K55XR30M2

BRAVIA 3 II 55” Class 4K HDR LED Google TV with Gemini (2026)

Pop of brilliance. Smart and refined. Bright, crisp, and true-to-life color that pops off the screen. With 4 HDMI 2.1 ports, smooth 120Hz motion, clear sound, and Google Gemini, this big-screen TV makes every choice feel easy—and every moment look its best.

Bullets

- Bring the cinema home with a massive screen for an immersive, larger-than-life viewing experience.
  - Enjoy cinematic picture and sound at home with Dolby Vision® and Dolby Atmos®.[3]
  - Hear immersive audio that moves around you with DTS:X®.[3]
  - See over a billion lifelike colors with XR Triluminos Pro.
  - Experience smarter picture optimization with the XR Processor and AI scene recognition.
  - Watch older content look clearer with XR Clear Image AI upscaling.
  - See smoother, blur-free motion during sports, action scenes, and gameplay with Motionflow XR.
  - Access movies included with your TV on SONY PICTURES CORE in Pure Stream quality. [1]
  - Hear clearer TV sound with less distortion from X-Balanced Speakers.
  - Adjust your soundbar directly from the TV’s Quick Settings menu.
  - Control playback and volume directly from your Bluetooth headphones. [4]
  - Find what to watch faster with Gemini on Google TV ™[5,6]
  - Stream to your TV easily with Apple AirPlay® 2.[7]
  - Cast content from your devices with Google Cast ™.[8]
  - Ask Gemini hands-free to watch and control with your voice. [5,6]
  - Enjoy clear, distraction-free viewing with Anti-Glare Screen technology that reduces glare from windows and ambient lighting.[13]

Features

Big screen cinema experience

The massive screen delivers an immersive, larger-than-life picture that pulls you into every moment—whether you're watching movies, sports, or gaming with friends.

Bring cinematic standards home (Dolby Vision / Dolby Atmos)

Experience truly unforgettable movies at home. Our TV supports the rigorous standards of Dolby Vision® and Dolby Atmos® for an unbelievably atmospheric and immersive viewing experience. [3]

Experience sound that moves around you with DTS:X®

Feel cinema-like immersive audio. DTS:X® spreads sound beyond the screen, bringing every scene to life and drawing you right into the heart of the story.[3]

Over a billion vivid, real-world colors.

See the world's colors with all the vibrance of real life. Our XR Triluminos Pro reproduces over a billion colors with the subtle differences from saturation and hue that enables natural shades in every detail.

Smarter picture in real time

The XR Processor powers the BRAVIA 3 II, using AI scene recognition to optimize color, contrast, and clarity. Every frame is analyzed and refined for lifelike realism.

Crystal clear pictures with AI upscaling technology

XR Clear Image AI intelligently upscales your favorite content to 4K by restoring details lost during the transmission process. Dynamic frame analysis and zone division work together to minimize noise introduced during signal transmission, resulting in a clearer and more natural image.

Fast-moving action. Cleaner and smoother.

Enhanced 120Hz clearness and smoothness when watching fast-moving action. Motionflow XR increases the number of images seen every second for smoother motion while controlling LED backlighting and reducing image blur for clearer pictures.

Epic Quality. Limitless Entertainment.

Explore a huge selection of the latest blockbusters, classic hits, and hidden gems from Sony Pictures. Choose favorites to add to your collection included with your BRAVIA TV. Experience next-level picture and sound quality with Pure Stream technology on Sony Pictures Core.[16]

Uniquely shaped for clearer sound and deeper bass

Clarity is crucial. Unlike conventional TV speakers where sound waves can become blurred, our X-Balanced Speaker with its uniquely shaped diaphragm reduces distortion for improved sound resolution.

Control your BRAVIA Theater effortlessly

Easily control features such as sound field and volume using just the TV remote. With an integrated UI, soundbar sound settings automatically appear on the BRAVIA Quick Settings menu.

Touch and control from your headphones

Control your BRAVIA TV with a tap. Play, pause, skip, or adjust the volume directly from your connected Bluetooth headphones, so you can stay immersed in your content without reaching for the remote.[4]

Find what to watch faster with Gemini on Google TV™

Just ask Gemini to get personalized recommendations and browse movies and shows from all

your apps in one place.[5,6]

Compatible with Apple Airplay 2

Stream effortlessly to your TV from your iPhone, iPad or Mac. Watch movies from apps or Safari. Share photos with friends in the room.[7]

Google Cast™

Stream effortlessly to your TV from your iPhone, iPad or Mac. Watch movies from apps or Safari. Share photos with friends in the room.[8]

Chat with Gemini hands-free to find the perfect movie or show

Tell Gemini what you're in the mood for and get personalized movie and show recommendations with helpful follow-up questions and detailed insights. You can also use your voice to find content, open apps, play music, get answers, and control compatible smart home devices—all without reaching for the remote.[5,6]

One place for all your game settings

Never has it been easier to fine-tune your game status, settings and assist functions. All the essentials are at your fingertips for ease and comfort.

Stream PlayStation® games to your BRAVIA TV

Control your PlayStation console remotely wherever you have a compatible BRAVIA TV connected to the internet. The PS Remote Play app lets you control your PS5®, PS5® Pro or PS4 console from another room or location like a friend's house.[11]

Auto HDR Tone Mapping

Auto HDR Tone Mapping instantly optimizes HDR settings during your PS5 ® and PS5® Pro console initial setup. Even in dark shadow and bright highlights, you'll see fine details and true colors.[9,12]

Auto Genre Picture Mode

Your BRAVIA TV automatically switches into Game Mode with PS5 ® and PS5® Pro consoles to minimize lag and maximize responsiveness. It switches back to Standard Mode when watching movies for more expressive scenes.[9,12,15]

Level up your gaming with HDMI 2.1 features

BRAVIA TVs deliver a thrilling gaming experience with support for HDMI 2.1 features 4K/120, VRR, ALLM, and SBTM. With 4K/120 you get consistent 120fps in 4K resolution giving you the advantage in high-intensity gaming. Variable Refresh Rate (VRR) allows the TV to dynamically match frame rate of the gaming device, enabling smoother gameplay without stuttering delays or screen tearing. Auto Low Latency Mode (ALLM) supports more responsive gameplay by enabling the TV to automatically switch to low latency mode whenever a gaming device is connected.[10]

Harmonic Presence. Fits naturally in your space

Your eyes stay on the picture, not the frame. With a Flush Surface design and an almost invisible bezel, the TV feels refined, seamless, and naturally at home in your space.

Anti-Glare for any lighting condition

Watch without distractions. Anti-Glare Screen technology minimizes glare from windows and ambient lighting, so you can enjoy clear, vibrant picture quality no matter where you place your TV.[13]

Available on 65” and 75” class screen sizes only.

A remote for everyone

A newly designed remote. Created with feedback from end users, it features bigger buttons, distinct shapes, and clearer spacing for easier navigation by touch. A new wave-textured back improves grip and comfort, while the Remote Finder function helps locate the remote—valuable for all users, including those who are visually impaired.

Balancing environment and entertainment

Easily change eco settings, individually or in one go. Eco Dashboard 2 puts everything conveniently in one place and can even monitor your power consumption for optimum efficiency.

Specification

Video Features	
4K Processor	XR Processor
TRILUMINOS	XR Triluminos Pro
Video Processing	XR 4K Upscaling
HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)
Motion enhancer	Motionflow XR 480 (Native 120Hz)
Display Features	
Display type	Direct-LED
Display Specs	
Display resolution (H x V, pixels)	3840 x 2160
General Features	
Netflix Calibrated mode	Yes
TV System	
Operating System	Google TV with Gemini

TV System (Digital Terrestrial)	ATSC
Measurements (Approx.)	
TV with Stand (Standard position) (W x H x D)	48 1/4 x 30 5/8 x 10 1/4 inch
Dimension of TV without Stand (W x H x D)	48 1/4 x 28 1/4 x 2 3/4 inch
Stand width (Standard position)	40 5/8 inch
Regulation and Standard Compliance	
VESA® Hole Pitch (W x H)	300 x 300 mm / 11 13/16 x 11 13/16 inch
Weights (Approx.)	
Weight of TV without Stand	29.4 lb
Design Features	
Bezel Design	Flush Surface
Stand Color	Black
Stand Position	1way Outside Position
Audio Features	
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
Audio Specs	
Speaker Type	X-Balanced Speaker
Speaker Configuration	2x Full Range
Network Features	
Apple AirPlay	Yes
Apple HomeKit	Yes
Wi-Fi Standard	802.11 a/b/g/n/ac/ax (Wi-Fi 6E)
Inputs and Outputs	
Bluetooth profile support	Version 5.3
Digital Audio Output(s)	1(Bottom)
Ethernet inputs	1 (Bottom)
HDMI inputs total	4 (2 Side, 2 Bottom) (All HDMI 2.1)

RF (Terrestrial/Cable) Connection Input(s)	1(Bottom)
RS-232C Input(s)	1 (Bottom)
USB ports	2 (Side)
Convenience Features	
Chromecast built-in	Yes
Features specified in HDMI2.1	4K120/eARC/VRR/ALLM

1. Purchase an eligible TV and register for SONY PICTURES CORE™ by February 23, 2028 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see https://sony.net/sony-pictures-core. Network services, content, and operating system and software of product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information.
2. Dolby Vision/Atmos and DTS:X content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
3. Interoperability and compatibility among Bluetooth® devices vary.
4. The Gemini for TV experience is optimized for large screen experiences. Results may vary. Check responses for accuracy. Available in select countries, languages, and to users 18+. Learn more at g.co/tv/gemini. Gemini requires a software update and is available on select models only.
5. User must accept Google Terms of Service (http://www.google.com/policies/terms/), Google Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html), and Privacy Policy (http://www.google.com/policies/privacy/) to use this product. User consents to a mandatory software update at set-up and such other additional updates that may be required in the future by Google and/or Sony. User must connect to a Google Account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of this product without connecting to a Google Account allows only basic features and certain apps. Features and specifications are subject to change without notice. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information. Apps must be compatible with this product. App availability varies by region and device.
6. This Sony TV is compatible with AirPlay 2 and HomeKit. iOS 12.2 or later or macOS 10.14.4 or later is required. Apple ID account required. Subscriptions may be required to access certain content.
7. Google Cast compatibility dependent on app.
8. To activate Auto HDR Tone Mapping, must enable feature when pairing PS5 to the TV for the first time; or will need to perform factory reset on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected, or via compatible Sony soundbar.
9. Game title supporting VRR and/or 4K/120fps required. VRR results may vary depending on the game you're playing. If enabling VR results in any unexpected visual effects, you can turn it off at any time.
10. A PS4™ or PS5® console is required to stream your games to other devices. PS Remote Play can be used with a mobile data connection or Wi-Fi. Broadband internet with at least 5Mbps is required. For a better PS Remote Play experience, a high-speed connection of at least 15Mbps is recommended using either Wi-Fi or mobile data connection. Titles that require a VR headset (PlayStation®VR or PlayStation®VR2) or additional peripherals (other than a DUALSHOCK®4, DualSense™, or DualSense Edge™ wireless controller) are not compatible with PS Remote Play.
11. Gran Turismo 7 ©2023 Sony Interactive Entertainment Inc. Developed by Polyphony Digital Inc. “Polyphony Digital logo”, “Gran Turismo” and “GT” are registered trademarks of Sony Interactive Entertainment Inc. Manufacturers, cars, names, brands and associated imagery featured in this game in some cases include trademarks and/or copyrighted materials of their respective owners. Any depiction or recreation of real world locations, entities, businesses, or organizations is not intended to be or imply any sponsorship or endorsement of this game by such party or parties. All rights reserved.
12. Anti-Glare Screen Applicable TV Models: K65XR30M2, K75XR30M2.
13. PS5® system, DualSense controller, and vertical stand sold separately.

14. ©2026 Sony Interactive Entertainment Inc. Developed by Team Asobi. Astro Bot is a trademark of Sony.
15. Goat © 2026 Columbia Pictures Industries, Inc. and TSG Entertainment II LLC. All Rights Reserved.
16. Ghost of Yotei © 2025 Sony Interactive Entertainment LLC. Developed by Sucker Punch Productions LLC.

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