

# BRAVIA

W  
SERIES LCD TV



SONY®

like.no.other™



*I believe in  
living life to its fullest*

## *Desire: Action and Reaction*

I believe in living life to its fullest, that's why I always seek to engage my senses. With the BRAVIA W550 LCD TV, I can stop looking and start living. Incorporated with innovative technologies that make the action on screen come alive, my senses get a good workout every time I switch on my BRAVIA .

With the BRAVIA W550, you'll be able to enjoy a television watching experience unlike any other.

*I like to engage my senses,  
that's why I'm always in the action.*



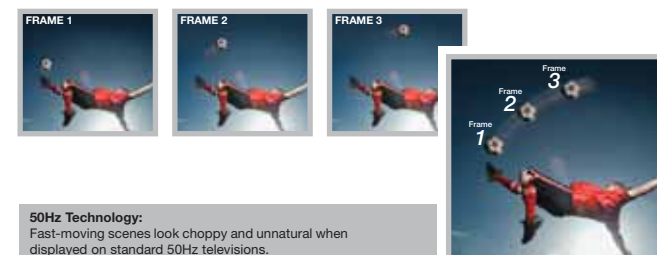
Even on a quiet night, I am able to get my fill of action on my BRAVIA W550 LCD TV.



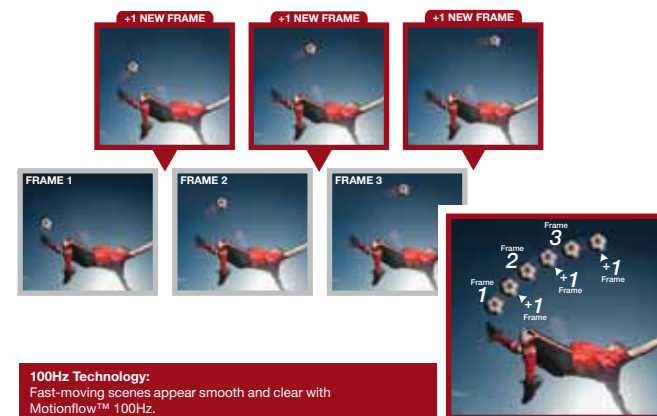
### Catch All the Action Clearly with Advanced Motionflow™



By effectively doubling the number of displayed frames, Motionflow™ 100Hz makes fast-moving scenes appear sharper, clearer, and smoother.



**50Hz Technology:**  
Fast-moving scenes look choppy and unnatural when displayed on standard 50Hz televisions.



**100Hz Technology:**  
Fast-moving scenes appear smooth and clear with Motionflow™ 100Hz.

### Unparalleled Picture Quality with Full High Definition



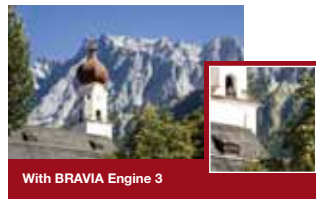
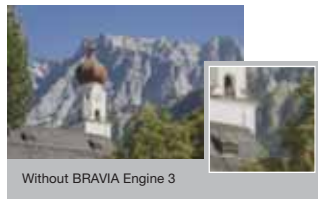
Watch your favourite programmes on BRAVIA's Full High Definition televisions like no other. With the ability to fully display 1920 x 1080 sources such as HD broadcasting, Blu-ray, HD Handycam recording, and PlayStation® 3 contents, you'll be able to immerse yourself in the exhilaration of watching your favourite programmes like never before.



### Revel in Clear, Vibrant, and True-to-Life Images with BRAVIA Engine 3



The revolutionary BRAVIA Engine 3 uses a new high definition video processor that reproduces images with impressive depth, vibrant colours with true-to-life tones, and high-definition images with amazing clarity. With BRAVIA Engine 3, you can now enjoy clear and vibrant images in finer detail from both SD and HD sources.



Without BRAVIA Engine 3, the images you see are not of the best quality.

With BRAVIA Engine 3, images receive the deepest blacks, truest colours, and are supremely clear.

### Enjoy Vibrant Colours and Stunning Pictures with Live Colour™



Live Colour™ can reproduce colours more vividly with an image processor that uses an algorithm specially developed by Sony. You can even adjust colour vividness for optimal image quality with four different options available. With Live Colour™, you'll be able to experience the power of vivid colours and impressive pictures with finer colour tuning.



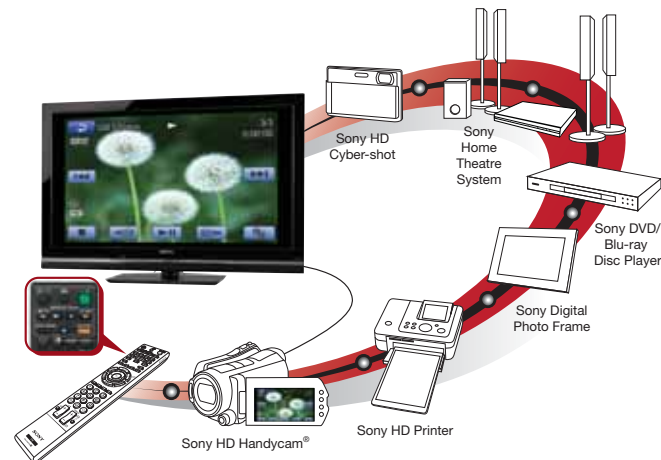
With Live Colour™ Off, colours of images are not vivid and they do not appear impressive.

With Live Colour™ On, colours of images appear vivid with pronounced dominant colours.

### Easy Operation with BRAVIA Sync



BRAVIA Sync allows for intuitive one-push play and shutdown as it synchronises with all your other entertainment devices, making it exceptionally convenient to operate several compatible devices with just one remote control.



\*Please check on compatibility of each specific model.

### A Cleaner and Greener Future Starts with an Eco-Friendly BRAVIA

Contribute to eco efforts by minimising the impact of your activities to the environment. BRAVIA's latest Eco-friendly LCDs come incorporated with innovative solutions for a cleaner and greener future. Technologies such as Power Saving Mode, Ambient Light Sensor, PC Power Management, and Idle TV Standby are just a few of the innovations developed to help you save energy as you enjoy your favourite programmes.



Come rain or shine,  
*I am always prepared*  
for action.



*Desire:*

*The power of engaging technologies and the action it provides you.*

The BRAVIA W550 Series LCD TV is perfect for those looking for excitement because technologies such as Motionflow™ 100Hz, BRAVIA Engine 3, and Live Colour™ work together in synergy to engage your senses and deliver an experience that is truly unlike any other. With the BRAVIA W550 Series LCD TV, you'll be able to enjoy action sequences on the big screen like never before.

#### PICTURE

We couldn't agree more with the saying, "a picture paints a thousand words", that's why we have included state-of-the-art technologies in our BRAVIA TVs to help you see a clearer, brighter and more vibrant picture.

- Motionflow™ 100Hz
- Full HD 1080
- BRAVIA Engine 3
- Live Colour™
- Intelligent Picture
- MPEG Noise Reduction

#### SOUND

At Sony, we want to provide you with a truly authentic cinematic experience, that's why we have included advanced sound technologies in our BRAVIA TVs. You can now enjoy the experience of being in a cinema without ever leaving home!

- S-Force Front Surround
- Voice Zoom

#### CONNECTIVITY

Watching your favourite shows on different formats has never been easier as Sony includes a variety of connectivity options that come with a BRAVIA TV. Just relax and enjoy your show!

- HDMI™ x 4

#### FEATURES

We know that sometimes, to complete your television viewing experience, you need that little bit more. That's why we have taken the liberty of adding even more features into your BRAVIA TV to make your television viewing experience even more enjoyable.

- BRAVIA Sync
- XMB™ (Xross Media Bar)
- USB Media Player
- Picture Frame Mode

#### ECO FEATURES

At Sony, we are proactive in our efforts to make the earth a better place to live in. Our LCD TVs are designed to consume less energy and we use recycled materials for our components, packaging materials and accessories, effectively making our LCD TVs greener than before.

- Power Saving Mode
- Ambient Light Sensor™
- PC Power Management
- Idle TV Standby



# Specifications

**SONY**

MODEL	KDL-46W5500 (For AUS, NZ, SG)	KDL-40W5500 (For AUS, NZ, SG)	KDL-32W5500 (For AUS, NZ, SG)
LCD Screen Size	46	40	32
TV System	Digital: DVB-T Analog: B/G, D/K, I		
Colour System	NTSC 3.58 (AV only), NTSC 4.43 (AV only), PAL, PAL60 (AV only), SECAM		
Video Signal	480/60i, 480/60p, 576/50i, 576/50p, 720/50p, 720/60p, 1080/50i, 1080/60i, 1080/24p (HDMI™), 1080/50p (HDMI™ / Component), 1080/60p (HDMI™ / Component)		
<b>PICTURE</b>			
Display Resolution	1920 x 1080		
Video Processing	BRAVIA Engine 3		
Backlight Module	CCFL		
Motionflow™ 100Hz	Yes		
Live Colour™	Yes		
Theatre Mode	Yes		
24P True Cinema™	Yes		
Intelligent Picture	Yes		
MPEG Noise Reduction	Yes		
Dynamic Contrast	100,000 : 1		50,000 : 1
Panel Contrast	5,000 : 1		4,000 : 1
Viewing Angle	178°		
Screen Format	Full / Normal / Wide Zoom / Zoom / 14:9		
Picture Mode	Vivid / Standard / Custom / Cinema / Photo-Vivid / Photo-Standard / Photo-Original / Photo-Custom / Sports / Game / Graphics		
<b>AUDIO</b>			
Sound Mode	Dynamic / Standard / Clear Voice		
Voice Zoom	Yes		
Surround Effect	Cinema / Music / Sports / Game		
Surround	S-Force Front Surround		
Stereo	NICAM/ A2		
Audio Power	20W (10W x 2)		
<b>TERMINAL</b>			
HDMI™	4 (2 Side/ 2 Rear)		
USB 2.0	1 (Side)		
Ethernet Connection	1 (Side)		
Component	2 (Rear)		
Composite	3 (1 Rear (Video Out common use) / 1 Rear (Component input common use) / 1 Side)		
HD 15 PC Input	1 (Rear)		
Composite Monitor Out	1 (Rear)		
Audio Out	2 (1 Rear / 1 Rear (Analog Audio Input common use))		
Headphone Out	1 (Side)		
<b>OTHER FEATURES</b>			
BRAVIA Sync	Yes		
Picture Frame Mode	Yes		
DLNA	Photo (JPEG), Music (MP3, LPCM), Video (MPEG2 PS, MPEG2 TS, AVCHD)		
XMB™	Yes		
TV Guide On Screen	Yes		
Parental Control	Yes		
Clock	Yes		
Sleep Timer	Yes		
On / Off Timer (with Time Setting)	Yes		
PAP	Yes		
PC Input PIP	Yes		
OSD Language	English, Simplified Chinese (For Singapore)		
Swivel	Yes		
<b>ECO FEATURES</b>			
PC Power Management	Yes		
Ambient Light Sensor™	Yes		
Power Saving Modes	Yes		
Idle TV Standby	Yes		
Packaging Materials	Recycled Materials		
Printed Materials	Recycled Materials		
<b>GENERAL</b>			
Power Requirements	AC 220-240V/ 50Hz		
Power Consumption	225W (In operation)	169W (In operation)	99W (In operation)
Standby Power Consumption	Less than 0.2W (Normal standby)		
Dimensions (WxHxD) with Stand (mm)	1123 x 772 x 330	987 x 686 x 303	798 x 585 x 259
Dimensions (WxHxD) without Stand (mm)	1123 x 725 x 96	987 x 638 x 93	798 x 537 x 89
Weight with Stand (kg)	25.9	19.5	14.2
Weight without Stand (kg)	22.6	16.8	12.1
<b>SUPPLIED ACCESSORIES</b>			
Remote Control	RM-GD007		
Batteries	Type AA x2		
<b>OPTIONAL ACCESSORIES</b>			
Wallmount Bracket	SU-WL500, SU-WL50B		