

SONY



BRAVIA

CINEMA IS
COMING HOME

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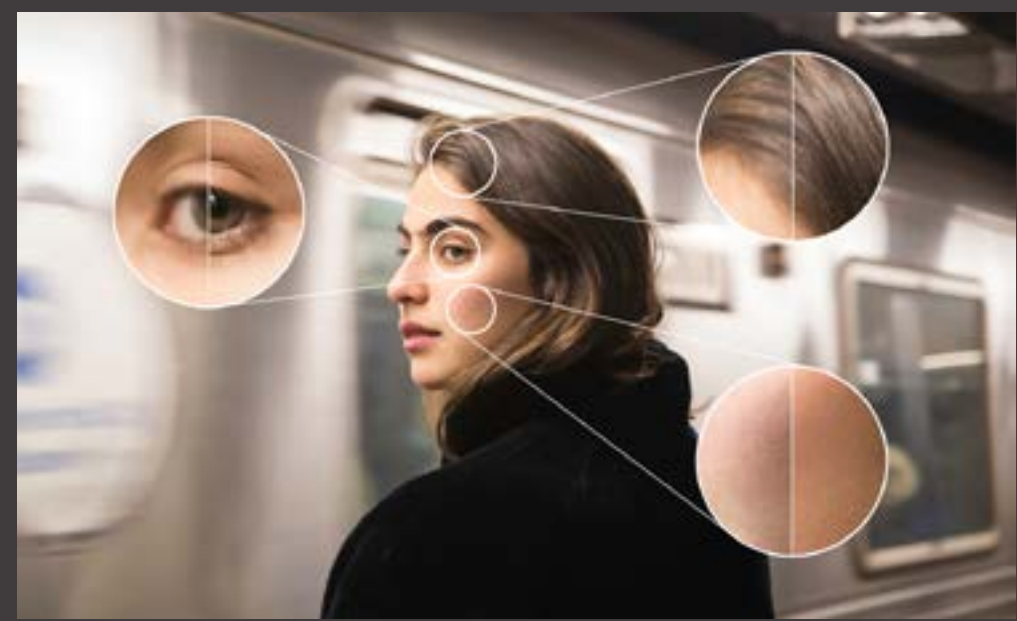


Advanced AI Processor with Cognitive Intelligence

**Bringing you an experience that’s closer to the real world
and puts you deeper into every scene.**

The Advanced AI XR Processor with cognitive intelligence enhances picture and sound quality by analyzing and upscaling content in real-time, delivering a highly immersive viewing experience.

XR Picture



Focusing the same way our eyes do

BRAVIA XR TVs detect the main focal point in the scene and enhance each detail in the object, ensuring that it stands out with a natural sense of depth, the same way as in the real world.

XR Sound



Sound positioned to bring you into the action

BRAVIA XR TVs use advanced sound processing to make sound match precisely with what’s on the screen, resulting in a feeling like you’re right there in the heart of the scene.



BRAVIA XR

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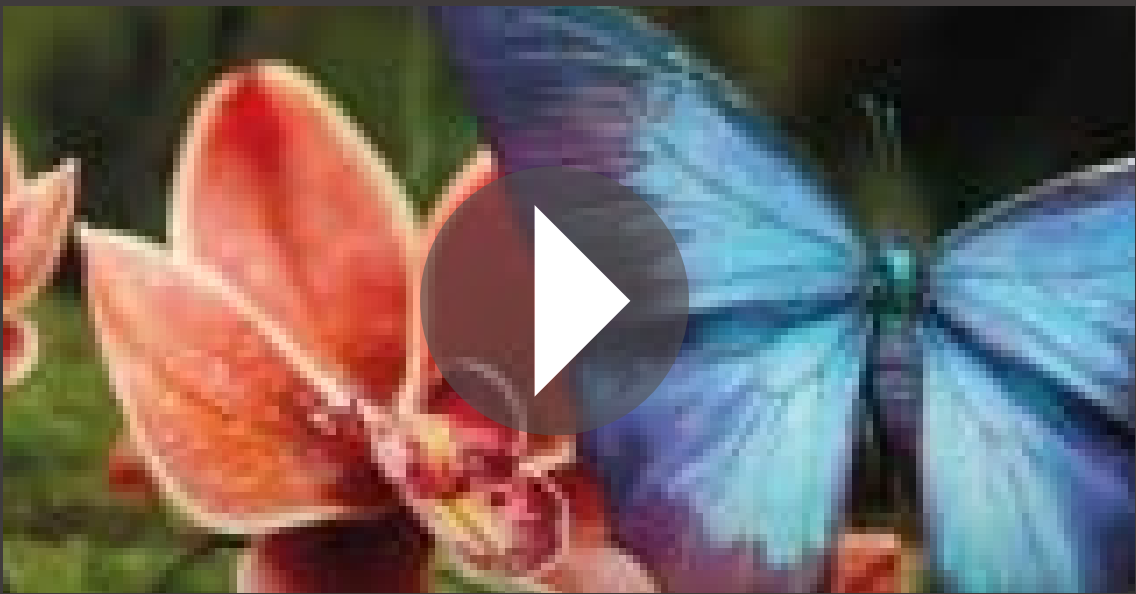
Focusing the same way our eyes do

Analysing hundreds of pieces of information, the same way our brains do

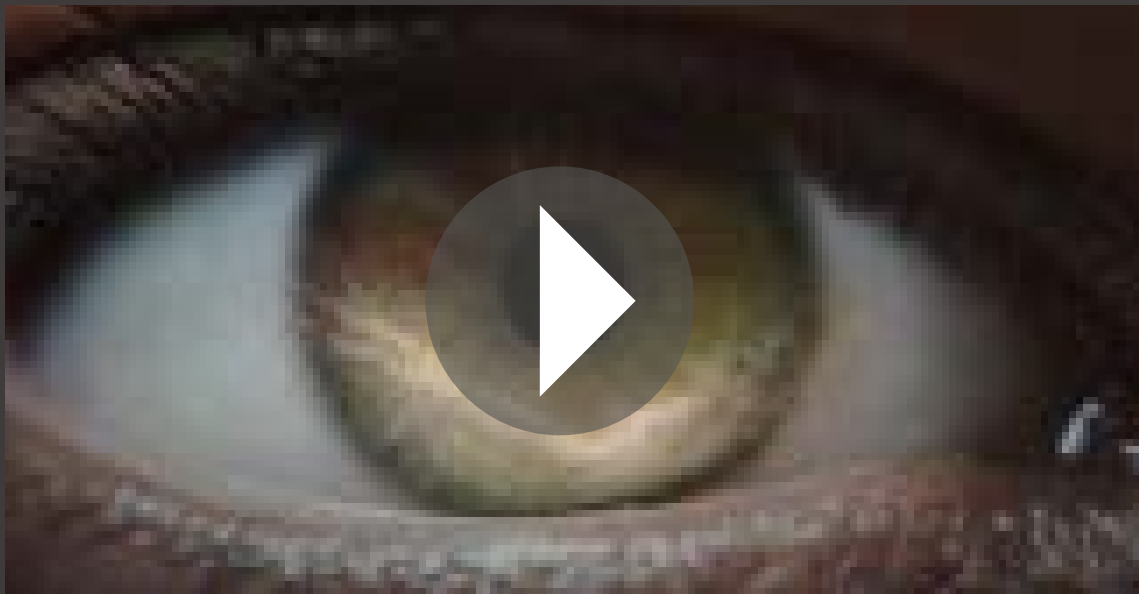


Every element in balanced harmony, for a real-world picture

Explore the world of XR



Introducing Sony BRAVIA XR



The Philosophy



BRAVIA XR

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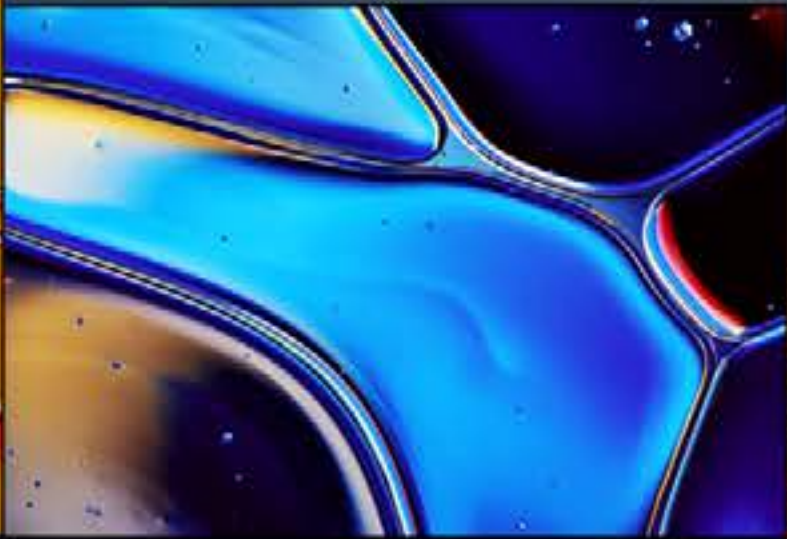
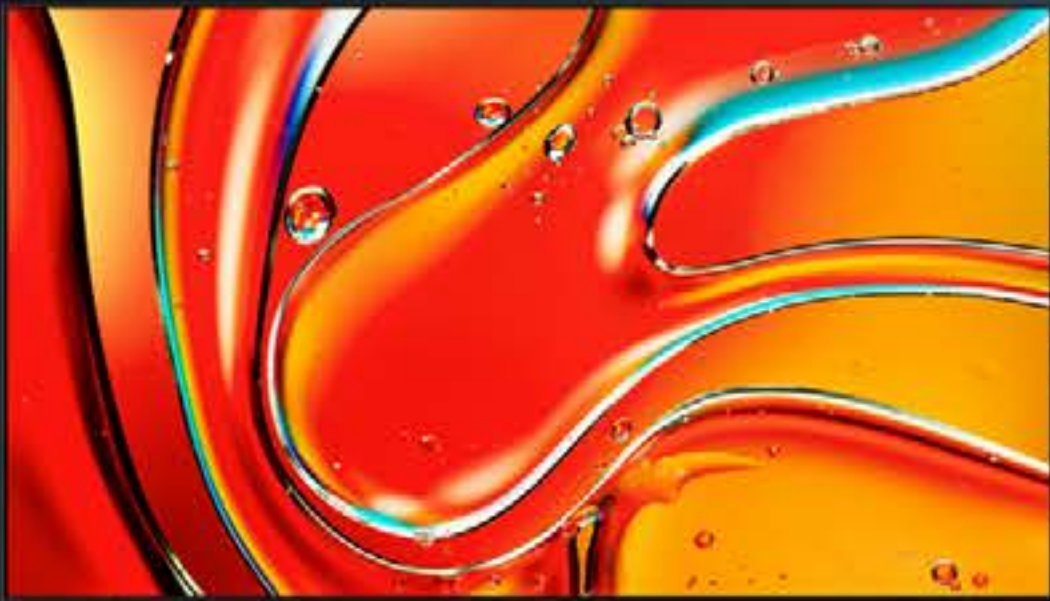
Advanced



Powered by



New era of entertainment with BRAVIA



Remarkable contrast.
Professional monitor core
technology.

Ultra-bright, pure black. Get
pictures closer than ever to
real life.

See breathtakingly beautiful
pictures full of realistic
depth.

Mini LED

OLED

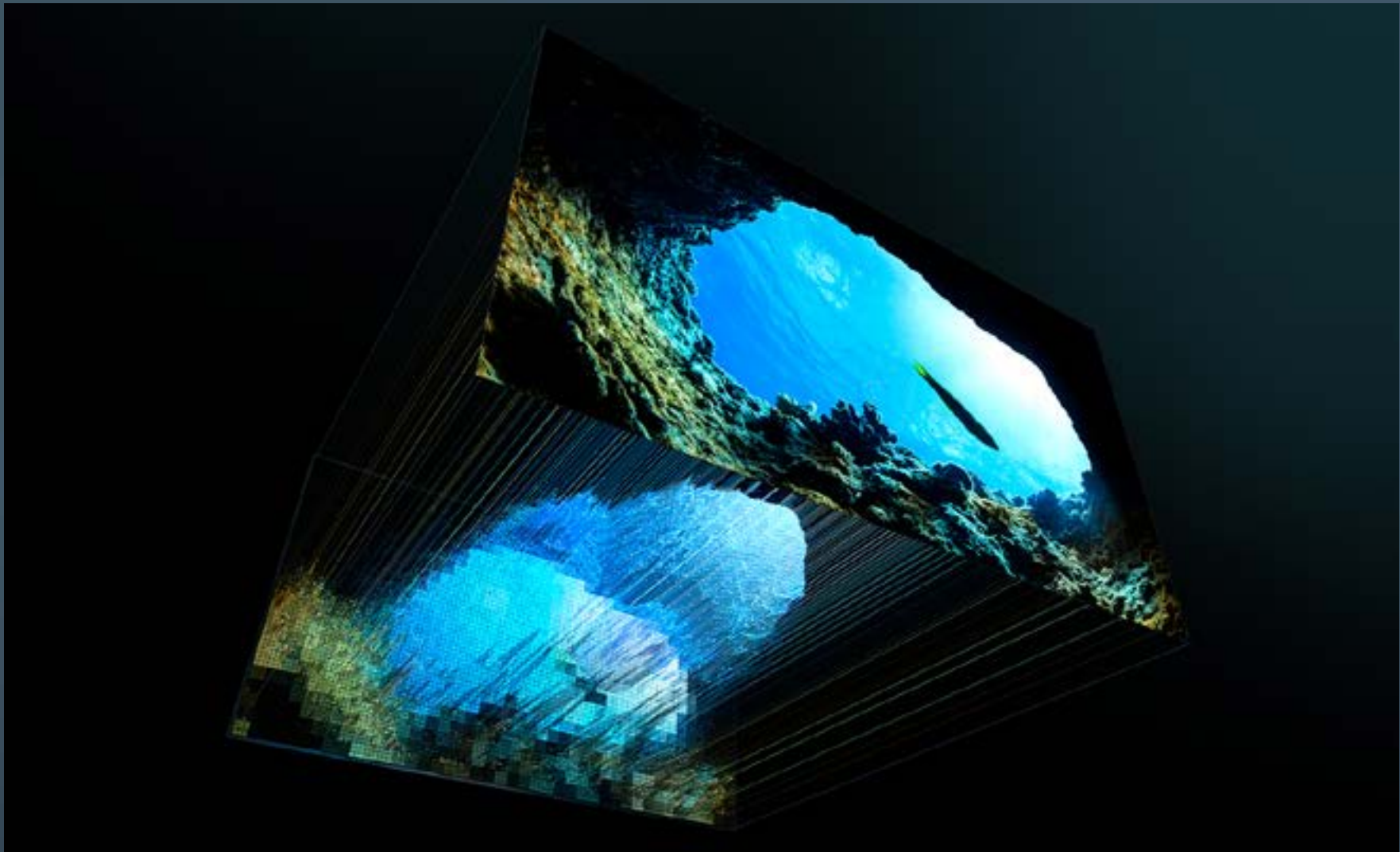


BRAVIA Technology

Mini LED



XR
Backlight Master Drive



Scenes full of contrast and brightness,
precisely controlled

Powered by Cognitive Processor XR™, the unique XR Backlight Master Drive precisely controls our latest-generation Mini LED backlight. You'll enjoy an unprecedented dynamic range with incredibly dazzling lights and deep blacks, as well as beautifully natural mid tones, with almost no flare or halos around highlights.



BRAVIA XR

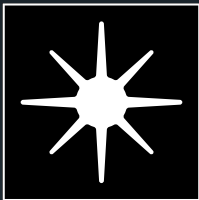
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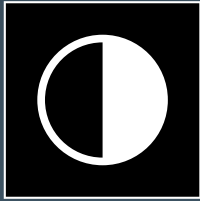


High Peak Luminance



As bright as nature, dazzling and vibrant worlds

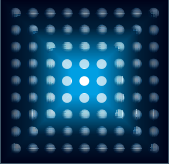
Imagine a brilliantly sunlit, snow-covered mountain landscape. With higher luminance than ever, this supremely bright TV can faithfully reproduce natural scenes in absolute detail, even in the brightest daylight.



XR Contrast Booster

Pure black for remarkable contrast

Brings out the depth and detail in every scene. With extreme brightness and astonishing contrast, our TV delivers truly exhilarating pictures that are sure to entertain and delight all.



Full Array LED



Full Array LED backlight

With a Full Array LED Backlight there are LEDs across the whole screen. This means that the power and intensity of the LEDs can be adjusted much more precisely according to the scene. So light goes where it's needed, and dark parts stay dark.



BRAVIA XR

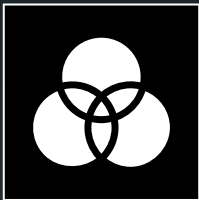
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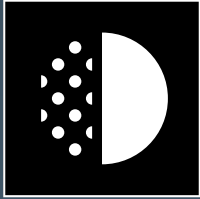


XR Triluminos Pro



Extended color volume, now see every shade & hue

See colours that are natural and beautiful to the human eye. The Cognitive Processor XR enables our unique display to access a wider palette and reproduce each colour with the subtle differences seen in the real world. With extended hue and saturation, vivid shades and realistic texture can be seen in the flowers. Even pale colours look realistic.



XR Clear Image

Less noise. Less blur. More clarity in every picture.

XR Clear Image improves picture clarity and reduces noise when upscaling from low-resolution content by applying specific algorithms based on the original resolution.



XR 4K Upscaling



Recreating lost texture, the intelligent way

Our Cognitive Processor XR accesses a vast amount of data, intelligently recreating lost textures and detail for real-world pictures. See details such as naturally defined animal fur and sharply outlined rock.



BRAVIA XR

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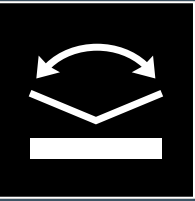
Specifications



XR
Motion Clarity

Even fast-moving action stays smooth, bright and clear

Forget about blur. XR Motion Clarity™ analyses movement across several frames and precisely synchronises the backlight with on-screen motion so you see clear, bright images, however fast the action.

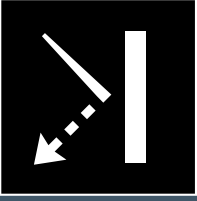


X-Wide Angle



Beautiful colours. Any angle.

Watching TV from the sides is truly satisfying. It keeps luminance constant for consistent colours across all viewing angles.



X-Anti Reflection

Less glare. Less reflection. That's immersion.

Our QD-OLED panel reduces the effects of glare and reflection from daylight and room light so that you can see images clearly in even dark scenes.





BRAVIA XR

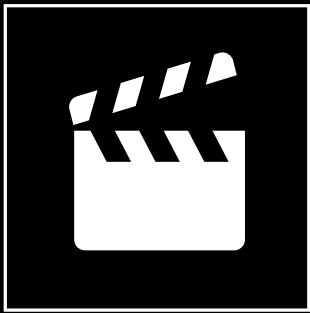
Picture

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Studio Calibrated

Picture quality as intended by the creators.

BRAVIA is equipped with to reproduce the picture quality as intended by the creators.



Netflix Adaptive
Calibrated Mode



Prime Video
Calibrated Mode



SONY PICTURES CORE
Calibrated Mode



BRAVIA XR

Picture

Sound

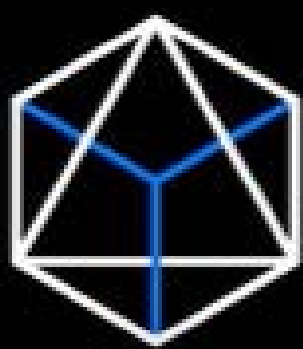
Gaming/UX

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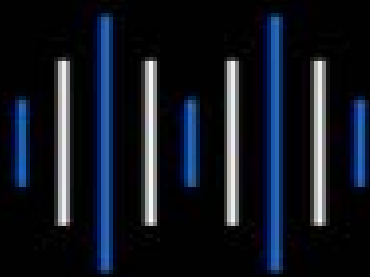
The iconic IMAX® Enhanced experience, at home

IMAX® ENHANCED



IMAGE

Watch Clearer Pictures
and Brighter Images



SOUND

Feel Immersive, Heart
Pounding Audio
Delivered by



SCALE

See more picture on
the largest displays



CONTENT

Experience Premium
Content Digitally
Remastered by Max

Selected IMAX® titles that were shot with IMAX® cameras or specially formatted for IMAX® theatres can now be enjoyed from the comfort of your living room. Discover premium 4K HDR picture quality, rich in colour, contrast and clarity; immersive, powerful, heart pounding DTS:X®, Dolby Vision® and Dolby Atmos® for an unbelievably atmospheric and immersive viewing experience



BRAVIA XR

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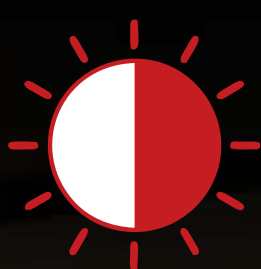
Specifications

See the Story, hear the impact

Dolby
VISION·ATMOS



PERFECT
HARMONY



VIBRANT &
REALISTIC
PICTURE



CRYSTAL CLEAR
DIALOGUE



IMMERSIVE
SOUNDSCAPE



Experience stunning visuals with Sony BRAVIA powered by Dolby Vision—brighter highlights, deeper blacks, and vibrant colors. Feel sound all around you with Dolby Atmos, delivering immersive, multi-dimensional audio. BRAVIA brings cinematic brilliance into your home, just as the creators intended. Elevate your entertainment with the perfect harmony of picture and sound.



BRAVIA XR

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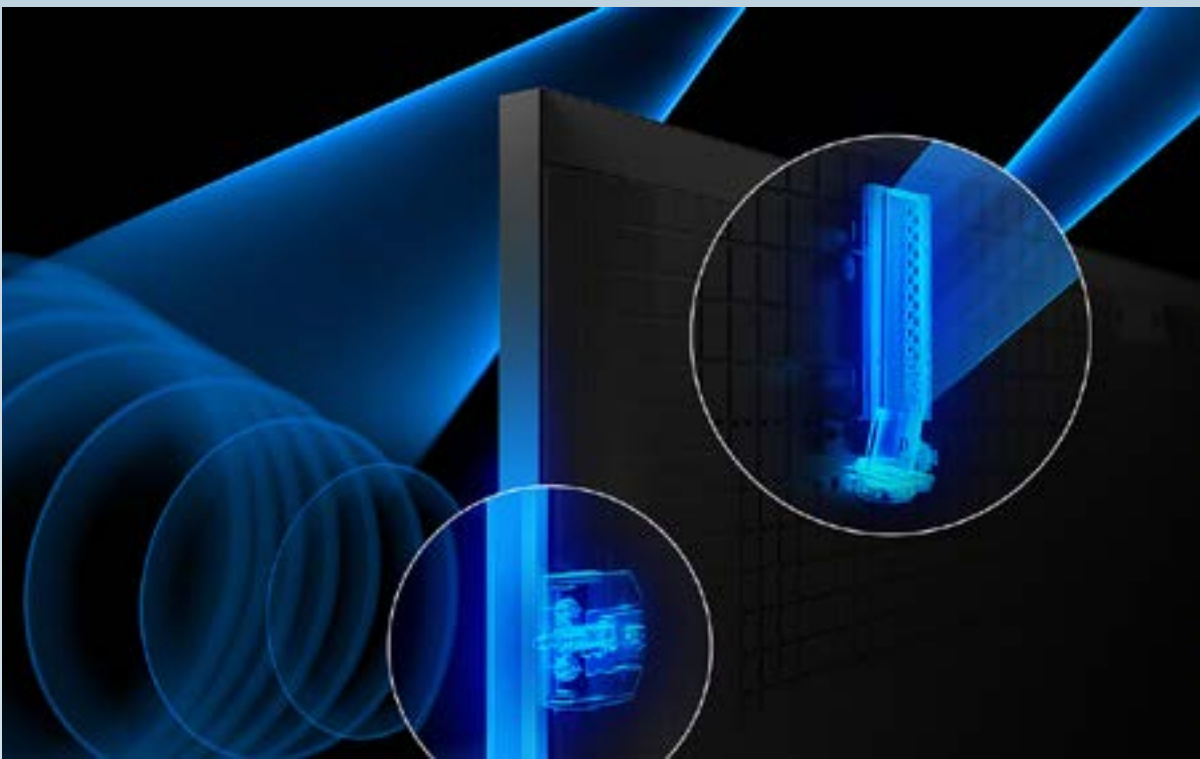
Line-Up

Specifications

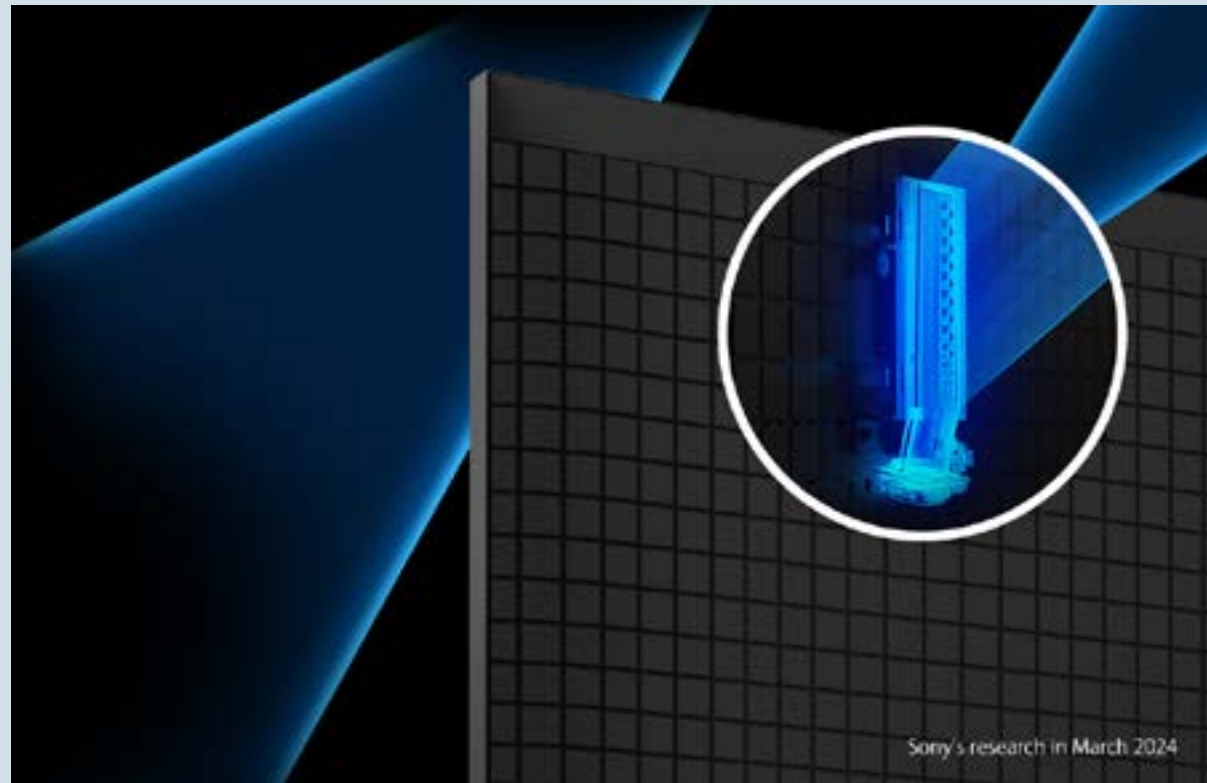
Cinema-like surround, pictures and sound in harmony

Feel like you’re in the cinema. Acoustic Multi-Audio+™ with Beam Tweeter at the top and Frame Tweeter at the sides delivers cinematic surround sound. Every sound comes from exactly the right place.

Acoustic Multi-Audio+



World’s first TV with Beam Tweeter



Unprecedented overhead surround sound with Beam Tweeter

Sound without boundaries. Our Beam Tweeter projects sound upwards, reflecting it off the ceiling so aerial effects truly appear to come from overhead. Also, our Frame Tweeter vibrates the frame, projecting immersive sound forwards.

Acoustic Surface Audio+



Screen is the speaker, pictures and sound in harmony

Acoustic Surface Audio+™ uses special actuators to turn the screen into a multi-channel speaker. You’ll hear sound that precisely matches what’s on screen with pictures and sound in total harmony for a truly immersive experience.



BRAVIA XR

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Specifications



3D Surround Upscaling

All your entertainment upscaled to 3D surround sound

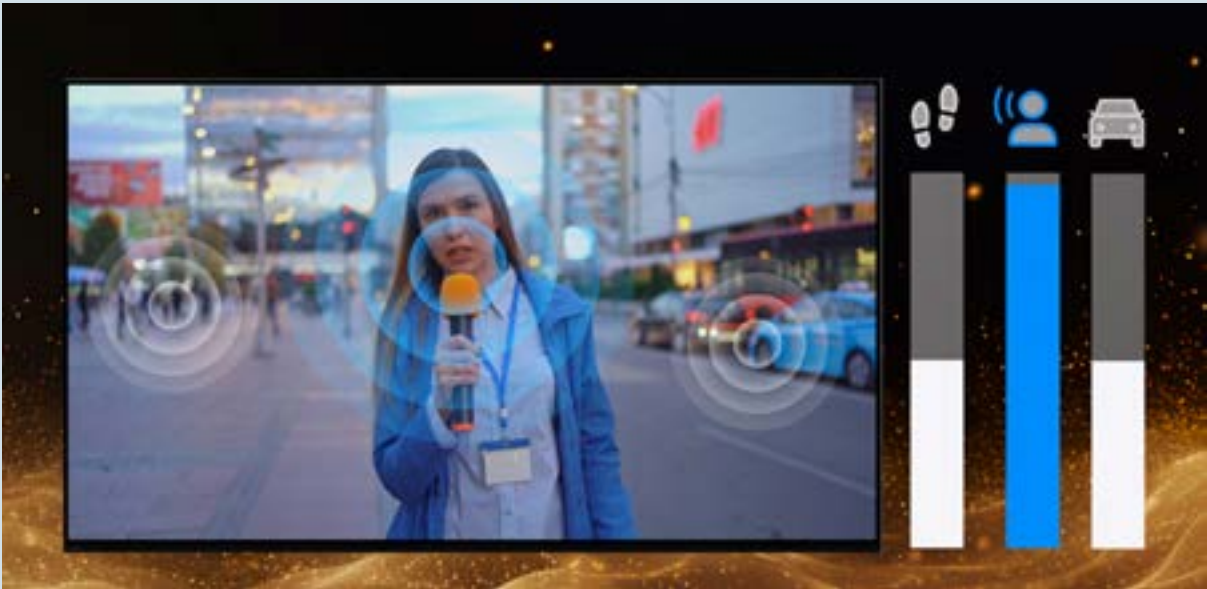
XR Surround creates surround sound from the sides and vertically so you can experience 3D audio without the need for in-ceiling or up-firing speakers.



Voice Zoom 3

Crystal-clear voice. Precise dialogue.

No more muffled voices. Our new Voice Zoom 3™ recognises human dialogue through AI machine learning and amplifies or reduces its volume so even small dialogue sounds loud and clear. Works with our home cinema products too.



Cinematic Surround Sound

With BRAVIA Theatre, home becomes cinema

Fill every corner of your room with soul-stirring cinematic sound. Pairing BRAVIA with BRAVIA Theatre brings the emotion and excitement of a cinema home, an unmatched audio-visual experience.





BRAVIA XR

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Specifications

Acoustic Centre Sync

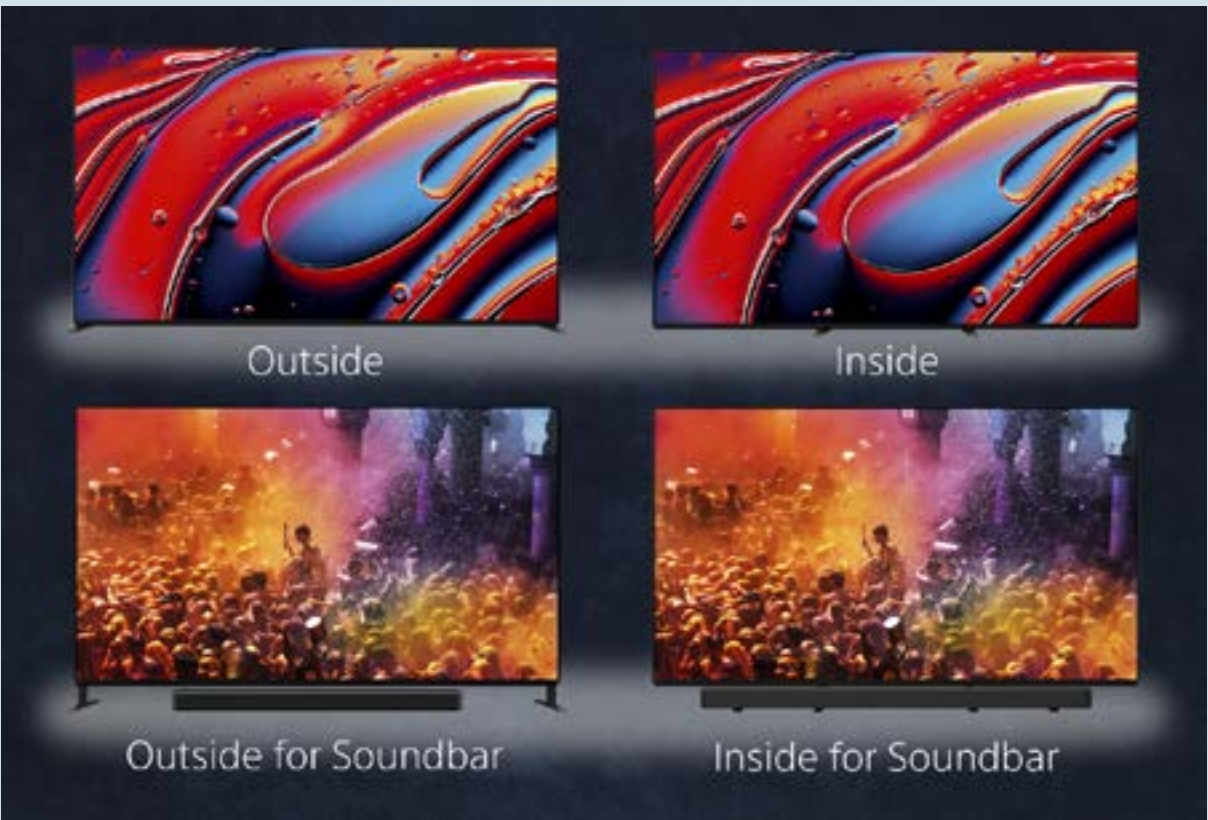


TV and soundbar in perfect harmony

The BRAVIA™ Acoustic Center Sync allows you to connect your compatible Sony soundbar/audio system to the TV for enhanced audio playback using the TV as a center channel speaker in a multi-channel setup.

The 4-way multi-position stand

The 4 way multi-position stand cleverly adapts to your design needs.





BRAVIA XR

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Specifications



The next-gen TV for gaming.
Breathtaking picture, fast response time.



Breathtaking picture, immersive sound and
fast response time for a great PlayStation®5 experience.



High-impact gaming with PS5
With 4K/120fps as specified in HDMI 2.1, our TVs give you smooth and clear movement for responsive gameplay.

Perfect for
PlayStation®5

Smooth Gaming
BRAVIA XR automatically switches into Game mode to minimize input lag and make the action more responsive with its Auto Genre and Auto HDR tone mapping features.

Game Menu

Game Menu
You can easily access your gaming Status, Settings and Gaming Assist functions all in one place. Screen Size, Crosshair, black equalizer, VRR etcetera can be adjusted through the bar.

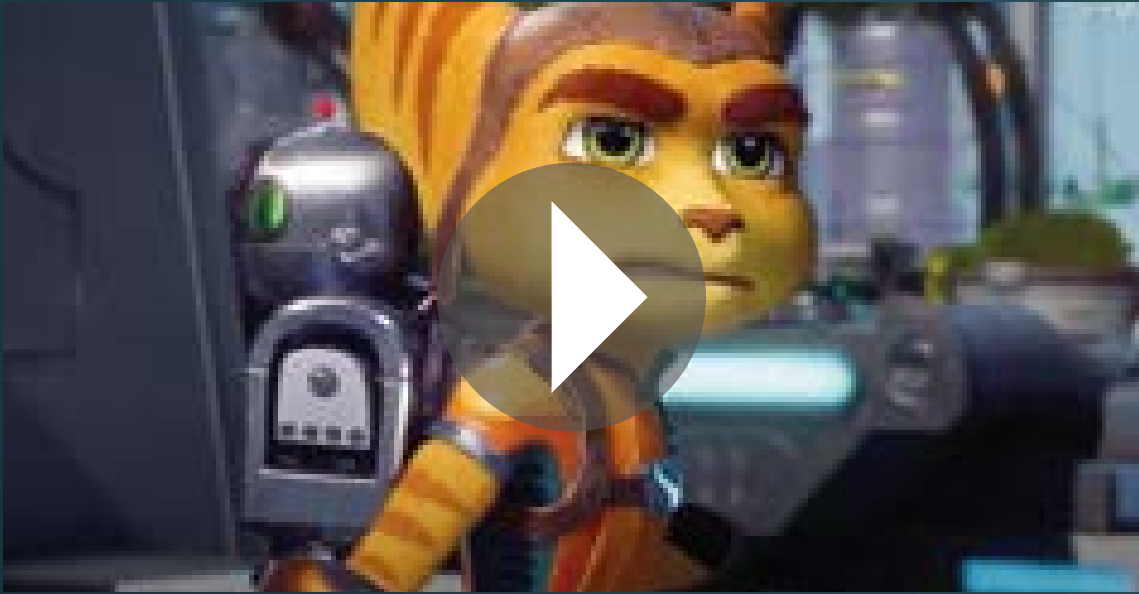
ALLM

Auto Low Latency Mode
HDMI 2.1 also enables the ideal latency setting to automatically be set allowing for smooth, lag-free and uninterrupted viewing and interactivity

PS Remote Play

Remote play your favorite PlayStation games on BRAVIA TV Stream your PS5 & PS4 games from your console to your BRAVIA TV device at remote location. Just stay handy with the PlayStation Control & PS remote application on your TV.

Explore the Features





BRAVIA XR

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Gaming/UX

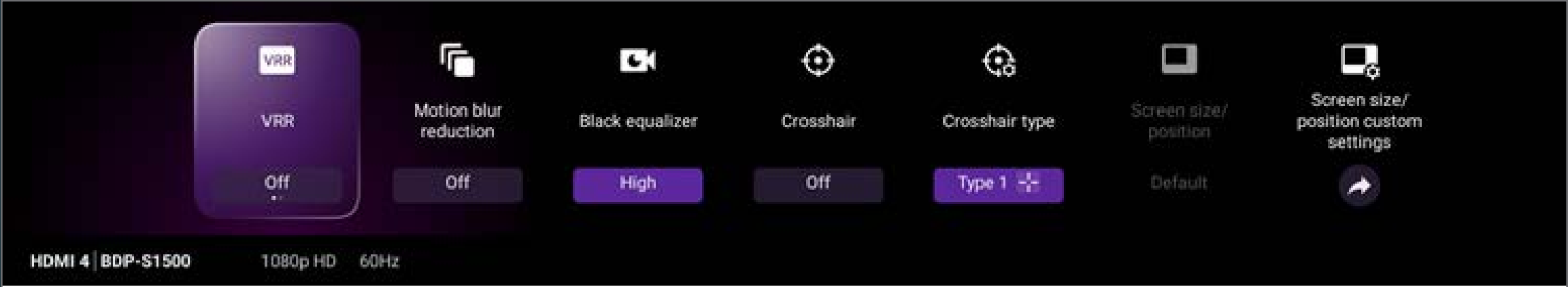
Line-Up

Specifications

..... Perfect for PlayStation®5 Features

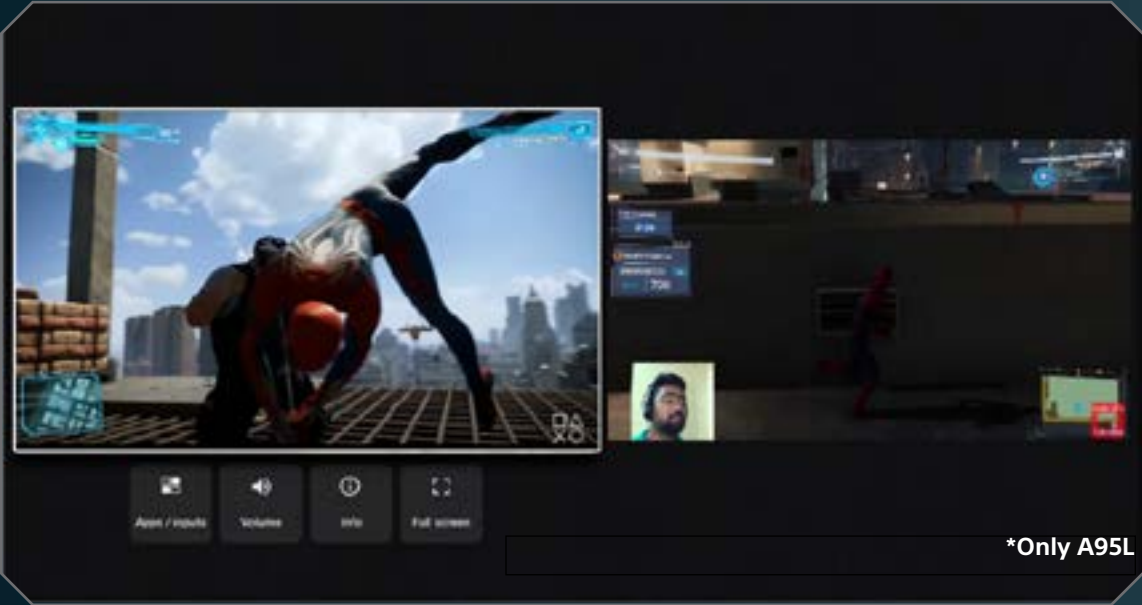
Game Menu

Game Menu allows you to easily access your gaming Status, Settings and Gaming Assist functions all in one place



Multi View*

Play Games while watching guide video in one screen



Screen Size*

Change screen size as you like for your game play



ALLM

Automatically switches between low latency mode and high picture quality mode on connecting the PS5



VRR

image transmission scheme that allows the device to adjust its refresh rate based on the frame rate of the video





BRAVIA XR

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Specifications

..... More features

Black equalizer
Easily find the enemy even in dark scene



Motion blur reduction
Smoother motion for gaming experience



FPS/RTS picture mode*
Appropriate picture mode for each game genre



*Only A95L

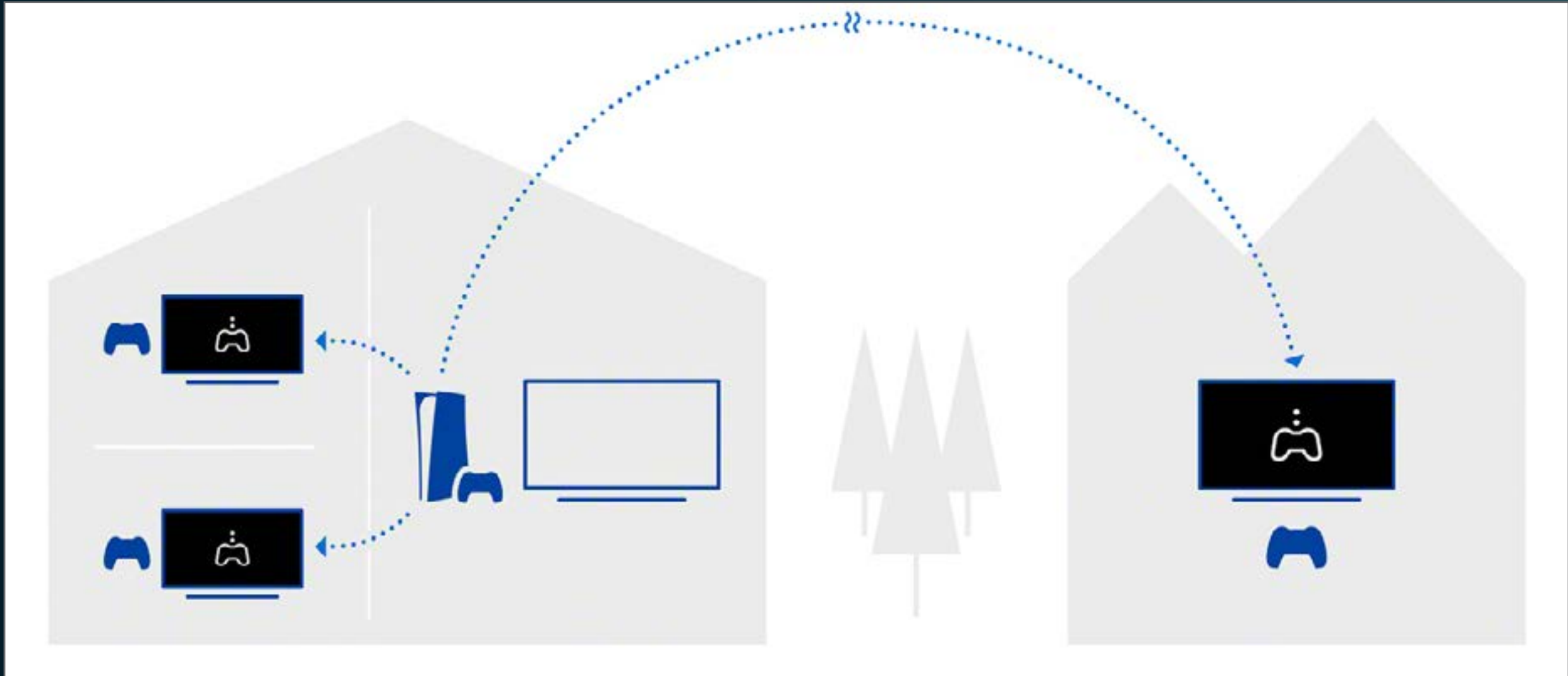
Crosshair/Crosshair settings
Get a shot with built-in Crosshair



..... New feature

PS Remote Play

Remote play your favorite PlayStation games on BRAVIA TV



Stream your PS5 & PS4 games from your console to your BRAVIA TV device at remote location. Just stay handy with the PlayStation Controller & PS remote application on your BRAVIA TV.
Remote Play can be used with a mobile data connection or Wi-Fi



BRAVIA XR

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Gaming/UX

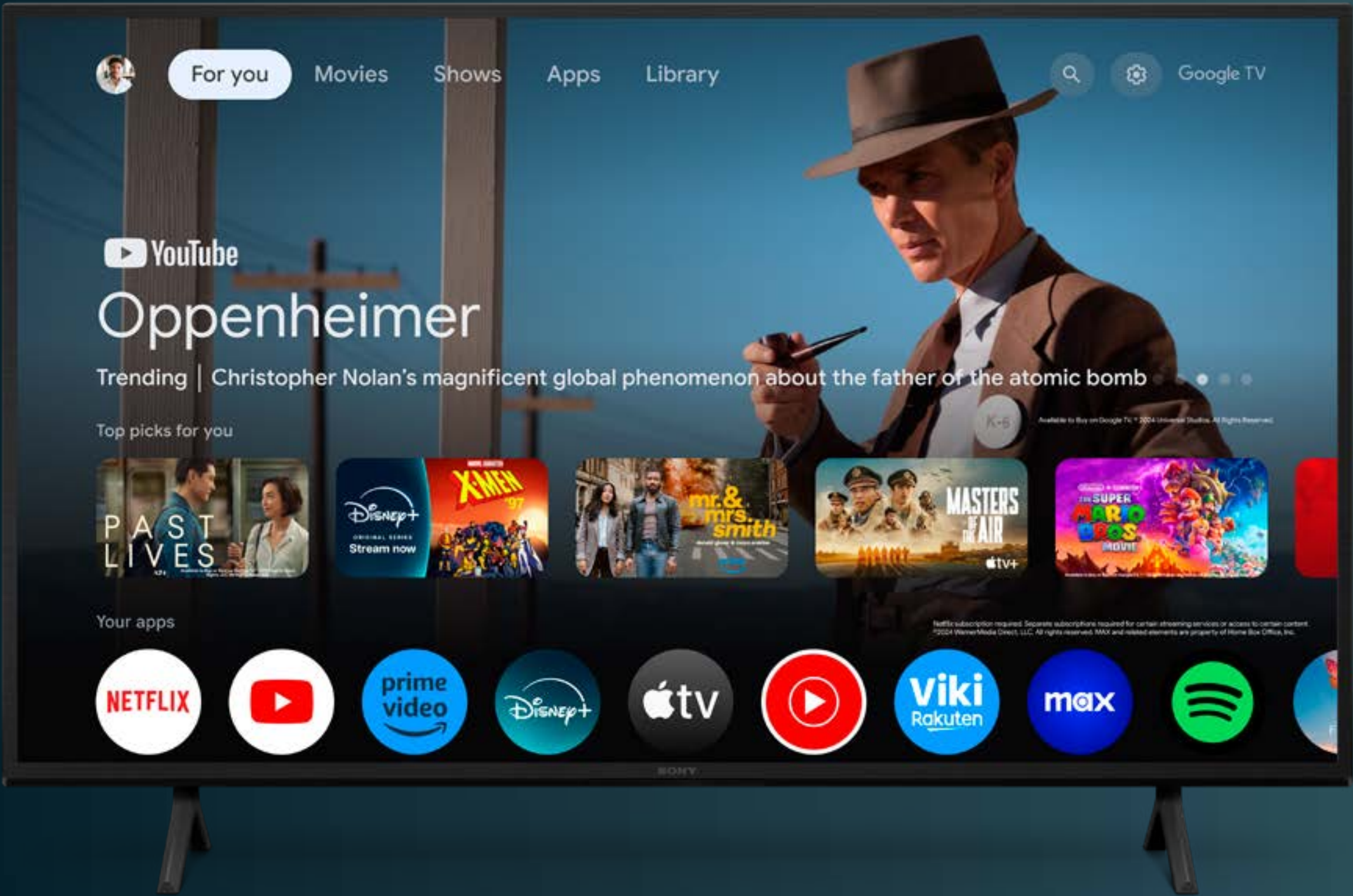
Line-Up

Specifications



Google TV

The entertainment you love.
With a little help from Google.



Browse 400,000+ movies and TV episodes from your streaming services in one place, organised into topics and genres based on your preferences.



BRAVIA XR

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Specifications



Google TV

Watchlist – create on phone, watch it on TV



Content from all at one place

Because you liked “Westworld”



The Mandalorian
Disney+



HBO Max



Amazon Prime Video



Amazon Prime Video

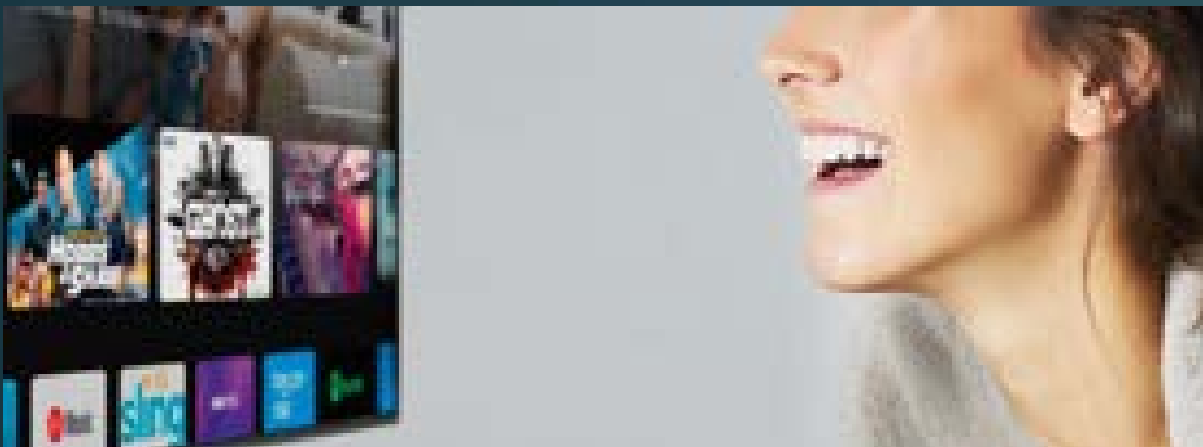


You.T

Hands-free Voice Search

Take Control, Remote-free

Thanks to a Built-in Mic located in the bottom bezel, simply talk directly to your TV to perform all your usual voice commands, but without the need of a remote.





BRAVIA XR

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Specifications

BRAVIA^{*}

CAM



CES® 2022 Best of Innovation Awards
Honoree, award to BRAVIA CAM



New ways to enjoy BRAVIA CAM



Proximity Alert
Set safe distance for Kids

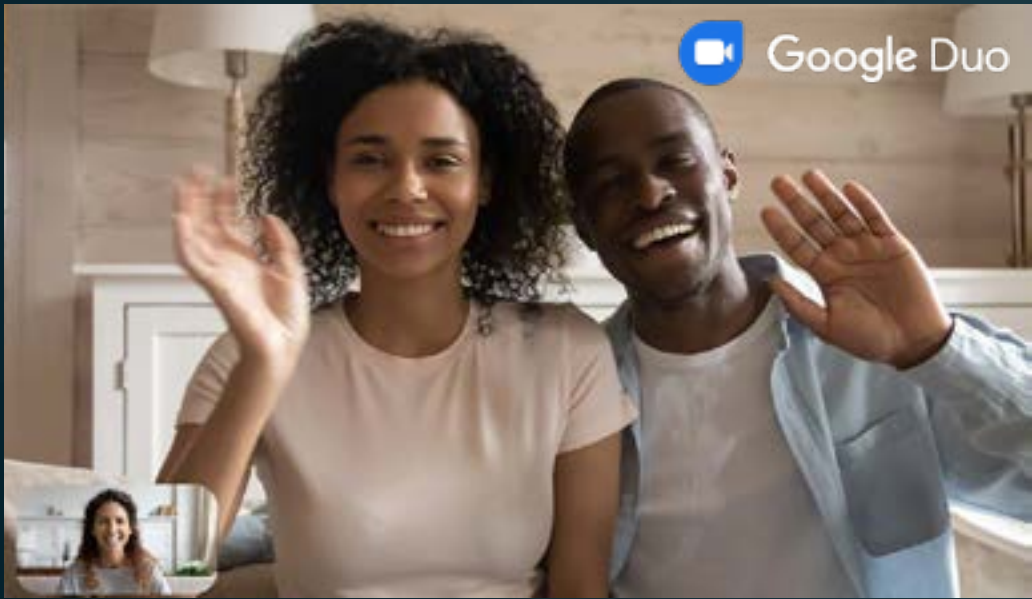


Gesture Control
Control TV using simple gestures



Auto Power Saving Mode
Manage brightness by detecting if watching or not

Video Call by BRAVIA CAM



Enjoy video chat with friends and family on the big screen
Catch up with your friends and family on the big screen. Enjoy more fun when you pair your TV with BRAVIA CAM.



Easy to connect, easy to close
Use the camera cover switch on top of BRAVIA CAM to close the camera cover if you want more privacy at any time.

CMU-BC1 | MRP Rs. **17,900/-**

*A95L - BRAVIA CAM is bundled.
BRAVIA 9 , BRAVIA 8, BRAVIA 7. A80L, X90L, X82L - BRAVIA CAM is optional.



BRAVIA XR

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SONY PICTURES CORE



Bring the cinematic experience home, enjoy movies included with BRAVIA XR™

A huge number of movies are waiting for you. With BRAVIA XR technology, Pure Stream™ and IMAX® Enhanced, everything you watch is delivered with stunning visuals and expressive sound quality. With SONY PICTURES CORE Calibrated mode, your movie will automatically adjust to the optimal picture settings to create a truly exceptional at-home movie viewing experience.



Hundreds of movies await you

Enjoy an incredible selection of movies to stream any time in up to 4K HDR quality and choose up to 10 movies to redeem from hundreds of the latest releases and classic blockbuster movies.



Highest streaming picture quality

Pure Stream™ can stream 4K HDR movies at up to 80Mbps. Enjoy more detail, colour and contrast than conventional 15–25Mbps streaming content.



Enjoy the largest available collection of IMAX® Enhanced movies

BRAVIA XR TVs with IMAX® Enhanced are certified by IMAX and DTS® to have met the rigorous standards needed to get the best possible IMAX movie experience from SONY PICTURES CORE movies.



BRAVIA XR

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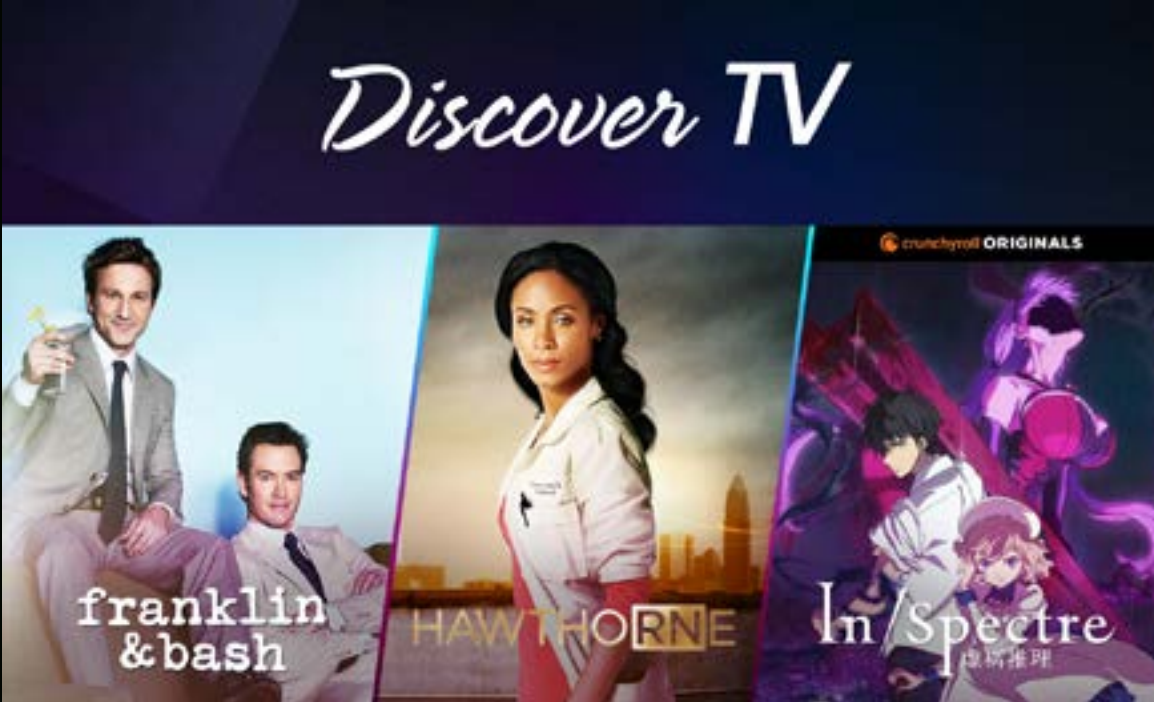
Watch in Pure Stream™.
the highest in streaming picture
quality up to 80Mbps.



Enjoy up to two years of
unlimited movie streaming.



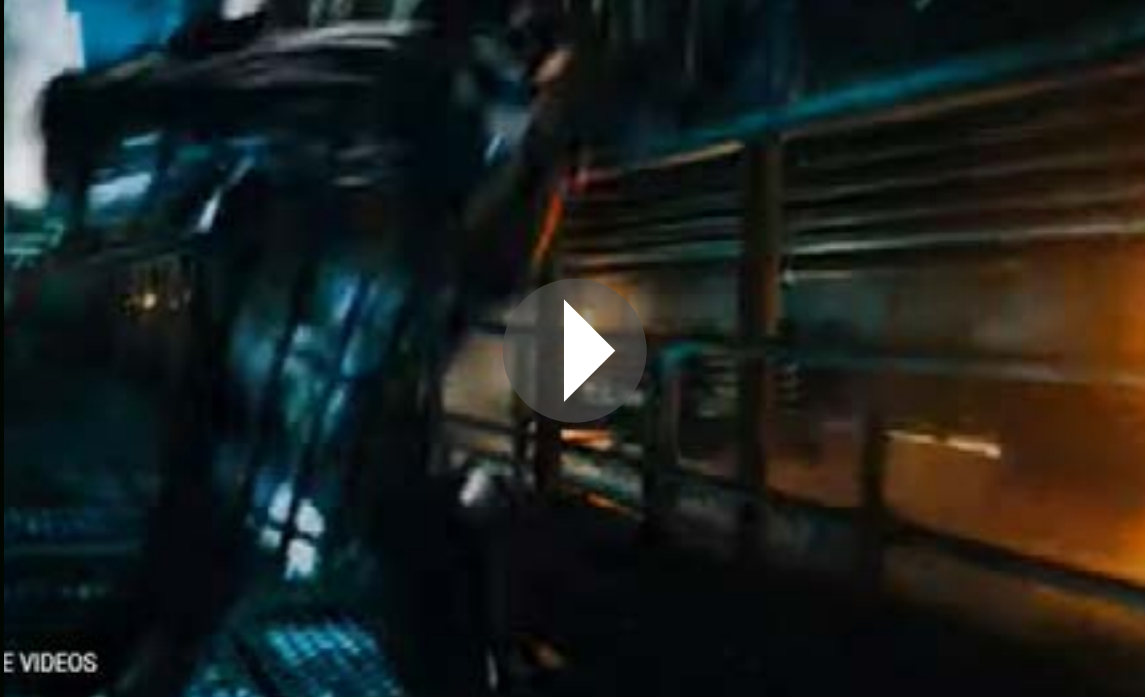
Enjoy the largest available collection
of IMAX Enhanced Movies.



Discover your next favorite
TV series.



Go Dipper into the creation of your
favorite movies with Studio Access.



Picture Setting will automatically
adjust to create a truly exceptional
at-home viewing experience.



BRAVIA XR

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BRAVIA™, entertainment for the future



Easy to find, clean
and use anytime.
Made with recycled
plastic.

Truly multifunctional. Our compact and rechargeable premium remote uses approximately 80% recycled plastic. Yet it's easy to use in the dark, easy to find, easy to clean and controls your connected devices



ANIME
JUST A
CLICK
AWAY



BRAVIA XR

Picture

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Specifications

BRAVIA 9 XR90



Our brightest 4K ever

BRAVIA **XR** Mini LED



Awards & Recognitions



216cm **(85)** | MRP Rs. **8,99,900/-**
190cm **(75)** | MRP Rs. **6,49,900/-**



BRAVIA XR

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Specifications

NEW

BRAVIA 8_{II} XR80M2



Aesthetic slimness, blends in beautifully

BRAVIA XR OLED



165cm (65) | MRP Rs. 4,99,900/-
140cm (55) | MRP Rs. 3,99,900/-





BRAVIA XR

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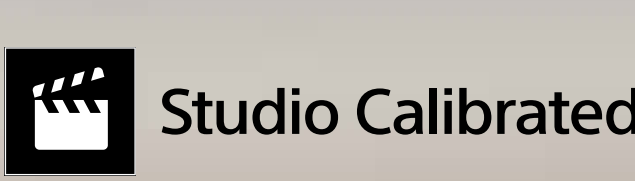
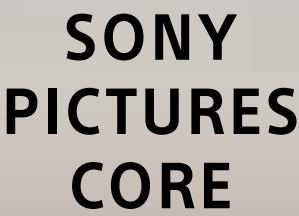
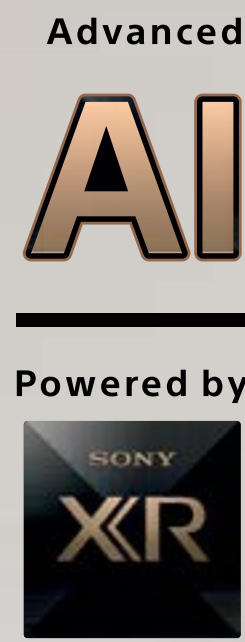
Specifications

BRAVIA 7 XR70



Perfectly balanced, entertains everyone brilliantly

BRAVIA XR Mini LED



189cm (75) | MRP Rs. 4,49,900/-
165cm (65) | MRP Rs. 2,99,900/-
140cm (55) | MRP Rs. 2,49,900/-

Awards & Recognitions





BRAVIA XR

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Specifications

NEW

BRAVIA 5

XR55A

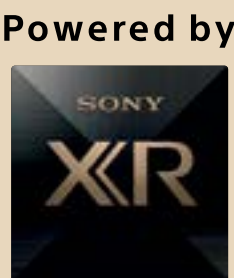


Bigger is Better

BRAVIA XR Mini LED



- 248cm (98) | Coming Soon
- 215cm (85) | MRP Rs. 6,49,900/-
- 189cm (75) | MRP Rs. 3,99,900/-
- 165cm (65) | MRP Rs. 2,49,900/-
- 140cm (55) | MRP Rs. 1,99,900/-





BRAVIA XR

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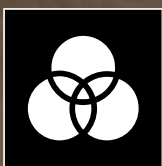
BRAVIA 3

S30



Rich Color, Immersive Sound

BRAVIA LED



Triluminos Pro

SONY
PICTURES
CORE



Features for
PlayStation®5

- 215cm (85) | MRP Rs. 5,99,900/-
- 189cm (75) | MRP Rs. 2,69,900/-
- 165cm (65) | MRP Rs. 1,64,900/-
- 140cm (55) | MRP Rs. 1,29,900/-
- 127cm (50) | MRP Rs. 1,14,900/-
- 109cm (43) | MRP Rs. 99,900/-



BRAVIA XR

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Specifications

NEW

BRAVIA 2II

S25M2



Life, upscaled. In 4K.

BRAVIA LED



SONY
PICTURES
CORE

- 189cm (75) | MRP Rs. 2,39,900/-
- 165cm (65) | MRP Rs. 1,39,900/-
- 140cm (55) | MRP Rs. 99,900/-
- 127cm (50) | Coming Soon
- 109cm (43) | MRP Rs. 69,900/-


Tap to
Navigate

BRAVIA XR

Picture

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Specifications

NEW

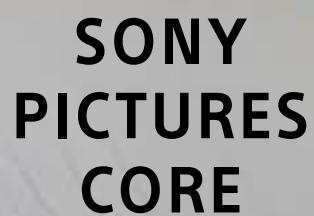
BRAVIA 2II S22



Life, upscaled. In 4K.

BRAVIA LED

 Google TV



127cm **(50)** | Coming Soon

109cm **(43)** | MRP Rs. **59,900/-**



BRAVIA XR

Picture

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Specifications

W835



Made easy, made smart

BRAVIA LED



X-Reality PRO



Dolby AUDIO



W835:
81cm (32) | MRP Rs. 34,900/-



BRAVIA XR

Picture

Sound

Gaming/UX

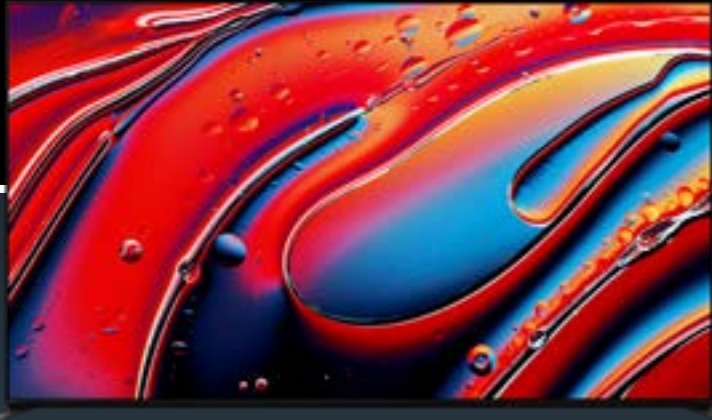
Line-Up

Specifications

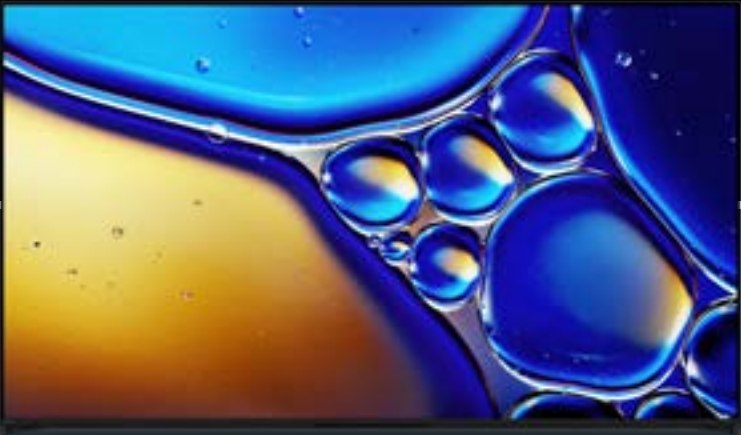
BRAVIA XR

The world’s first Cognitive Intelligence TV

SPECIFICATIONS



BRAVIA 9XR90 216cm (85) 190cm (75)			4KHDR		
PROCESSOR XR Cognitive Processor		SOUND Acoustic Multi-Audio+		COLOR XR Backlight Master Drive High Peak Luminance	
CONTRAST XR Contrast Booster		CLARITY XR Motion Clarity		OPERATING SYSTEM Google TV	
GAMING 4K120 120 HzVRR* & ALLM		ENTERTAINMENT DolbyVISION·ATMOS		VOICE SEARCH Hands-free Voice Search	
CINEMA@HOME IMAX ENHANCED		Studio Calibrated		SONY PICTURES CORE	



BRAVIA 8 II XR80M2 165cm (65) 140cm (55)			4KHDR		
PROCESSOR XR Cognitive Processor		SOUND Acoustic Surface Audio+		COLOR XR Triluminos Pro	
CONTRAST XR Contrast Booster 25		CLARITY XR Clear Image		OPERATING SYSTEM Google TV	
GAMING 4K120 120 HzVRR* & ALLM		ENTERTAINMENT DolbyVISION·ATMOS		VOICE SEARCH Hands-free Voice Search	
CINEMA@HOME IMAX ENHANCED		Studio Calibrated		SONY PICTURES CORE	



BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

BRAVIA XR

The world’s first Cognitive Intelligence TV

SPECIFICATIONS

BRAVIA 7XR70 189cm (75) 165cm (65) 140cm (55) 4KHDR		
PROCESSOR XR Cognitive Processor	SOUND Acoustic Multi-Audio	COLOR XR Triluminos Pro
XR Backlight Master Drive	CONTRAST XR Contrast Booster	GAMING Perfect for PlayStation®5
CLARITY XR 4K Upscaling	ENTERTAINMENT Dolby VISION·ATMOS	VOICE SEARCH Hands-free Voice Search
OPERATING SYSTEM Google TV	CINEMA@HOME IMAX ENHANCED	BRAVIA*CAM SONY PICTURES CORE

*Available with select models.

BRAVIA 5XR55A 248cm (98) 216cm (85) 189cm (75) 165cm (65) 140cm (55) 4KHDR		
PROCESSOR XR Cognitive Processor	SOUND Acoustic Multi-Audio	COLOR XR Triluminos Pro
XR Backlight Master Drive	CONTRAST XR Contrast Booster 10	GAMING Perfect for PlayStation®5
CLARITY XR 4K Upscaling	ENTERTAINMENT Dolby VISION·ATMOS	VOICE SEARCH Hands-free Voice Search
OPERATING SYSTEM Google TV	CINEMA@HOME IMAX ENHANCED	BRAVIA*CAM SONY PICTURES CORE

*Available with select models.



BRAVIA XR

Picture

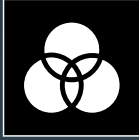
Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS

BRAVIA 3 S30 165cm (65) 140cm (55) 127cm (50)  		
PROCESSOR  4K HDR Processor	SOUND X-Balanced Speaker	COLOR  Triluminos Pro
SONY PICTURES CORE	MOTION 	OPERATING SYSTEM  Google TV
ENTERTAINMENT 	VOICE SEARCH Hands-free Voice Search	SUPPORT  Works with Apple AirPlay  Works with Apple HomeKit
GAMING Game Menu	GAMING Features for PlayStation®5	GAMING PS Remote Play

*Available with select models.

BRAVIA 2II S25M2 189cm (75) 165cm (65) 140cm (55) 127cm (50) 109cm (43)  		
PROCESSOR  4K Processor	CLARITY 	COLOR 
ENTERTAINMENT  	MOTION 	SOUND Open Baffle Speaker
OPERATING SYSTEM  Google TV	GAMING Features for PlayStation®5	VOICE SEARCH Voice Remote Control
SAFETY 	SUPPORT  Works with Apple AirPlay  Works with Apple HomeKit	CONNECTIVITY  Bluetooth®



BRAVIA XR

Picture

Sound

Gaming/UX

Line-Up

Specifications

SPECIFICATIONS

BRAVIA 2II S22M2 127cm (50) 109cm (43) 			4K HDR		
PROCESSOR X1 4K Processor		CLARITY 4K X-Reality PRO		COLOR LIVE COLOR	
ENTERTAINMENT Dolby ATMOS dts X		MOTION Motionflow XR		SOUND Open Baffle Speaker	
OPERATING SYSTEM Google TV		VOICE SEARCH Voice Remote Control		SMART HOME WORKS WITH amazon alexa	
SAFETY X-Protection PRO DUST LIGHTNING SURGE HUMIDITY		SUPPORT Works with Apple AirPlay Works with Apple HomeKit		CONNECTIVITY Bluetooth®	

W835 81cm (32) 			HDR		
PROCESSOR X-Reality PRO		SOUND ClearAudio+		COLOR LIVE COLOR	
MOTION Motionflow XR		OPERATING SYSTEM Google TV		ENTERTAINMENT Dolby AUDIO	
VOICE SEARCH Voice Remote Control		MENU LANGUAGE Multi-Indian Languages		CONNECTIVITY USB Super Multi-Format PLAY	
SAFETY X-Protection PRO DUST LIGHTNING SURGE HUMIDITY		APPLE AIRPLAY Works with Apple AirPlay Works with Apple HomeKit			

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