SONY

Style.Technology.Design.





XBR FD TRINITRON WEGA



XBR GRAND WEGA



XBR LCD WEGA



XBR PLASMA WEGA

Sony[®] XBR[®] WEGA[®] Television. The Message Is Clear.

Any watch will tell time. Any car will get you there. And any television will show a picture. But Sony[®] XBR[®] WEGA[®] televisions embody an altogether different philosophy. These are the televisions that videophiles lust after, that magazine reviewers beg to keep after their reviews are written, and that fortunate owners display with pride. During three decades, Sony XBR television has represented the ultimate in technology and the pinnacle of style. Our latest models take this legendary performance to an altogether higher level.

FD Trinitron[®] WEGA models offer the uncompromising quality of Sony's patented FD Trinitron picture tube. Flat panel Plasma WEGA[™] and LCD WEGA[™] models are gorgeous whether seated on a table or hanging on the wall. And the sleek Grand WEGA[™] LCD rear projection televisions are ultra-slim, lightweight tabletop designs, perfect for any home or apartment.

With rich home theater possibilities, breakthrough technology and irresistibly seductive styling, Sony XBR WEGA models are a breed apart. They're not simply televisions. They're objects of desire.

XBR® FD Trinitron® WEGA® television will spoil you for anything less. Ready for a little one-on-one? Ready for excellence on an intimate scale? Then choose the 30 or 34-inch models with their 16:9 widescreen viewing - the KV-30XBR910 or KV-34XBR910. You'll become immersed in the amazing FD Trinitron picture. You'll feel the impact of Sony color and clarity. And your jaw will drop when you see the detail of Sony's Super Fine Pitch CRT.

Type A personalities will gravitate irresistibly toward Sony's largest direct view picture tube. Words simply don't do justice to the image you'll enjoy on the 40-inch diagonal, 4:3 screen of the KV-40XBR800. It's over 37 inches diagonal with 16:9 content. And words fail to capture the pride of ownership you'll feel when this big screen comes to life!

All three televisions are styled in a striking silver and black frame. They can be set on tables or matching floor stands. They integrate beautifully with a Sony DVD Dream[™] system to form a complete WEGA Theatre[™] system of exceptional performance. And all three televisions instill the inner glow you get from possessing the very best.

SUPER FINE PITCH CRT

From the instant it was introduced in 1998, Sony's FD Trinitron® picture tube has set the standard in color television. And now it's even better. Behind the screen, we've reduced the spacing or "pitch" of the Aperture Grill by 65%. In our 30 and 34-inch models, you get higher resolution, greater precision and a television that takes full advantage of High Definition source material. Connect a Sony HDTV receiver and be prepared to be amazed of High Definition source material. Connect a Sony HDTV receiver and be prepared to be amazed.





FD TRINITRON



XBR SUPER FINE PITCH

OPEN AND AIRY

Some couples just look good together, an observation that perfectly describes a Sony 30 or 34-inch XBR FD Trinitron WEGA television and the matching stand. The stand's sleek, triangular footprint echoes the sculptural design of the television. The slender side-posts seem to flow directly into the television itself. And the floating shelf accommodates your source components with an added touch of drama. The floating equipment shelf accommodates your source components with an added touch of drama.



$XBR^{*}Grand WEGA^{*}_{LCD \ rear \ projection \ television \ is \ big \ screen \ entertainment \ that \ will \ excite \ the \ whole \ family. \ With$

Sony's integrated High Definition TV receiver,' you'll feel the intensity of HD movies, the impact of HD sports, and the intimacy of HD dramas shown larger than life. Connect a Sony RDR-GX7 DVD recorder and a Sony A/V receiver

Everyone will see a great picture whether they're sitting or standing, courtesy of Sony's Uniform Brightness Screen[™] technology. And everyone will appreciate all the details, with Sony's incredible WEGA Engine[™] circuitry and Optical Engine display. You'll see color that's beautiful, natural and consistent, as a result of the Digital Uniformity circuit. And the detail is absolutely stunning, thanks to Sony's Super Fine Pitch[®] lenticular screen.

Both the 70-inch widescreen KDF-70XBR950 and the 60-inch KDF-60XBR950 bring the joys of bigscreen entertainment to even the smallest rooms. So gather your family, grab a few DVDs, and get ready for a really big show.

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LCD PANELS

- 23" — THE GENTLE GIANTS

For such a powerful picture, these televisions are amazingly slender. The 70-inch Grand WEGA television has about the same depth as some 36-inch CRT models! Yet it provides a much larger picture. And the 60-inch model is even thinner. So they fit beautifully, even in a Manhattan pied-à-terre.

THE OPTICAL ENGINE

Many televisions use a single panel and a rotating color wheel to form only one color at a time. Sony's exclusive Optical Engine features three separate High Definition LCD panels – one each for Red, Green, and Blue. So you see an ultra-stable display with all the

colors, all the time. Compared to our previous models, Sony has increased the resolution to 1386 x 788 x 3, for a staggering total of 3.28 million dots. You'll see flawless High Definition that depicts even the most subtle details, right down to the seams on the football or the aleam in a woman's eyes!

Just as important are all the things you won't see with XBR Grand WEGA television. Because there are no phosphors, there's no phosphor burn-in to degrade the picture over time. Thanks to Sony's Ultra High Pressure (UHP) lamp, the picture doesn't flicker or fade. With two dichroic mirrors and a dichroic prism, your image stays critically aligned for the life of the television. So you'll never need to adjust the convergence.

High Definition viewing requires ultra-sharp focus, not just at the center of the screen, but from corner to corner. Sony's Optical Engine exceeds the need with a sophisticated eleven-element lens system. All your images are crisp, clear and accurate – for a picture that sweeps you off your feet.

A PLATFORM FOR GREATNESS

II you want the utilimate in design. It you prefer the perfect viewing geometry. If you need a place for your home theater source components, then follow one simple direction. Place a Sony XBR Grand WEGA television onto the matching Sony stand. On the stand, the television base retracts for a sleeker look. The stand elevates the screen to the correct viewing height. And it holds a Sony DVD player and A/V receiver, transforming your television into a WEGA Theatre[™] system that makes home entertainment come alive!



XBR[®] LCD WEGA[™] television takes flat panel LCD entertainment to another dimension: 30 inches diagonal. Here is the size and scale to deliver images with impact. And here is a picture that looks less like technology and more like life itself. The difference is Sony's remarkable WEGA Engine[™] system.

Equally remarkable is a floating glass panel that makes the KLV-30XBR900 screen appear suspended in space. It's a stunning, charismatic design. The LCD WEGA flat panel television looks gorgeous on either the supplied table base or the optional wall mount. The entire screen is less than four inches deep. A beautiful design, the XBR LCD WEGA television also connects beautifully to a Sony DVD Dream system to form a complete WEGA Theatre[™] system that will stir your soul.

BEAUTIFUL BRAINS

The awesome electronic wizardry behind XBR flat panel television resides in a suitably sophisticated home: Sony's Media Receiver Unit. It accommodates all the connections you'll need for the most advanced home theater components, such as a Sony progressive scan DVD player, a Sony HDTV receiver,² and a Sony A/V receiver. And you can't resist picking up the remote control. It's slender, sleek and ready to do your bidding.





A LIGHT TOUCH

The floating glass panel of Sony XBR LCD WEGA and XBR Plasma WEGA[™] televisions is a work of mystery and drama. Status indicator lights appear to float in the glass, without any apparent connections. And in a gesture suitable for a work of art, the Sony logo is accented by a thin halo of light. You can turn this light on for a touch of drama. For serious viewing, switch off the light and the logo seems to disappear.





XBR[®] Plasma WEGA[™] televisions are unmistakably handsome. Charismatic. Desirable. They carry the design themes and technologies of the 30-inch LCD model into larger 42, 50 and 61-inch widescreen sizes. The sleek silhouette whispers exclusivity. The seductive lines draw your eye and hold your attention. The televisions actually suspend the screen on a plane of glass, so the picture appears to float effortlessly.

Equally gorgeous is the High Definition picture, courtesy of Sony's integrated HDTV receiver.¹ You'll enjoy incredible picture detail. The HDTV receiver and Sony's WEGA Engine[™] system are housed in the uncommonly graceful Media Receiver Unit, which also handles connections to your home theater system. It's the perfect complement for the Elevated Standard of Sony ES components.

You'll be proud to display Sony's KDE-42XBR950, KDE-50XBR950 and KDE-61XBR950 on the optional table stands. They also make an incredible design statement enthroned on Sony's clear glass floor stand. And you can hang them on the wall with the optional wall mount. The 61-inch screen features detachable speakers and is a mere 4-3/8 inches deep!





HARMONY IN THE HOME

One of you wants the largest possible screen. The other wants a television that takes up minimum space. Now Sony satisfies both. Sony's XBR Plasma WEGA and LCD WEGA televisions can hang on almost any wall. Because even the largest of these panels is just 4-3/8 inches thin, the television leaves room for the rest of your life.

A THRONE FIT FOR THE KING OF TELEVISIONS

An XBR Plasma WEGA model is not just a television. It's a design statement in tempered glass and brushed aluminum. It's an essay in aesthetics. And it's a sculpture. That's why Sony designed the perfect pedestal: the floating glass floor stand. It suspends the glass panel on its glass riser. When your friends come to visit, they will definitely notice. And talk. And envy.









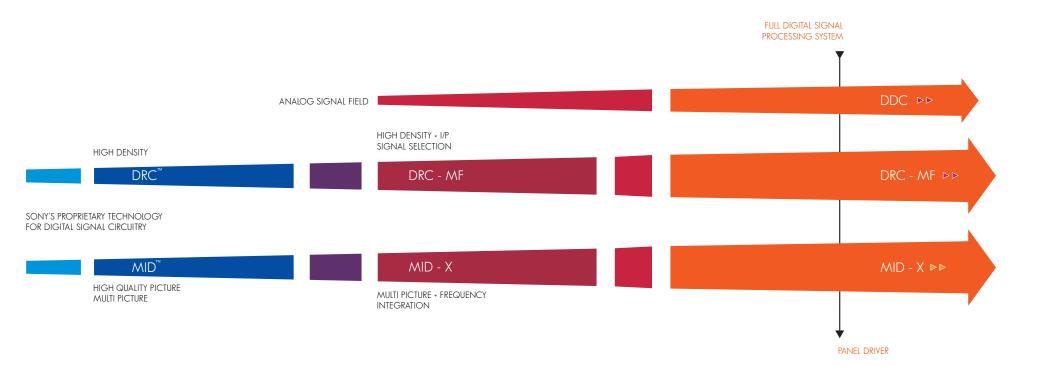
The WEGA Engine[™] System.

This is the secret behind XBR® Grand WEGA[™], XBR Plasma WEGA[™] and XBR LCD WEGA[™] television. All these televisions are so-called "fixed pixel" displays, meaning they create images from discrete, hard-wired pixels. These displays must first "scale" the input signal to the specific number of pixels in the display. The quality and intelligence of the processing circuitry that performs this scaling can make the difference between a picture that's acceptable and one that's exquisite. That's why XBR fixed pixel displays incorporate Sony's WEGA Engine system.

Unlike conventional circuitry, the WEGA Engine system maintains the picture in the digital domain from the first stage to the last. In this way, Sony achieves a picture that's less like watching television - and more like a window on the world.



of Sony scaler technology becomes more sophisticated and leverages more digital precision. The WEGA Engine system achieves end-to-end digital accuracy.



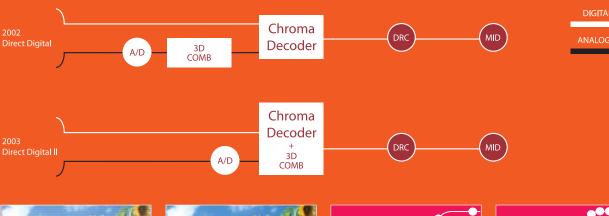
DIRECT DIGITAL CIRCUITRY

The first stage in Sony's Advanced WEGA Engine system converts the incoming Direct Digital circuitry minimizes the number of analog-to-digital conversions, which can introduce video "noise" and otherwise degrade picture quality. And Sony's latest Direct Digital II circuitry reduces noise further still by integrating both the comb filter and the chroma decoder on the same circuit. This maintains the quality of the incoming video signal, to get the best from every source.

DRC™ MULTI-FUNCTION CIRCUITRY

The first generation of Sony Digital Reality Creation™ (DRC) circuitry brought about a minor miracle. It delivered four times the picture density of regular video, enabling Standard Definition programming to approach the lush detail of High Definition! The next generation added a choice of Interlace mode (for material shot on video) or Progressive mode (for material shot on film). You get high-density images that are exceptionally clear and can be beautifully matched to your video source.

DRC Digital Reality Creation









MID™ X (MULTI IMAGE DRIVER) CIRCUITRY

While Picture-in-Picture is popular, it's rarely found in plasma and flat panel LCD televisions. Why? Because conventional scalers can't make the inset picture look its best. But the WEGA Engine system is unique. Sony's MID™ X circuitry uses motion vector I/P conversion to assemble the best possible picture from the two interlaced fields. You get superior Twin View™ Picture-and-Picture performance. You can even watch Standard Definition and High Definition programming side-by-side, and zoom in or out on either program.. MD Image



SCALABLE IMAGE





SONY'S PANEL DRIVER LSI

their attention to the next stage, the Panel Driver large-scale integrated circuit (LSI). This is specifically tuned to the characteristics of the Plasma and LCD panels. The LCD panel driver LSI provides faster response time to reduce moving picture "blur" artifacts. The plasma panel driver LSI achieves the equivalent of 14-bit grayscale. So you'll see smoother, more natural, better controlled transitions from the deepest black to the brightest white. And the face of your favorite actress by candlelight will have a rich, natural beauty.



Details that make a difference

On XBR WEGA television, you'll find irresistible features, powerful technologies and thoughtful touches. Whether you want to see your vacation snapshots, follow two games during the playoffs, watch theater-quality imagery or experience High Definition to the fullest, Sony's technical wizardry delivers. Sony innovations combine to make XBR WEGA television an experience unlike any other.

INTEGRATED HDTV RECEPTION¹ AND HD VIDEO INPUTS²

Every XBR television accepts HDTV signals from outboard signal sources.² But there's more. The XBR Plasma WEGA and XBR Grand WEGA models offer integrated HDTV reception for free, over-the-air HDTV broadcasting, where available. They also have Clear QAM tuning, for access to unscrambled digital cable channels you subscribe to, where available. (Check with your cable TV operator for compatibility.)

Two sets of Y/Pb/Pr inputs accept Standard Definition or High Definition signals.² A Digital Visual Interface (DVI) HDTV input accepts a high-bandwidth, uncompressed signal from a digital video source, such as Sony's SAT-HD300 High-Definition receiver. The XBR[®] 950 televisions even offer the i.LINK[®] digital interface, which accepts signals from DV or MICROMV[™] camcorders, as well as High Definition signals from compatible D-VHS recorders.³ So you can enjoy the HDTV signal in full digital quality!





I.LINK® DIGITAL INTERFACE



MEMORY STICK® MEDIA PLAYBACK

Where others see a television, Sony also sees a photo album. XBR WEGA television is the perfect place to show off your family photos. Just slide Memory Stick media out of a compatible Sony digital camera or camcorder and into the television. All XBR WEGA television eard divide DCE

or camcorder and into the television. All XBR WEGA televisions can display DCF format JPEG still images.⁴ These Grand WEGA and Plasma WEGA models will accept the very latest Memory Stick PRO media and play MP3 files as background music. And selected models can even display MPEG1 movies captured to Memory Stick media.



DRC[™] MULTI-FUNCTION CIRCUITRY IN ACTION

Now conventional TV programming can approach High Definition picture quality, thanks to Sony's DRC Multi-Function circuitry. You'll thrill to images that are smoother, richer, more integrated and more compelling! (For a description of DRC technology, see previous page).

DRC Digital Reality Creation



CINEMOTION[™] REVERSE 3-2 PULLDOWN TECHNOLOGY

Much of prime time television and most DVDs were originally shot on movie film. Sony's CineMotion technology displays these film-originated images in spectacular progressive scanning. Some progressive scan systems "mix" a pair of film frames on two out of every five video frames, potentially blurring the image and producing unwanted motion artifacts. In dramatic contrast, Sony's system restores the integrity of the original film frames. You'll see more consistent fine detail for a viewing experience more like the movie theater.

CineMotion





WITHOUT CINEMOTION CIRCUITRY

MID[™] X CIRCUITRY IN ACTION

If you're a fan of picture-in-picture, wait until you've tried Sony's Twin View[™] pictureand-picture! Powered by the MID X circuit, this feature displays two pictures side-by-side. Then you can zoom each picture up or down in size, depending on what's going on and what's important. You can even display a High Definition source side-by-side with Standard Definition on the same screen. (For a description of MID X technology, see previous page.)

MID Multi Image Driver



MID CIRCUITRY FOR OUTSTANDING PICTURE-AND-PICTURE

TELNIOLION e 22 puil doon technology

WITH CINEMOTION CIRCUITRY

XBR Specifications

















	KV-30XBR910	KV-34XBR910	KV-40XBR800
Screen size	30-inch widescreen	34-inch widescreen	40-inch 4:3 screen
Display type	FD Trinitron CRT	FD Trinitron CRT	FD Trinitron CRT
Pixel resolution	n/a	n/a	n/a
WEGA Engine system	n/a	n/a	n/a
Direct Digital Circuitry	n/a	n/a	n/a
DRC™ MF circuitry	Yes	Yes	Yes
MID™ X circuitry	Yes	Yes	Yes
Panel Driver LSI	n/a	n/a	n/a
LCD Optical Engine	n/a	n/a	n/a
HDTV Tuner ¹	n/a	n/a	n/a
HD input ² (Y/Pb/Pr)	Yes (2 HD inputs)	Yes (2 HD inputs)	Yes (2 HD inputs)
CineMotion [™] circuitry	Yes	Yes	Yes
DVI-HDTV interface	Yes	Yes	Yes
i.LINK® interface ³	n/a	n/a	n/a
Memory Stick®	Yes	Yes	Yes
JPEG Images⁴	Yes	Yes	Yes
MPEG1 movies	Yes	Yes	n/a
MP3 BG music	n/a	n/a	n/a
Supplied media receiver	n/a	n/a	n/a
Width	35-3/8" (898 mm)	39-1/8" (994 mm)	43-1/8" (1093 mm)
Height	23-7/8" (607 mm)	25-5/8" (652 mm)	33" (836 mm)
Depth	22-1/8" (563 mm)	23-7/8" (605 mm)	26-1/8" (663 mm)
Weight	155 lbs. (70 kg)	199 lbs. (90 kg	300 lbs (136 kg)
Optional floor stand	SU-30XBR1	SU-34XBR1	SU-40XBR8
Optional wall mount	n/a	n/a	n/a
Optional tabletop stand	n/a	n/a	n/a

CDF-60XBR950	KDF-70XBR950	KLV-30X
60-inch widescreen	70-inch widescreen	30-inch
.CD Rear Projection	LCD Rear Projection	Flat Pan
1386 x 788	1386 x 788	1280 x 7
Advanced	Advanced	Yes
II dc	DD II	DD
les	Yes	Yes
les	Yes	Yes
les	Yes	Yes
les	Yes	n/a
les	Yes	n/a
íes (2 HD inputs)	Yes (2 HD inputs)	Yes (2 H
les	Yes	Yes
les	Yes	Yes
1 front/2 rear	1 front/2 rear	n/a
les	Yes	Yes
les	Yes	Yes
les	Yes	n/a
les	Yes	n/a
n/a	n/a	MBT-XB
63" (1600 mm)	71-3/4" (1821 mm)	38-1/4"
39-3/4" (1010 mm)	45" (1143 mm)	20-3/4"
23" (583 mm)	25-1/2" (647 mm)	3-5/8" (
178 lbs. (80 kg)	204 lbs. (92.5 kg)	44 lbs. (
SU-GW3	SU-GW3	n/a
n/a	n/a	SU-PW1
	n/a	included

XBR900	KDE-42XBR950	KDE-50XBR950	KDE-61 XBR950
h widescreen	42-inch widescreen	50-inch widescreen	61-inch widescreen
anel LCD	Flat Panel Plasma	Flat Panel Plasma	Flat Panel Plasma
768	1024 × 768	1365 x 768	1365 x 768
	Advanced	Advanced	Advanced
	DD II	DD II	DD II
	Yes	Yes	Yes
	Yes	Yes	Yes
	Yes	Yes	Yes
		n/a	n/a
	Yes	Yes	Yes
HD inputs)	Yes (2 HD inputs)	Yes (2 HD inputs)	Yes (2 HD inputs)
	Yes	Yes	Yes
	Yes	Yes	Yes
	1 front/2 rear	1 front/2 rear	1 front/2 rear
	Yes	Yes	Yes
(BR900L	MBD-XBR950	MBD-XBR950	MBD-XBR950
1" (973 mm)	53-1/4" (1352 mm)	61 -7/8" (1573 mm)	70-3/4" (1797 mm)
4" (524 mm)	28-1/2" (720 mm)	33-3/4" (856 mm	36-7/8" (937 mm))
" (91 mm)	4" (102 mm)	4-1/4" (108 mm)	4-3/8" (110 mm)
. (20 kg)	86 lbs. (39 kg)	117 lbs. (53 kg)	157 lbs. (71 kg)
	SU-PF 1	SU-PF2	SU-PF2
/1	SU-PW2	SU-PW2	SU-PW2
ed	SU-P42T2	SU-P50T2	SU-P5OT2

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SONY

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1. HDTV Reception, Receives free, over-the-air digital broadcasts, where available. Receives Clear QAM unscrambled digital cable channels you subscribe to, where available. Not compatible with encrypted digital programming, video on demand, cable enhanced program guides and enhanced data services, all of which require a digital set top box. Check with your local cable operator for compatibility. Not compatible with such future connections as may become available.

2. HDTV Monitor. HDTV reception requires outboard receiver, not included. Works through analog component video (Y/PB/PR) connections and DVI-HDTV interface. Not compatible with other digital connection

3. i.LINK interface. i.LINK is a trademark of Sony used only to designate that a product contains IEEE 1394 connection. The i.LINK connection may vary, depending on the software applications, operating systems and compatible i.LINK devices. All products with an i.LINK connection may vary, depending on the software applications, operating systems and compatible i.LINK devices. All products with an i.LINK

4. JPEG Images. Playback on these televisions requires Memory Stick media with images stored in the DCF file format. All Sony digital still cameras and camcorders that store images on a Memory Stick media are compatible except models DSC-D700 DSC-D770, DCR-TRV900, and DSR-PD 100A. If the image file is re-named or manipulated, the DCF file format must be restored before playback is possible. Before they can be viewed, images captured on all other digital still cameras and camcorders will need to be formatted on a PC to the DCF file format, using third party software not supplied with the television.