20

75" X950H week of 4/13/20

85" X950H week of 2/17/20



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