



XR55A95K

BRAVIA XR A95K 4K HDR OLED TV with smart Google TV

Introducing the next dimension of picture quality, powered by the intelligent Cognitive Processor XR. Experience astonishing OLED color performance with breakthrough QD-OLED panel technology and XR Triluminos Max. Feel your content come to life with 200% color brightness of a conventional TV, all being surrounded by pure black and precisely controlled shadows of XR OLED Contrast Pro.



Bullets

- Intelligent TV processing technology with Cognitive Processor XR that delivers natural and realistic picture quality.
- See more and brighter colors than ever before with the new QD-OLED panel and XR Triluminos Max.
- Immersive depth and realism with lifelike brightness enhanced by XR OLED Contrast Pro.
- Google TV with Google Assistant organizes your content all in one place. ¹ Stream from your Apple device with AirPlay 2 support.¹⁴
- Enjoy streaming high-quality 4K UHD quality movies included with the BRAVIA CORE app. ²
- Experience immersive cinematic content with support for Dolby Vision ⁴, IMAX Enhanced⁵, and Netflix Adaptive Calibrated Mode⁶.
- Take your gaming to the next level with input lag as low as 8.5ms and BRAVIA XR exclusive features for the PlayStation^{®5}.⁷
- Get the advantage in high-performance gaming with 4K/120, ¹⁰ VRR,¹¹ ALLM as specified in HDMI 2.1.
- Hear true immersive audio with dual actuators that vibrate to produce sound from the entire screen and dual subwoofers for powerful bass, plus support for Dolby Atmos.
- See blur-free picture quality in fast-moving sports and movies powered by XR OLED Motion technology.
- Bring back lost texture and detail and see your content upscaled to 4K resolution with XR 4K Upscaling.¹²
- Unique Dual Style stand offering versatile TV placement – front position for immersive viewing and back position setting the TV closer to the wall.¹⁵
- With the included BRAVIA CAM, video chat on the big screen and allow Ambient Optimization Pro to automatically adjust picture and sound according to your room environment.¹⁶
- Redesigned premium, compact backlit remote with metallic finish and finder function to easily find if misplaced.

Features

Next generation picture and sound with Cognitive Intelligence

See how real your entertainment becomes and experience immersive depth and lifelike picture quality, powered by Sony's intelligent Cognitive Processor XR™. Revolutionary TV processing



technology delivers enhanced contrast with detailed blacks and natural colors. Hundreds of thousands of individual on-screen elements are processed and remastered in the blink of an eye, boosting color, contrast, and clarity, bringing astounding realism to your content.

Our widest palette of naturally beautiful colors

Experience our widest palette of colors with breakthrough QD-OLED panel technology and see pictures that are naturally bright and vibrant. Powered by Cognitive Processor XR™ and enhanced by XR Triluminos Max, millions of individual, self-illuminating pixels deliver more colors than ever before for an elevated viewing experience. The saturation, hue, and brightness of every color is presented in exquisite detail, revealing subtle shades and differences as seen in real life.

Feel immersive realism with pure blacks and brighter colors

Drastically transform the look and feel of your favorite content with enhanced contrast and color of the BRAVIA XR A95K. By pairing our breakthrough QD-OLED panel and XR OLED Contrast Pro, both powered by the Cognitive Processor XR™, color brightness is boosted by up to 200% compared to conventional TVs, bringing scenes to life with pure blacks and our brightest colors.

The entertainment you love. With help from Google

See 700,000+ movies and TV episodes, plus live TV, all in one place. Google TV™ brings your favorite content from across your apps and subscriptions and organizes them just for you. Searching is easy – just ask Google. Try saying, “Hey Google, find action movies” to search across your favorite apps.¹

Bring the cinematic experience home, enjoy included movies with BRAVIA CORE™

With the BRAVIA CORE™ app, enjoy the latest Sony Pictures Entertainment (SPE) titles and the largest IMAX Enhanced collection. Use the included credits to choose from hundreds of the latest release movies to redeem. In addition, you're subscribed to an amazing selection of movies to stream anytime and as many times as you like.² BRAVIA CORE is the first in the industry to feature Pure Stream™ technology, achieving near lossless 4K UHD Blu-ray equivalent quality with streaming up to 80 Mbps delivering stunning visuals and expressive sound quality.³

Enjoy immersive and engaging cinematic content as the creator intended

See your favorite content the way it was always meant to be watched with a range of technologies that preserve the creator's intent. Dolby Vision™ brings scenes to life with striking highlights, deeper blacks, and vibrant colors.⁴ IMAX Enhanced™ content brings the immersion into the home with digitally remastered movies that provide full screen picture and more powerful sound – just as the creator intended.⁵ Netflix Adaptive Calibrated Mode allow you to enjoy Netflix original content in original studio picture quality by working together with the ambient light optimization feature of BRAVIA XR TVs to immerse you in your favourite shows by optimizing the picture brightness based on your room lighting conditions.⁶ BRAVIA CORE Calibrated Mode automatically adjusts to the optimal picture settings to create a truly exceptional at-home movie viewing experience.²

Perfect for PlayStation®5

Take your gaming to the next level with BRAVIA XR TVs and feel the action all around you with detailed, responsive gameplay. See the advantage in high-performance games and near-instant



on-screen action with dedicated Game Mode featuring input lag as low as 8.5ms.⁷ Only Sony TVs have exclusive features for the PS5[®] console. With Auto HDR Tone Mapping HDR settings of the PS5 console are automatically adjusted to your TV for detailed, high-contrast scenes.⁸ And with Auto Genre Picture Mode picture quality modes automatically switch between Game Mode when gaming and Standard Mode when watching movies for optimal picture settings.⁹

Level-up your gaming with features specified in HDMI 2.1

With features such as 4K/120, VRR, and ALLM as specified in HDMI 2.1, BRAVIA XR TVs deliver a thrilling gaming experience. With 4K/120 you get up to 120fps on compatible games¹⁰ and input lag as low as 8.5ms⁷, giving you the advantage in high-intensity gaming. Variable Refresh Rate (VRR) allows the TV to dynamically adjust the displays refresh rate to match the variable frame rates of the gaming device to avoid stuttering delays and screen tearing enabling smoother gameplay.¹¹ And Auto Low Latency Mode (ALLM) allows your TV to recognize when a gaming console is connected and can automatically switch to low latency mode ensuring smoother, more responsive gameplay.

The screen is the speaker with sound and picture in perfect harmony

Hear an audio experience that matches how we sense the world. With Acoustic Surface Audio+™, dual large-sized actuators behind the TV vibrate to produce sound from the entire screen and elevate the soundstage enabling sound to follow the action on screen. Dual subwoofers deliver powerful bass and round out the sound for a truly immersive cinematic feel. And with Dolby Atmos support and 3D Surround Upscaling, everything you watch gets the true surround sound treatment. With sound and picture in perfect harmony, you'll hear more realistic sound and exceptionally clear dialogue.

Intelligent motion processing for fast-moving, blur-free scenes

Watching sports and action-packed movies just got a whole lot better. Powered by the Cognitive Processor XR™, XR OLED Motion combats blur by detecting and cross analyzing key visual elements in every frame. It intelligently creates and inserts extra frames between the original ones so you can enjoy smooth and clear action, even in fast-moving sequences.

Bring back lost texture and detail, the intelligent way

Whatever the content or source, you'll enjoy entertainment close to 4K resolution with XR 4K Upscaling. Powered by the Cognitive Processor XR™, XR 4K Upscaling accesses a vast database, intelligently recreating lost textures and detail for a real-world picture. See the authentic features of people's faces, identify every blade of grass, and marvel at the precise texture of buildings and scenery.¹²

Hands-free entertainment with help from Google

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 smart home devices, and more. Just say "Hey Google" to get started.¹

All your favorite streaming apps in one place

Sony TVs with Google TV give you access to all your favorite streaming apps in one place, including Netflix, Amazon Prime Video, Disney+, YouTube, the Apple TV app, HBO Max,



Peacock, and many more. Get access to all your favorite movies and TV shows in a simple, 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 helps you guide children to age-appropriate content on streaming apps so they're not watching something they shouldn't be. 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.^{1,13}

Works with AirPlay 2

With Apple AirPlay 2, 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 and the Apple TV app, or even Safari. Share your photos with everyone in the room.¹⁴

Beautifully designed to complement your unique viewing experience

The Dual Style stand and premium metal bezel on the BRAVIA XR A95K is uniquely designed to fit your lifestyle. The minimalist front position setting offers a One Slate design for an immersive viewing experience. While the back position setting sets the TV closer to the wall for optimal TV placement. Integrated cable management keeps wires neatly hidden, so your furniture stays free of clutter and looks great from all sides.¹⁵

Discover new ways to enjoy TV with BRAVIA CAM

Connect the supplied BRAVIA CAM for an even more dynamic viewing experience. Ambient Optimization Pro recognizes where you're sitting in the room and automatically optimizes the picture and sound accordingly. This means picture brightness is tailored to your viewing environment and audio comes through clearer and more immersive. Also, BRAVIA CAM can enable Auto Power Saving Mode when it doesn't detect anyone in front of the TV – automatically darkening the screen and saving power consumption. Have fun with your TV and enjoy video chat with friends and family on the big screen. And gesture control enables you to change channels, adjust volume, and more using simple gestures, no remote required.¹⁶

Simple, premium backlit remote

Our all-new premium remote with metallic finish has been completely redesigned for effortless control of your TV. The compact size and simplified button layout ensure you have access to the most used buttons while being comfortable to hold in the hand, and the backlit keys means the remote is clearly visible, day or night. Easily find your lost remote with the finder function – simply ask your TV “Hey Google, find my remote” or press the button on the side of the TV. The remote will ring, allowing you to quickly locate it. And the special polyurethane coating allows you to easily wipe your remote and keep it clean.¹⁷

Sony TVs are designed with the environment in mind

Sony TVs are engineered to deliver stunning designs with the environment in mind. Select BRAVIA XR TVs use Sony-developed SORPLAS™ recycled plastics with a recycle rate of up to 85% in the rear covers, the largest TV part by surface area.¹⁹ We've optimized our packaging to achieve a 35% reduction of plastic volume, and decreased packaging size by 15% and weight by



10%, increasing the number of units that can be shipped at a time.²⁰ And we've carefully considered the information printed on the packaging to reduce ink usage by 90%.

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. Purchase an eligible TV and register for BRAVIA CORE™ by February 23, 2024 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see <https://www.sony.net/bravia-core>. © 2021 Layout and Design Sony Pictures Home Entertainment Inc. All Rights Reserved. Network services, content, and operating system and software of 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.
3. User must setup broadband network environment. By default, Pure Stream setting is turned OFF and must be turned ON in BRAVIA CORE settings. BRAVIA CORE offers streaming between 30Mbps-80Mbps once user turns ON Pure Stream. To access Pure Stream at 30Mbps, user must have a minimum internet speed of 43Mbps over Wi-Fi. To access highest quality Pure Stream available at 80Mbps user must have minimum internet speed of 115Mbps over Wi-Fi. Subject to user's network operator's video streaming restrictions, BRAVIA CORE automatically selects the best bitrate as following with adaptive streaming functionality based on the internet speed available.
4. Dolby Vision content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
5. IMAX Enhanced content enables full IMAX Enhanced experience with compatible streaming services such as Fandango Now (US only) and BRAVIA CORE, or compatible content device connected via HDMI input (sold separately).
6. Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsofuse. A future firmware update will allow you to adjust picture quality while Netflix Adaptive Calibrated Mode is enabled.
7. Input lag time measured via 4K/120fps game HDMI input, may differ by real-time usage environment or specific conditions. Game title supporting 4K/120fps required.
8. Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. 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 and enable the feature during initial setup. Feature is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.
9. Software updates on both PlayStation®5 console and TV available by automatic update or user-initiated update. This function works when Auto Picture Mode on the TV is set to ON and is supported only when PS5 and TV are directly connected. Applicable models: All BRAVIA XR models, X85K, X85J, X80K, X80J, X900H.
10. 4K: 3,840 x 2,160 pixels. Game title supporting 4K/120fps required.
11. VRR will be available via a future firmware update.
12. 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.
13. 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.
14. 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.
15. Actual look may differ depending on TV size and type of cables used. The TV needs to be displayed on a shelf or plinth that is wider and deeper than the TV for safety. Refer to our display guide here http://sonyglobal.akamaized.net/is/content/gwtvid/2022/A95K_Display_Example.pdf
16. Other than video chat, other BRAVIA CAM features available via firmware update in April 2022.
17. Clean exterior surfaces gently with a dry, clean cloth or household disinfectant wipe (such as Clorox Disinfecting Wipes). Do not spray disinfectant directly on the remote. Proven 99.9% or more effective against bacterial growth on remote control buttons based on JIS Z2801 testing. This material is not antiviral. There is no guaranteed effect against viruses such as COVID-19.
18. SU-WL855 wall-mount bracket is available for select Sony OLED and LED models ranging from 48" class to 77" class. TV and wall mount system sold separately. Hardware included with wall-mount bracket.



19. The recycle rate refers to flame-retardant materials. The recyclable material used on the TV may differ depending on size.
20. Compared to FY18 models. The ratio may vary by model.
21. The CES Innovation Awards are based upon descriptive materials submitted to the judges. CTA did not verify the accuracy of any submission or of any claims made and did not test the item to which the award was given.
22. Horizon Forbidden West™: Releasing 02/18/2022. ©2021 Sony Interactive Entertainment Europe. Developed by Guerrilla. Horizon Forbidden West is a trademark of Sony Interactive Entertainment LLC.
23. This 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.
24. Acoustic Centre Sync is compatible with Sony Soundbar HT-A7000 /HT-A5000 and Home Theatre System HT-A9.
25. Applicable headphones are WH-1000XM3, WF-1000XM3, WI-1000XM2, WH-1000XM4, WF-1000XM4, WH-XB900N, WH-XB700, WH-H810, WH-H910N, WF-C500, WH-XB910N.
26. 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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Value Electronics - 35 Popham Road - Scarsdale, NY 10583 - 914-723-3344 - Email: info@valueelectronics.com Sony Authorized nationwide dealer for sales, delivery and full factory warranty. All prices include delivery.