

## XBR55X950H

### 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 HDR<sup>1</sup> images in everything you watch. Bright and dark scenes feel more natural, and colors are even more true to life with the TRILUMINOS display. Android TV makes it easier to get more from your TV. Ask Google to control your TV, get recommendations of what to watch, dim the lights, and more with your voice.



### Bullets

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- Everything you watch looks like near-4K HDR with the powerful Picture Processor X1™ Ultimate<sup>1,2</sup>
- 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.
- Sony's Android TV with Google Assistant gives you a smarter, easier way to get more from your TV.<sup>4</sup>
- Stay focused on the big picture with a slim and flush design and thin aluminum bezel.<sup>12</sup>
- 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.
- Works with AirPlay 2 to easily stream content from your Apple device.<sup>8</sup>
- Compatible with Google Nest Devices<sup>6</sup>, Amazon Alexa<sup>7</sup>, and Apple HomeKit<sup>8</sup> for an even smarter home.
- Dazzling detail and color with HDR<sup>1</sup>, Dolby Visions™<sup>9</sup>, IMAX Enhanced™<sup>10</sup> and Netflix Calibrated Mode.<sup>11</sup>
- 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.<sup>13</sup>
- Calman™ auto calibration mode makes high-performance screen calibration easier than ever.<sup>14</sup>

### Features

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#### 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,



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bright, and incredibly realistic.<sup>1,2</sup>

### **TRILUMINOS Display, bringing you all the world's colors**

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 TV<sup>3</sup>, creating higher peak brightness in highlights and detailed blacks in shadow.

### **Watch what you love, control it with your voice.**

Sony's Android TV with Google Assistant makes it easier to get more from your TV. Just say "Hey Google" to quickly search 500,000+ movies and shows, get recommendations to match your mood, control smart home devices, and more.<sup>4</sup> Cast photos, videos, and music from smart devices to your TV with Chromecast built-in<sup>5</sup> and get all the top apps and games on Google Play, like YouTube, Netflix, Prime Video, Spotify, and more.<sup>4</sup>

### **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.<sup>13</sup>

### **Supreme resolution, whatever you're watching**

Any kind of content can be upconverted to lifelike 4K resolution<sup>1,2</sup> 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.<sup>1,2</sup> 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**

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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**

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.

### **Works with Apple AirPlay 2**

With Apple AirPlay 2, you can stream video and audio to your television right from your iPhone, iPad or Mac. Watch movies and shows from your favorite apps and the Apple TV app, or even Safari. Share your photos with everyone in the room.<sup>8</sup>

### **Well-connected to your smart home**

With Google Home<sup>7</sup> and Amazon Alexa<sup>8</sup> 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.<sup>9</sup>

### **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.<sup>1</sup> Dolby Vision™ brings scenes to life with striking highlights, deeper darks and vibrant colors.<sup>10</sup> 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.<sup>11</sup> 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.<sup>12</sup> Whichever format, Sony TVs deliver picture-perfect reality, creating an immersive and engaging cinematic experience.

## 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)

## 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.<sup>13</sup>

## 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.<sup>15</sup>

## Specification

Accessibility	
Accessibility Shortcut	Yes
Audio Description (Audio key)	Yes
Closed Caption	Closed Caption
Screen Reader	Yes
Text Magnification	Yes
Voice Search	Yes
Accessories	
Optional accessories	Wallmount Bracket (SU-WL855 [Refer to Country/Area Handling Chart]). Depends on country selection
Built-in Tuner	
CI+	-



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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)	-
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
<b>Connectivity</b>	
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 (Side)
Ethernet inputs	1 (Side)
Features specified in HDMI2.1	eARC
HDCP	HDCP 2.3 (for HDMI™ 1/2/3/4)
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
HDMI inputs total	4 (4 side)

HDMI-CEC	Yes
Headphone Output(s)	1 (Side)
IF (satellite) input(s)	No
RF (Terrestrial/Cable) Connection Input(s)	1 (Side)
RS-232C Input(s)	1 (Side)
Subwoofer Output(s)	-
USB HDD Recording	No
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)
Wi-Fi Standard	Wi-Fi Certified 802.11a/b/g/n/ac
<b>Design</b>	
BEZEL COLOR	Dark Silver
BEZEL DESIGN	Flush Surface
REMOTE CONTROL	Standard Remote
STAND COLOR	Dark Chrome
STAND POSITION	2-way position (narrow position)
Stand design	Premium Blade Stand
<b>Dimensions and Weight</b>	
Dimension of Package Carton (W x H x D)	Approx. 53 1/8" x 32 7/8" x 6 3/8" (1348 x 833 x 160 mm)
Dimension of TV with Floor Stand (W x H x D)	-
Dimension of TV with Stand (W x H x D)	Approx. 48-1/2 x 30-3/4 x 12-1/4 inch (1,230 x 779 x 310 mm)
Dimension of TV without Stand (W x H x D)	Approx. 48-1/2 x 28 x 2-7/8 inch (1,229 x 710 x 70 mm)

SCREEN SIZE (CM, MEASURED DIAGONALLY)	139 cm
Screen Size (inch, measured diagonally)	55" (54.6")
Stand Width	Approx. 48-1/2 inch (1,230 mm)
VESA® Hole Pitch(W x H)	11 7/8 x 11 7/8 inch / 300 x 300 mm
Weight of Package Carton (Gross)	Approx. 55.1 lb (25 kg)
Weight of TV with Stand	Approx. 39.9 lb (18.1 kg)
Weight of TV with floor stand	-
Weight of TV without Stand	Approx. 37.1 lb (16.8 kg)
<b>Model year</b>	
Model year	2020
<b>Picture (Panel)</b>	
Backlight dimming type	Local Dimming
Backlight type	Direct (Full Array LED)
Display resolution (H x V, pixels)	3840 x 2160
Display type	LCD
Viewing Angle (X-Wide Angle)	Yes
<b>Picture (processing)</b>	
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
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
<b>Power and Energy saving</b>	
Annual Energy Consumption*	276 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 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	-



SCREEN SIZE (CM, MEASURED DIAGONALLY)	139 cm
Screen Size (inch, measured diagonally)	55" (54.6")
<b>Software</b>	
Application Store	Yes (Google Play Store)
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	-
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	(Voice Search) Yes/(Built-in Mic) Yes
<b>Sound (Processing)</b>	
ACOUSTIC AUTO CALIBRATION	Yes

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
TV CENTER SPEAKER MODE	-
VOICE ZOOM	Voice Zoom
<b>Sound (Speakers and Amplifier)</b>	
Audio Power Output	10 W + 10 W + 5 W + 5 W
Speaker Configuration	Full Range (Bass Reflex) x 2, Tweeter x 2
Speaker Type	Acoustic Multi-Audio; Sound Positioning Tweeter, X-Balanced Speaker

1. 4K: 3,840 x 2,160 pixels. Requires HDR compatible content from supported streaming services, such as Netflix, 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 Nest devices (sold separately) are 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 Apple App Store or Google Play. Once download is complete, user must link compatible Nest Speaker devices to the Sony device in order to access the voice control function and to control TV operation. Subject to third party app terms and conditions.
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.
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.



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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/terms](http://www.netflix.com/terms)
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 subject to separate terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information.

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