



# SONY

55" BRAVIA 7 Mini LED QLED 4K HDR  
Google TV (2024)

K55XR70

SKU: 186632    UPC: 02724293003

## Sony BRAVIA 7 Mini LED QLED 4K HDR Google TV (2024)

Extreme brightness, extraordinarily beautiful colors bring 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.

Experience a new era in contrast. With a unique local dimming algorithm, XR Backlight Master Drive precisely controls thousands of Mini LEDs for truly authentic contrast.

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

Powered for precision. Our XR Processor™ features a scene recognition system that detects and analyzes data with flawless accuracy, then optimizes the picture for ultimate realism.

Hear sound from exactly the right place. Not from beneath the screen but seemingly straight from the screen itself. With Acoustic Multi-Audio™, what is seen and heard is perfectly matched.

### Features

- Thousands of Mini LEDs are precisely controlled by XR Backlight Master Drive™ to deliver authentic contrast and our brightest ever 4K TV.
- Access billions of accurate real-world colors with QLED technology and XR Triluminos Pro™.
- XR Processor™ intelligently enhances every scene in real-time boosting color, contrast, and clarity.
- Get access to all the top streaming apps in one place with Google TV™. And with Google Assistant™, simply use your voice to search and ask questions.
- Get access to all the top streaming apps, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, Crunchyroll, and many more.
- Easily stream to the TV with support for AirPlay® 2 and Chromecast built-in™.
- Get movies included, and access to the largest IMAX® Enhanced collection, with the SONY PICTURES CORE app (formerly BRAVIA CORE).
- See a studio calibrated picture with modes specially designed for Netflix, Prime Video, and SONY PICTURES CORE (formerly BRAVIA CORE).
- Get a truly cinematic viewing experience with support for Dolby Vision® and Atmos®, IMAX® Enhanced, and DTS:X®.
- Upscale all HD and digital content and bring back lost detail with XR Clear Image™.
- See blur-free picture quality in fast-moving sports and action-packed movies powered by XR Motion Clarity™.
- With Acoustic Multi-Audio™, sound positioning tweeters produce wider, elevated sound that matches the picture seen.
- Always hear clear dialog, even in loud action scenes, with Voice Zoom 3™.
- Pair BRAVIA TV with a compatible BRAVIA Theater sound system to unlock Acoustic Center Sync for elevated audio and clearer dialog.
- Use BRAVIA Connect app to easily control the BRAVIA TV from any smartphone and change volume, picture settings, and even troubleshoot issues.

- Take PlayStation® 5 gaming to the next level with exclusive features – Auto HDR Tone Mapping and Auto Genre Picture Mode – that optimizes picture quality for gaming and streaming.
- Game Menu puts all gaming picture settings and exclusive assist features in one place.
- Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, ALLM and the newly added Source-based Tone Mapping (SBTM).
- Premium four-way stand – two low-profile positions for wide or narrow furniture, or two raised positions to accommodate a soundbar.
- BRAVIA CAM (sold separately) automatically optimizes picture and sound according to the room environment.
- Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.