

# SONY

## KD-49X720E

### 49" class (48.5" diag) 4K HDR Ultra HD TV

Upgrade your viewing experience and dive into reality with 4K HDR<sup>1</sup> entertainment. Witness contrast, color, and clarity deliver an authentic, life-like picture. 4K X-Reality Pro™ brings pictures to life by upscaling every pixel for enhanced clarity.



#### Bullets

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- The dramatic contrast, color and detail of 4K HDR<sup>1, 3</sup>
- 4K X-Reality PRO provides lifelike detail and clarity
- Improved contrast with enhanced brightness and black levels
- Lifelike motion with Motionflow™ XR technology
- Quick access to YouTube™ & Netflix™ with a single click
- Enhanced sound and clear dialog
- Leave no cable exposed with hidden cable routing

#### Features

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##### Uncover the detail with 4K HDR<sup>1, 3</sup>

High Dynamic Range (HDR)<sup>3</sup> will change the way you look at TV. Combined with 4K Ultra HD resolution<sup>1</sup>, HDR video content delivers exceptional detail, color and contrast, with a far wider range of brightness than other video formats. The result is the most lifelike picture TVs have ever been able to create, with brilliant highlights and fine detail.

##### Redefining realism

The difference is clear. You'll see lifelike detail and stunning clarity, no matter what you're watching. 4K X-Reality PRO™ upscales images to near 4K clarity<sup>1</sup>. See the details appear in buildings and trees as scenes become clearer, smoother and more natural.

##### Improved contrast

Thanks to Dynamic Contrast Enhancer, experience more life, more texture and more energy in every scene with brighter highlights, deeper blacks, and more natural tonal gradation.

##### Motionflow™ keeps the action smooth

TV that keeps up with real life. Sony's refresh rate technology (Motionflow™ XR) allows fast moving action sequences in sports and movies to be seen with precise motion clarity.

##### Quick access for YouTube & Netflix

Access your favorite movies and shows quicker than ever. With YouTube™ and Netflix buttons built into the remote, you are one click away from endless entertainment.

##### Enhanced sound and clear dialog

Make your listening as lifelike as your viewing. ClearAudio+ fine tunes TV sound for an immersive, emotionally enriching experience that seems to surround you. Hear music and dialogue with greater clarity and separation.

##### A masterpiece of design

Keep wires out of sight, thanks to a hidden cable panel structure, for a clean look.

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## Specifications

Audio		Parental Control	Yes	4K 60P High-Quality formats	Up to 18Gbps:4K 60p 4:4:4(8bit), 4:2:2(8,10,12bit), 4:2:0(8,10bit) HDR included for HDMI 2/3	
Audio Power Output	10W+10W	Photo Frame Mode	Yes			
Bass/Treble/Balance	Balance	Scene Select	Photo/ Music/ Cinema/ Game/ Graphics/ HDR/ Sports/Auto	AC Power Input	AC ADAPTER	
DSEE/DSEE-HX	DSEE	Show/Hide Channels	Yes (Digital & Analog)	Analog Audio Input(s) (Total)	1 (Bottom)	
Speaker Configuration	2ch, Full Range (4 x 10 cm) x 2	Sleep Timer	Yes	Audio / Headphone Output(s)	1 (Rear) Hybrid w/ HP Out, Audio Out and Subwoofer Out)	
Speaker Position	Down Firing	Text Input Language	English/Spanish/French	Component Video (Y/ Pb/Pr) Input(s)	1 (Bottom Hybrid w/ Composite)	
Speaker Type	Open Baffle	USB drive format support	Yes (Supported File System: FAT16/FAT32/ NTFS)	Composite Video Input(s)	1 (Bottom Hybrid w/ Component)	
Audio Features		USB playback codecs	MPEG1/MPEG2PS/ MPEG2TS/AVCHD/ MP4Part10/ MP4Part2/AVI(XVID)/ AVI(MotionJpeg)/WMV9/ MKV/WEBM/WAV/MP3/ WMA/JPEG	Digital Audio Output(s)	1 (Bottom)	
Advanced Auto Volume	Yes	Design Features		Ethernet Connection(s)	1 (Bottom)	
Alternate Audio (Digital)	Yes	Cable Management	Yes	HDCP	HDCP2.2 (for HDMI1/2/3)	
ARC Output Format	Two channel linear PCM: 48kHz 16bits,Dolby Digital,Dolby Digital Plus,DTS	Frame color	Black	HDMI inputs total	3 (2 Side/1Rear)	
Audio Out	Fixed / Variable	Stand Design	Gunmetal U Slate	HDMI PC Input Format	640 x 480@60Hz 800 x 600@60Hz 1024 x 768@60Hz 1280 x 1024@60Hz 1152 x 864@75Hz 1600 x 900@60Hz 1680 x 1050@60Hz 1920 x 1080@60Hz	
Auto Mute (on no signal)	Yes	Display Features			HDMI Signal	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (30, 60Hz), 1080/24p, 1080i (60Hz), 720p (30, 60Hz), 720/24p, 480p, 480i
Auto Surround	Yes	Backlight dimming type	Frame Dimming			
Clear Audio+	Yes	Backlight Type	Edge LED			
Clear Phase	Yes	Display type	LCD			
Digital audio out (Optical) format	Two channel linear PCM: 48kHz 16bits,Dolby Digital,DTS	Display		Headphone Output(s)	1 (Rear) Hybrid w/ HP Out, Audio Out and Subwoofer Out)	
Dolby audio format support	Dolby Digital, Dolby Digital Plus, Dolby Pulse	Aspect Ratio	16:9			
DTS audio format support	DTS Digital Surround	Display Resolution	QFHD	RF Connection Input(s)	1 (Side)	
HDMI Audio Return Channel(ARC)	Yes	Display resolution (H x V, pixels)	3840x2160	Subwoofer Out	1 (Rear) Hybrid w/ HP Out, Audio Out and Subwoofer Out)	
HDMI input Audio format	Two channel linear PCM (32, 44.1 and 48 kHz, 16, 20 and 24 bits),Dolby Digital,Dolby Digital Plus,DTS	Screen Size (cm, measured diagonally)	123.2 cm	USB Port(s)	3 (Side)	
Headphone/Speaker Link	Yes	Screen Size (inch, measured diagonally)	49" (48.5")	Network Features		
Simulated Surround Sound	S-Force Front Surround	Viewing Angle (Right/ Left)	178(89/89) degree	Codec for Home Network	MPEG1/MPEG2TS/ AVCHD/ MP4/AVI/WMV/LPCM/ MP3/WMA/JPEG	
S-Master	S-Master Digital Amplifier	Viewing Angle (Up/ Down)	178(89/89) degree	Home Network Feature	Home Network Client / Home Network Renderer	
Sound Modes	Standard, Music, Cinema, Sports	Energy Saving & Efficiency		Internet Browser	Opera (Depends on country)	
Convenience Features		Dynamic Backlight Control	Yes	Opera Apps (System)	Yes	
Application Store	Yes(Opera Store)	Power Saving Modes	Yes	Photo Sharing Plus / Photo Share	Yes	
Auto Shut-off	Yes	General Features		Screen mirroring(Miracast™)	Yes	
Channel Block (with password)	Yes (Analog/Digital)	Closed Captions (CC)	Analog Digital	Wi-Fi Certified	Yes	
HDMI-CEC	Yes	Demo Mode	Yes	Wi-Fi Direct	Yes	
Multiple Language Display	English, Spanish, French	Hotel Mode Menu	Yes	Wi-Fi Frequency	2.4GHz only	
On/Off Timer	Yes	Inputs and Outputs				
On-Screen Clock	Yes					

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Wi-Fi Standard	b/g/n	Motionflow™ Technology	Native Hz: 60Hz
Wireless LAN	Integrated	Motionflow™ XR Technology	Motionflow XR
<b>Power</b>		Panel Refresh Rate (Native Hertz)	60Hz
Annual Power Consumption	141kWh/Year	Picture Modes	Vivid, Standard, Custom, Cinema, Sports, Photo-Vivid, Photo-Standard, Photo-
Power Consumption (in Operation)	114W	Video Processing	4K X-Reality PRO
Power Consumption (in Standby)	0.50W	Wide Mode	Wide / Normal / Full / Zoombr Normal / Full1 / Full2 for PC
Power Requirements (voltage)	AC 110-240V, 50/60Hz (USA / Canada AC 120V, 60Hz) DC 19.5V	<b>Regulation and Standards Compliance</b>	
<b>Regulation and Standards Compliance</b>		<b>Weights and Measurements</b>	
VESA® Hole Pitch	7 7/8 x 7 7/8 inch (200 x 200 mm)	Dimensions (Approx.)	TV only: 43 1/2 x 25 1/2 x 2 7/8(1/2) inch (1102 x 646 x 70 (12.5) mm) TV with stand: 43 1/2 x 27 3/8 x 10 inch (1102 x 694 x 252 mm) Stand Width: 22 5/8 inch (573 mm) AC Cable Length: 500 mm
VESA® Hole Spacing Compatible	Yes		Packaging (Approx.)
<b>Service and Warranty Information</b>		Weight (Approx.)	TV only: 25.2 lb (11.4 Kg) TV with stand: 26.7 lb (12.1 Kg)
Limited Warranty Term	12 Months	<b>Accessories</b>	
<b>TV System</b>		Supplied Accessories Mini-plug Video Adapter Remote Control (RMT-TX300U) Batteries (R03) AC Power Cord (Inlet C7, 2pin, Straight) AC Power Adaptor (ACDP-120E03, ACDP-160D02) Operating Instructions Quick Setup Guide / Supplement CUE (GA) Table Top Stand (Separate, assemble required)	
Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/ CATV: 1-135		
Color System	NTSC		
Number of Tuners (Terrestrial/Cable)	1 (Digital / Analog)		
On-board Storage (GB)	4GB		
OS	Linux		
Tuner Channel Coverage (Digital Cable)	CATV: 1-135		
Tuner Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69		
TV System (Analog)	M		
TV System (Digital Cable)	Clear QAM		
<b>Video Features</b>			
Video Signal (analog)	1080p (60) / 1080i (60) / 720p (60) / 480p /480i		
CineMotion/Film Mode/Cinema Drive	Yes		
24p True Cinema	Yes		
4:3 Default	Yes		
Auto Wide	Yes		
Blinking Type	Frame Blinking		
Dynamic Contrast Enhancer	Yes		
HDR (High Dynamic Range) compatibility	Yes		
Live Color™ Technology	Yes		
Mastered in 4K	Yes		



1. 3,840 x 2,160 pixels.

2. Broadband speed of at least 2.5 Mbps recommended for SD services, 10 Mbps for HD streaming or 4K downloads, 20 Mbps for 4K Ultra HD streaming. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, and the operating system and software of this Product may be subject to individual terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information.

3. Requires HDR compatible content from supported streaming services, such as Netflix™ and YouTube™.

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