Beyond Definition



XBR65X900A - \$6,999.99

XBR55X900A - \$4,999.99

Four times clearer than HD

That's right—four times clearer than Full HD 1080p¹. Get acquainted with the highest resolution picture Sony has ever produced on a TV. With four times more resolution than Full HD, the 4K Ultra HD screen contains over 8 million individual pixels (3,840 x 2,160). Advanced picture processing ensures that every one of those pixels displays images with superb brightness and authentic detail.



Everything enhanced

Suddenly, everything looks better. Now even old movies and smartphone video clips are enhanced with stunning results. The new 4K X-Reality™ PRO chip enhances HD (or lower resolution) images by analyzing and refining images with beautifully natural detail and astounding color. The latest Reality Creation database and Super Resolution processing breathes new life into everything you see with phenomenal 4K (3,840 x 2,160) resolution².





More brilliant color than ever before

Spoil yourself with the widest color spectrum we've ever offered on a television. Unique to Sony, TRILUMINOS Display technology creates incredibly true, natural shades of colors— just the way you

want them. Hard-to-reproduce reds, aqua blues and emerald greens are displayed beautifully, so landscapes and seascapes look more vivid. Faces look better, too, with natural skin tones. It's all thanks to a new TRILUMINOS display that gives images a heightened sense of depth.

MAGNETIC FLUID SPEAKER

Sound Innovation

These aren't the TV speakers you're used to. Unique to Sony TVs, Magnetic Fluid Speaker technology allows a thinner, more efficient loudspeaker that offers faithful reproduction of high-fidelity sound. The front-facing speaker system directs sound right at you with 65 watts of power³. S-Force® Front Surround 3D simulates 5.1 sound, with an enlarged sweet spot that everyone in the room can enjoy.

To Order - Contact your Account Manager or our Corporate Sales at salespricing@pcconnection.com

- 1. Actual panel resolution of XBR-X900A 4K Ultra HD TV is $3,840 \times 2,160$ pixels (in 16:9 aspect ratio). HDTVs have a panel resolution of $1,920 \times 1080$ pixels.
- 2. Simulated 4K image will vary based on source content.
- 3. 65 Watts total power (20+20+12.5+12.5)