

### Key Features

- Brilliant Full HD (1080p) picture quality
- LED backlit for incredible contrast & slim design
- X-Reality™ Engine for a clear, vivid, life-like picture
- Internet TV for widest variety of internet content<sup>1</sup>
- ECO features including power-saving sensors



### Key Technologies

**Full HD 1080p Resolution** Experience amazing Full HD 1080p picture quality, the highest at-home resolution. Take full advantage of HD sources like a Blu-ray Disc™ Player or PlayStation®3 gaming console via the 16:9 wide screen panel (1920 x 1080).

**Edge LED Backlighting** Experience the next level of picture quality and contrast with Sony's Edge LED Backlight technology. This technology sharpens image contrast giving an amazingly crisp picture you can see. The ultra-thin backlight system allows for a slimmer, sleeker design.

**X-Reality™ Engine** Enjoy a vivid, lifelike picture experience. Sony's X-Reality engine brings out the best by analyzing each scene so you see sharpened images, and amazing contrast detail.

**Internet Streaming & Connectivity** Internet Streaming:  
Internet favorites now streaming on your television. In addition to Qriocity™, watch hit movies with Netflix®, popular TV shows on Hulu Plus™ or user-generated video on YouTube™. You can even listen to personalized music on Pandora®. Enjoy the widest selection of internet content at your fingertips.<sup>1</sup>

**Skype™ Ready:** Easily connect to family and friends live on your HDTV wherever they are with Skype! Enjoy free high definition Skype-to-Skype video calls from the comfort of your living room. Simply attach the Sony® compact microphone/camera (required, sold separately) and see your friends on the big screen – it's unlike any experience you could get on a PC.<sup>2</sup>

**Wi-Fi® Ready:**  
Going wireless is easy with the UWA-BR100 Wi-Fi® adapter (sold separately). Just plug it in and get ready to stream movies, photos, music and videos straight to your TV from the Internet or your home network.<sup>1</sup>

**DLNA® Streaming:**  
Access and share photos, videos and music on your TV by streaming them from compatible DLNA® device like your PC or Playstation®3 system.<sup>3</sup>

**Presence Sensor** Save energy when you're not around. The television's built-in motion sensor has the ability to scan the room and detect movement. If the sensor detects no movement it automatically turns off the picture leaving only sound. After more time and no movement, the TV turns itself off minimizing any unnecessary power draw.

**Navigation Made Easy** Enjoy an easy-to-use menu that allows you to navigate additional content or adjust the picture settings while watching your favorite program.

**Faster Start-Up** Quick Start & Viewing feature enables this Sony television to go from 'OFF' to 'ON' 2-3 times faster than previous Sony televisions.

## KDL-40EX520

40" BRAVIA® EX520-Series LED LCD HDTV

### Features

#### General

Closed Captions (CC): Analog, Digital  
Finish (Surface Color): Black  
Audio Return Channel: Yes  
HDMI™ InstaPort: Yes  
Start Up Sony Logo Display: Yes

#### Display

Backlight Type: Edge LED  
Display Device: LCD

#### Video

Video Processing: X-Reality™ Engine  
CineMotion® Reverse 3:2 Pulldown Technology: Yes  
Wide Mode: Full, Normal, Wide Zoom, Zoom, Caption, Normal/Full1/Full2 for PC  
Deep Color: Yes  
3D Comb Filter: Yes  
PhotoTV HD: Yes  
Auto Wide: Yes  
4:3 Default: Yes  
24p True Cinema™ Technology: Yes  
Picture Mode: Vivid, Standard, Photo-Vivid, Photo-Standard, Photo-Original, Photo-Custom, Cinema, Game-Standard, Game-Original, Graphics, Sports, Animation  
Advanced Contrast Enhancer (ACE): Yes  
Live Color™ Technology: Yes  
Intelligent Image Enhancer: Yes  
Intelligent MPEG Noise Reduction: Yes

#### Audio

Auto SAP: Yes  
Auto Mute (on no signal): Yes  
Audio Out: Fixed/variable  
Sony Original Surround: S-Force Front Surround 3D Stereo System: MTS  
Dolby®: Dolby Digital, Dolby Digital Plus, Dolby Pulse  
Alternate Audio (Digital): Yes  
Surround Effect: Cinema, Sports, Music, Game  
Sound Booster: Yes  
5.1 Channel Audio Out: Yes  
Sound Mode: Dynamic, Standard, Clear Voice, Custom  
5.1ch Through Out (Handycam): Yes  
Sound Enhancer: Yes  
S-Master: Yes  
Invisible Speaker (w/Sound Elevation): Yes  
Headphone/Speaker Link: Yes

#### Convenience

Channel Jump: Yes  
Multiple Language Display: English, French, Spanish  
Info Banner: Yes  
Sleep Timer: Yes  
Input Skip: Automatic  
Channel Surf: Yes  
Channel Block (with password): Analog & Digital  
Edit Channel Labels: Yes  
Label Inputs: Yes  
On/Off Timer: Yes  
USB Application(s): Yes  
Show/Hide Channels: Yes  
Auto Shut-off: Yes

PAP (Fixed or Variable): PAP(Variable)  
BRAVIA® Sync™ : Yes  
Parental Control: Yes  
On-Screen Display for External Input: Yes  
PIP (Picture in Picture): Yes  
Control for HDMI™ (HDMI™ CEC): Yes  
On-Screen Clock: Yes  
Picture Adjustments Lock: Yes  
Scene Select: Photo, Music, Cinema, Game, Graphics, Sports, Animation  
On-Screen Operating Instructions: Yes  
Picture Frame Mode: Yes  
Skin Naturalizer: Yes

#### Network

DLNA: Yes  
BRAVIA® Internet Video: Yes  
BRAVIA® Internet Widgets: Yes  
Photo MAP: Yes  
Wireless LAN: Ready (UWA-BR100 required, sold separately)  
HTML Browser: Yes

#### Sensing

Presence Sensor: Yes  
LightSensor™ Technology: Yes

#### Broadcast

TV Guide On-Screen: Yes

#### Design

Stand Swivel: Yes  
Stand Swivel Range: Left 20°/Right 20°  
Stand Tilt: Yes  
Stand Tilt Range: 0°- 6° Flexible

### Specifications

#### Display

Viewing Angle (Right/Left): 176°  
Viewing Angle (Up/Down): 176°  
Screen Size (measured diagonally): 40"  
Display Resolution: Full HD 1080p  
Aspect Ratio: 16:9  
Panel Frequency: 60Hz

#### TV System

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

#### Video

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

#### Audio

Audio Power Output: 10W + 10W

#### Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 1 (Rear/Hybrid)  
Composite Video Input(s): 2 (1 Rear/1 Hybrid)  
Digital Audio Output(s): 1 (Rear)  
RF Connection Input(s): 1 (Rear)

Headphone Output(s): 1 (Side/Hybrid)  
Analog Audio Input(s) (Total): 2 (Rear)  
Audio Out: 1 (Side/Hybrid)  
HDMI™ Connection(s) (Total): 4 (1 Side/3 Rear)  
PC In (D-Sub) + Audio In (Stereo Mini): D-Sub 1 (Side), Mini 1(Rear)  
USB 2.0: 2 (Side)  
HDMI™ PC Input: Yes  
AC Power Input: 1 (Rear)  
Ethernet Connection(s): 1 (Rear)

#### Power

Power Consumption (in Standby): 0.20W (120V) / 0.30W (240V)  
Power Requirements (voltage): AC 120V for UL,cUL; AC 110-240V for other  
Power Requirements (frequency): 60Hz for UL,cUL; 50/60Hz for other  
Power Consumption (in Operation) max.: 102W  
Power Consumption (in Download Acquisition Mode): 0.02kWh / Day

#### Regulation And Standards Compliance

VESA® Hole Spacing Compatible: Yes  
VESA® Hole Pitch: 300 x 300 mm

#### Service and Warranty Information

Limited Warranty Term: 1Year Labor / 1 Year Parts

#### Energy Saving & Efficiency

Energy Star® compliant: Yes (Exceeds v5.0)  
Dynamic Backlight Control: Yes  
Backlight Off Mode: Yes

#### Recycled & Recyclable Materials

Packaging Materials: Recycled Carton (more than 40%)

#### Weights and Measurements

Weight (Approx.): 24.7 lbs (11.2 Kg) without stand; 31.8 lbs (14.4 Kg) with stand  
Dimensions (Approx.): 37 1/4 x 23 1/8 x 1 2/3" (943 x 586 x 42mm) without stand; 37 1/4 x 24 3/8 x 9 7/8" (943 x 616 x 250mm) with stand  
Packaging (Approx.): 43 3/4 x 26 3/4 x 5 1/4" (1109 x 679 x 132mm); 41 lbs (19 Kg)

#### Supplied Accessories

Remote Control (RM-YD063)  
AC Power Cord (attached)  
Table Top Stand (separate, assembly required)

#### Optional Accessories

Wallmount Bracket (SU-WL500)

UPC Code: 027242817166

1. Broadband internet connection speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality and picture size vary and are dependent upon broadband speed and delivery by content provider. Select content provided subject to change. Premium content may require additional fees, a subscription and/or PC registration
2. Broadband internet connection speed of at least 2.5 Mbps recommended (10 Mbps for HD content). Video quality and picture size vary and are dependent upon broadband speed and delivery by content provider. Premium content may require additional fees, a subscription and/or PC registration. Feature is subject to Skype's terms and conditions, which Skype has the ability to change at anytime.
3. Requires all devices to be connected to the same home network.

© 2011 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony BRAVIA, BRAVIA Sync, LightSensor, and X-Reality are trademarks of Sony. WiFi is a registered trademark of the WiFi Alliance. Skype is a trademark of Skype Limited. DLNA is a registered trademark of the Digital Living Network Alliance. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate and may vary.

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