



### Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Edge Lit LED w/ over 1,000,000:1 dynamic contrast ratio
- Bravia 1080 Wireless
- Motionflow™ 240Hz technology
- BRAVIA® Internet Video<sup>1</sup>
- BRAVIA® Internet Widgets<sup>8</sup>
- BRAVIA Engine™ 3 fully digital video processor
- DLNA® support for photos, music, and video<sup>7</sup>
- USB with photos, music, and video
- TV Guide® Interactive Program Guide<sup>4</sup>

### Key Technologies

**16:9 Full HD 1080p Resolution Panel (1920x1080)** 16:9 Full HD 1080p resolution panel (1920x1080) accepts any high definition video signal and renders it with optimum resolution, so you can take full advantage of Blu-ray Disc™ players and Sony® PlayStation®3 entertainment systems that can deliver 1080p content.

**Edge Lit LED backlight** Allows for a sleek and slender form factor, and creates an amazing, over 1,000,000:1 dynamic contrast ratio.

**Bravia 1080 Wireless** Separate Monitor and Media Box allow for line of sight transmission of HD quality video and audio. Now you can enjoy the beauty of your edge-lit LCD without the clutter of home video components in the picture.<sup>6</sup>

**Motionflow™ 240Hz technology** Motionflow™ 240Hz technology is Sony's highest level of motion detail and clarity so you enjoy unprecedented motion detail in sports, movies and games. Motionflow 240Hz technology quadruples the frame rate from the normal 60Hz, resulting in a crisp fluid motion and a natural, realistic viewing experience.

**BRAVIA™ Internet Video** With BRAVIA Internet Video you can enjoy select premium and free on-demand entertainment directly to your HDTV. Use your in-home broadband connection and the BRAVIA HDTV remote control to access online video, music, and more content from over 20 providers including Amazon Video On Demand, YouTube™, Sports Illustrated, Sony Pictures, Sony Music, Slacker and Epicurious.com.<sup>4</sup>

**BRAVIA® Internet Widgets** Personalize your viewing experience by selecting, positioning, and resizing widgets on your BRAVIA HDTV display. BRAVIA Internet Widgets are small applications that can be accessed with the touch of one button providing you with the latest in news, weather, stock info, and much more on your BRAVIA XBR10-Series.<sup>8</sup>

**BRAVIA Engine™ 3 fully digital video processor** BRAVIA Engine 3 is the newest fully digital video processor from Sony. It uses a collection of enhanced algorithms to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images.

**KDL-52XBR10**

**52" BRAVIA® XBR Series LCD TV**

**Features**

General

Closed Captions (CC): Analog, Digital  
 On-Screen Display: 3D XMB  
 Touch Sensor: Yes(Monitor)  
 Finish (Surface Color): Black  
 Demo Mode: Yes

Display

Backlight Type: White LED  
 Display Device: LCD

Video

Video Processing: BRAVIA Engine 3™ Technology  
 CineMotion® Reverse 3:2 Pulldown Technology: Yes  
 Game Mode: Yes  
 Wide Mode: Wide Zoom, Normal, Full (Full1-2 for PC), H Stretch, Zoom  
 Deep Color: Yes  
 3D Comb Filter: Yes  
 PhotoTV HD: Yes (HDMI™ / Component)  
 MPEG Noise Reduction: Yes  
 Auto Wide: Yes  
 4:3 Default: Yes  
 24p True Cinema™ Technology: Yes  
 Picture Mode: Vivid, Standard, Custom, Cinema, Sports, Game, Graphics, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom  
 Advanced Contrast Enhancer (ACE): Yes  
 Motionflow™ Technology: 240Hz

Audio

Digital Amplifier: Standard  
 Voice Zoom: Yes  
 Auto SAP: Yes  
 Auto Mute (on no signal): Yes  
 Steady Sound® Automatic Volume Control: Yes  
 Audio Out: Variable/Fixed  
 Sony Original Surround: S-Force  
 Stereo System: MTS  
 Dolby®: Dolby® Digital  
 Alternate Audio (Digital): Yes  
 Surround Effect: Sports, Music, Cinema, Game  
 Sound Booster: Yes  
 5.1 Channel Audio Out: Yes  
 Sound Mode: Dynamic, Standard, Clear Voice, Custom  
 5.1ch Through Out (Handycam): Yes

Convenience

Channel Jump: Yes  
 Multiple Language Display: English, French, Spanish  
 Info Banner: TV Guide on Screen, PSIP, XDS  
 Sleep Timer: Yes  
 Input Skip: Automatic  
 Channel Surf: Yes  
 Channel Block (with password): Yes  
 Edit Channel Labels: Yes  
 Label Inputs: Yes  
 ID-1 Detection: Yes  
 On/Off Timer: Yes  
 USB Application(s): Music Player (mp3), Photo Viewer (jpeg), Video Player (mpeg2 TS)  
 Theatre Mode (Theatre Button): Yes  
 Show/Hide Channels: Yes  
 BRAVIA® Sync™ : Yes  
 Parental Control: Yes  
 BRAVIA® Sync™ Menu Button: Yes (on Remote Control)  
 On-Screen Display for External Input: Yes  
 Channel Labels: Yes  
 Program Block: Yes  
 Control for HDMI™ (HDMI™ CEC): Yes  
 Auto Photo Mode: Yes (DLNA, USB)  
 On-Screen Clock: Yes  
 Auto Picture Setting w/HDMI™ : Game, Graphics, Photo, Cinema  
 Internet Radio: Yes  
 Scene Select: Cinema, Sports, Photo, Music, Game, Graphics, General, Auto  
 Theatre Mode with Cinema Surround: Yes  
 Start Up BRAVIA® Logo Display: Yes  
 TV Guide On-Screen: Yes(Gemstar ver.10)  
 On-Screen Operating Instructions: Yes

Picture Adjustments Lock (For Americas): Yes  
 White Balance (For Americas): RGB Gain/Bias  
 Favorites: Graphic  
 Favorites (Simple UI): Yes

Network

DLNA: Client (Photo), Client (Music), Client (Video), Renderer (Photo), Renderer (Music), Renderer (Video)  
 BRAVIA® Internet Video: Yes  
 BRAVIA® Internet Widgets: Yes

**Specifications**

General

Television Type: Flat Panel LCD HDTV

Display

Viewing Angle (Right/Left): 178° (89/89)  
 Viewing Angle (Up/Down): 178° (89/89)  
 On-screen Contrast Ratio: 4000:1  
 Dynamic Contrast Ratio: Over 1,000,000:1  
 Screen Size (measured diagonally): 52"  
 Display Resolution: 1920 x 1080p (Full HD)  
 Panel Bit: 10-bit  
 Aspect Ratio: 16:9  
 Color Range (u'v'): 92%  
 Color Range (xy): 75%

TV System

Tuner (Cable): Clear QAM  
 Tuner (Terrestrial): ATSC Tuner, NTSC Tuner  
 Channel Coverage: VHF: 2-13  
 UHF: 14-69  
 CATV (analog): 1-135  
 CATV (digital) : 1-135  
 TV System (Analog): M  
 Number of Tuners (Analog): 1  
 Number of Tuners (Digital): 1(Hybrid)  
 TV System (Digital): ATSC  
 Color System: NTSC 3.58

Video

Video Signal: 480/60i, 480/60p, 720/60p, 1080/60i, 1080/60p (HDMI™ / Component), 1080/24p (HDMI™ only)

Audio

Audio Power Output: 20W (10W x2)  
 Speakers (Total): 4  
 Speaker Configuration: Invisible Speaker Box + Tweeter

Inputs and Outputs

Component Video (Y/Pb/Pr ) Input(s): 2:Rear (1 common terminal w/composite) (Media Box)  
 Composite Video Input(s): 2 (1:Front, 1:Rear common terminal w/component) (Media Box)  
 Digital Audio Output(s): Optical Digital Output - 1 (Rear) (Media Box)  
 RF Connection Input(s): 1 (Rear) (Media Box)  
 Analog Audio Input(s) (Total): 5 (Media Box)  
 Audio Out: 1 (Rear) (Media Box)  
 HDMI™ Connection(s) (Total): 4 (1 Front/3 Rear) (Media Box)  
 PC In (D-Sub) + Audio In (Stereo Mini): 1 (Rear) see owner's manual for supported timings (Media Box)  
 USB 2.0: 1 (Front) (Media Box)  
 HDMI™ PC Input: Yes (Media Box)  
 AC Power Input: 2 (Rear: Monitor & Media Box)  
 RS-232C Input(s): Yes (Media Box)  
 Ethernet Connection(s): 1 (Rear) (Media Box)  
 Analog Audio Input(s) for HDMI™ : 1 (Rear) (Media Box)  
 USB 1.1: 2 (Media Box Rear) for Service only, (Monitor Rear) for Service only

Power

Power Consumption (in Standby): 0.75W (Media Box & Monitor)  
 Power Requirements (voltage): AC 120  
 Power Requirements (frequency): 60Hz  
 Power Consumption (in Operation) max.: 248W (Media Box & Monitor)

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes

Service and Warranty Information

Limited Warranty Term: 18 Months Labor / 18 Months Parts  
 Online Instruction Manual (Reference Book): Yes

Energy Saving & Efficiency

LightSensor™ Technology: Yes  
 Power Saving Modes: Yes  
 Energy Star® compliant: Meets Energy Star® Version 3.0  
 Eco Settings: Yes  
 Dynamic Backlight Control: Yes  
 Backlight Off Mode: Yes  
 PC Power Management: Yes  
 Estimated Annual Energy Consumption (kWh): 426kWh  
 Idle TV Standby: Yes  
 Power Consumption (On Mode) for Energy Star: 230.7Wh  
 Power Consumption (Standby Mode) for Energy Star: 0.75W

Recycled & Recyclable Materials

Product Materials: Recycled Plastic  
 Packaging Materials: Recycled Cardboard  
 Printed Materials: Recycled Paper

LED

HD Indicator: Yes(Monitor:Amber)

Dimensions

Weight: 71.4 lbs. (32.4kg) monitor with pedestal; 62.2 lbs. (28.2kg) monitor without pedestal  
 Measurements: 50 1/8 x 33 1/4 x 12 5/8 in (1271 x 842 x 319 mm) monitor with pedestal; 50 1/8 x 31 1/2 x 2 3/8 in (1271 x 799 x 59 mm) monitor without pedestal

Supplied Accessories

Remote Control (RM-YD029)  
 Batteries (Type AA x2)  
 AC Power Cord (Separate)  
 Screws (Screws for Stand)  
 Operating Instructions  
 Quick Setup Guide  
 Warranty Card  
 Table Top Stand (Separate, Assembly Required)

Optional Accessories

Stand (SU-FL71M)  
 Wallmount Bracket (SU-WL700)

UPC Code: 027242765832

1. Video quality and picture size will vary depending on your broadband connection speed (we recommend at least 2.5Mbps and 10Mbps for HD content) and the content itself. Select content provided and subject to change. Premium content may require additional fees and/or PC registration.
2. Works with other BRAVIA® Sync™ or Theatre Sync™ labeled home audio/video products when connected via HDMI.
3. High definition viewing is limited to resolutions supported by both the PC and the Sony TV. See Sony TV user's manual and PC documentation for the supported resolutions.
4. See product specifications for power consumption details.
5. Distance will vary depending upon environmental conditions
6. Latency is 3ms, which is well below human perception. Maximum range is 10 meters, and depends on environment.
7. A home network and DLNA compliant PC or server are required
8. Availability may vary by geographic area.
9. HDMI™ cables required (sold separately).

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 Lamp in this product contains mercury. Disposal of these materials may be regulated due to environmental considerations. For disposal or recycling information, please contact your local authorities or the Electronic Industries Alliance ([www.eiae.org](http://www.eiae.org)).

Please visit the Dealer Network for current information at [www.sony.com/dn](http://www.sony.com/dn)