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Sony BRAVIA™ TV is Ultra-slim, ultra-smart and now ultra-sized: meet the new X91C

- **This stunning 75" 4K Ultra HD TV is ultra-slim at just 15mm**
- **High Dynamic Range (HDR) compatibility for deeper blacks, brighter peaks, and richer colour tones**
- **Packed with the very best picture quality technology, including the 4K Processor X1 which up-scales everything you watch to near 4K Ultra HD quality and a TRILUMINOS Display for richer, lifelike colours**
- **Enjoy all the personalisation, intelligent search and entertainment of your smartphone, on the big screen with Android TV**

It's impressively large, and sensationally slim. With an awe-inspiring 75" (189.3cm) screen just 15mm thin^[1], the new [BRAVIA X91C 4K LCD TV](#) from Sony makes an uncompromising style statement in any living space. Just as importantly, it brings all your entertainment to life with jaw-dropping 4K picture quality.

The X91C compliments your room like precious artwork. Whether stood gracefully on its solid aluminium feet or hung flush against the wall via its supplied wall-mount. Enhanced by unique Sony edge-coating technology, the virtually bezel-free screen ensures big, beautiful immersive images.

The High dynamic range (HDR) feature will be available on Sony X91C via a network update^[2]. HDR reproduces a greater dynamic range of luminosity or brightness levels, bringing greater contrast to the screen. This increased contrast reveals the subtle nuances of the image, from detailed blacks and shadows to the brightest whites and colours. With HDR compatible TVs, customers will enjoy brighter colours, enhanced details and distinct highlights, resulting in more depth and detail than ever before.

The powerful 4K Processor X1 brings stunning picture quality to whatever you're watching. Every source is intelligently analysed and upscaled to near 4K resolution, whether you're watching ordinary TV, Blu-ray Discs, DVDs or internet videos. Sony's unique TRILUMINOS Display ensures a huge range of on-screen colours, evoking the full emotion of every scene with rich, vivid reds, greens and blues. The difference is clear: all your entertainment looks its very best with stunning clarity, lifelike colours and sparkling contrast.



[Watch video on YouTube here](#)

Android TV from Sony makes your viewing smarter than ever. Imagine everything you love doing on your tablet or smartphone on the big screen. Explore a world of movies, music, photos, games, search, apps and more – all with fabulous Sony picture and sound quality.

Google Cast lets your mobile device seamlessly connect and interact with your TV like never before. Cast apps, games, movies, photos, music and more from your smartphone or tablet with the push of a button. There's no pairing and no screen-mirroring set-up required.

Use Voice Search to find new and exciting content – just speak into the built-in microphone on the supplied touch-pad remote control, or use your Android or iOS mobile device. Either way, a wealth of entertainment awaits.

Browse through hundreds of apps and games in the Google Play store. From action-packed first-person shooters and fun platformers, to online video aggregators and fully-featured media servers. There's something for everyone. With Android TV from Sony, there's always something on...

Using your BRAVIA has never been easier with a fast, fluid user interface that puts content, apps and more right at your fingertips. Grab the intuitive touchpad remote: One-Flick Entertainment lets you comfortably browse TV channels, internet videos, photos and other content.

The BRAVIA X91C is compatible with HEVC, VP9 and HDMI for 50p/60p – this means you can enjoy all of your favourite content, including a growing choice of 4K video streaming services.

This season's choice of [4K TVs](#) from Sony is expanded further by two more new models with the power of our 4K Processor X1 and Android TV. BRAVIA X80C (49" and 55") simply gives everything you need for a great 4K experience. The 55" or 65" screen of slim, stylish [BRAVIA S80C](#) is gently curved, drawing you even deeper into naturally immersive entertainment.

The slim new BRAVIA X91C 75" 4K LCD TV from Sony is available from mid-September 2015.

[\[1\]](#)15mm at thinnest point

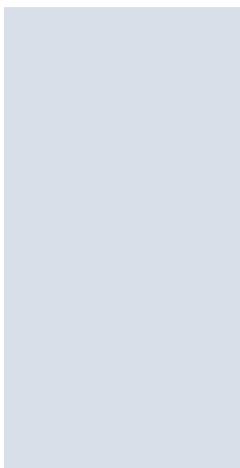
[2]available within this year.

BRAVIA X91C - technical specifications

Screen Size	75" (189.3 cm)
Resolution	4K (3840x2160)
Picture Engine	4K Processor X1
Colour	TRILUMINOS Display
Motionflow	Motionflow XR800Hz
Speaker System	2.2 channel with main speaker (20x100mm) x2, woofer (60mm) x2
Audio	S-Master Digital Amplifier, S-Force Front Surround, Clear Audio+, DSEE, Clear Phase
User Experience	Android TV, Sony one-flick entertainment
3D	Active
One-Flick Remote	Included

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

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