

KD-48A9BU

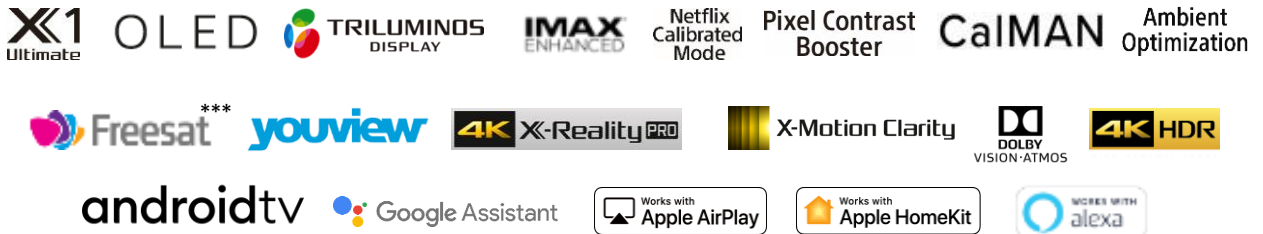
Sony BRAVIA 48A9 48" OLED 4K HDR Android TV

EAN: 4548736114319

BRAVIA
OLED



Key Features and Technologies:



3 Key Benefits:

Cleaner, Crisper, More Lifelike pictures

- OLED is the only TV technology currently available with individually controlled self-illuminating pixels. This gives you extremely bright highlights while preserving perfect black levels, side by side, resulting in incredible contrast.
- Sony's unique X1 Ultimate processor enhances the contrast and clarity of what you watch giving you more depth and more natural texture. Together with Pixel Contrast Booster it 'boosts' individual pixels to give more vibrant lifelike colours and enhances detail in dark and light scenes.

Immersive sound with Acoustic Surface Audio

- The Sony KD48A9 has two specially designed actuators which invisibly vibrate the television panel to create acoustics that comes directly from where the action is on the screen.

One Slate Concept Design

- The One Slate Concept gives you super slim form with no visible speakers making the KD48A9 OLED ideal for wall mounting. But if you prefer a stand, the discreet aluminium pedestal is unobtrusive and has been designed to keep cables concealed. The Sound from Screen technology provides stunning audio.

Ticket Suggestion:

SONY KD-48A9

1. BRAVIA OLED
2. X1 Ultimate Processor with Pixel Contrast Booster
3. X-Motion Clarity
4. Acoustic Surface Audio
5. Android TV with Google Assistant

Features above show step ups from lower range models and vs key competition. Explanations of technologies over page.

PRODUCT ASSETS LINK: Images/Videos etc**
<https://bit.ly/3bJXUyh>

Top Menu

* Features and Specification may vary between screen size. Other screen sizes availability may vary due to staggered launch timing
** The asset repository will be added to over time, check back for latest info
*** Freesat to be added via future software update

BRAVIA

OLED

OLED gives you extremely bright highlights while preserving perfect black levels, side by side, resulting in incredible contrast. OLED panels also enable the TV to be breath-takingly slim, for a truly stunning design.

X1 Ultimate Pixel Contrast Booster

The X1 Ultimate processor detects hundreds of individual objects in a single picture, enhancing the detail and colour of every one. Whilst Sony's unique Pixel Contrast Booster maximises the potential of each OLED pixel 'boosting' each one to give more vibrant and lifelike colours and enhance detail in dark and light scenes.

Ambient Optimization

Ambient Optimisation automatically adjusts the picture and sound quality of the TV, based upon the environment in which it is being viewed.

X-Motion Clarity

X-Motion Clarity is Sony's flagship motion processing technology. It enhances smoothness and reduces blur while maintaining a stunningly bright image. Perfect for sport, fast moving action movies and gaming.

Acoustic Surface Audio



Acoustic Surface Audio is a Sony unique "Sound from Screen" technology which allows audio to emanate directly from the OLED panel by invisibly vibrating the screen. This, combined with an integrated subwoofer, provides a cinematic audio experience to match the stunning visual experience.

androidtv Google Assistant

Over 5000 apps (more than any other smart TV platform), Google Assistant, Chromecast built-in, YouView and much more. And with a microphone built in, you can control the set with your voice.



Seamlessly connect your Apple device to the TV with Apple Airplay to share videos, photos, music or apps. Or connect to your Smart home with Apple Homekit. The TV can also be controlled with your existing Amazon Alexa speakers.

Movies & Series*	Catch Up TV*	Sport*	Gaming*	Video*	Music*	Kids*
NETFLIX, prime video, Disney+, MUBI, CHILI, NOW TV	BBC iPlayer, ITV HUB, My5, youview, RTE PLAYER	SofaScore, UFC, ESPN, NBA, Red Bull TV, RACING, NFL, EUROSPORT	twITCH, STEAM LINK, Google Play Games, VORTEX	vimeo, PLEX, dailymotion, YouTube, MX PLAYER, TED, KODI	Spotify, deezer, TUNE IN, TIDAL, Google Play Music, SOUNDS	YouTube Kids, iPlayer Kids, MobyKids, PlayKids

PICTURE

Screen Size	48" (121cm)
Resolution	3840 x 2160 (4K)
Backlight	OLED
Contrast Enhancement	Pixel Contrast Booster
Picture Processor	X1 Ultimate Processor
Upscale Technology	4K X-Reality Pro
High Dynamic Range (HDR)	Yes (HDR-10, HLG, Dolby Vision)
Native Panel Refresh rate	100 Hz
Motion Processing Technology	X-Motion Clarity
Colour (TRILUMNOS/Super Bit Mapping/Precision Colour Mapping)	Yes/Yes/Yes
Expanded Viewing Angle	N/A
Netflix Calibrated Mode	Yes
IMAX Enhanced	Yes
CalMAN Calibration Compatibility	Yes

DESIGN

Bezel Design	Flush Surface
Colour of Bezel	Black
Stand Design	Aluminium Central Stand
Colour of Stand	Dark Silver
Integrated Cable Management	Yes
Adjustable Stand	No

USER EXPERIENCE

Smart Platform	Android TV
Hands Free Voice Search (Integrated Mic)	No
Chrome Cast Built-in (Android & iOS compatible)	Yes
AirPlay 2 / HomeKit / Alexa compatible	Yes/Yes/Yes
Wifi / Bluetooth	Yes (v 802.11a/b/g/n/ac) / Yes (v4.2)
Web Browser	Yes
Ambient Optimisation	Yes
USB HDD Recording	Yes
Onboard Storage (expandable via USB)	16 GB

AUDIO

Sound from Screen:	Acoustic Surface Audio
Speaker Type:	Actuator
Audio Enhancements	Clear Phase / S-Force Front Surround
Audio Format	DTS, Dolby Audio, Dolby Atmos
Dolby ATMOS from TV Speaker	Yes
Built-in Subwoofer	Yes
Audio System	2.1ch (2 x Actuator, 1 x subwoofer)
Audio Power Output	25W (10w + 10w + 5w)

TV SYSTEM

HDCP Version	2.3
Tuner (DVB-C, DVB-T/T2, DVB-S/S2)	Yes
Number of Tuners	2 x Digital, 1 x Analogue, 2 x Sat
Freesat Compatible	Yes****
Catch up platform:	YouView (UK only)
HDMI Version	1 x HDMI 2.1 (eARC), 3 x HDM 2.0b

ENERGY / ECO

Energy Rating / Light Sensor	B / Yes
Power Consumption (Standard Operation)/ In Standby	114 W / 0.5 W
Annual power consumption***	158 kWh
Automatic Standby / Clock	Yes / Yes
Picture Off Mode	Yes

CONNECTIVITY



REMOTE CONTROL

Remote Control	Premium Remote (RMF-TX600E)
Batteries for remote	Yes (x 2 AAA)
Microphone for Voice Control	Yes
Bluetooth / IR control / Backlight	Yes / Yes / No

WALL MOUNT

Wall Bracket Compatible:	Yes, (SULW450 & SULW850)
VESA Spacing	300 x 300mm

DIMENSIONS AND WEIGHT

Dimensions inc. stand (WxHxD)	Approx. 106.9 x 62.9 x 25.5 (cm)
Dimensions without stand (WxHxD)	Approx. 106.9 x 62.4 x 5.8 (cm)
Dimensions of package carton (WxHxD)	Approx. 118.8 x 74.1 x 18.8 (cm)
Weight of Package Carton (gross)	Approx. 22kg
TV Weight with stand / no stand	Approx. 17.6kg / 13.9kg
Stand Width	Approx. 47 (cm)
Adjustable stand?	No
Line Drawings	https://bit.ly/3qiBjKw

*App availability may change over time depending on Google's decisions and service publishers. Sony can not be responsible for the disappearance of an application. Catch Up TV services in UK and Ireland will vary. Disney+ may not be available from launch, but will be added at a later date
 **YouView must be disabled to activate USB Record feature

*** based on the power consumption of the television operating 4 hours per day for 365 days. The actual energy consumption will depend on how the television is used.
 **** Freesat feature to be added via software update during 2020