



SONY

75" BRAVIA 9 Mini LED QLED 4K HDR
Google TV (2024)

K75XR90

SKU: 186714 UPC: 02724292988

Sony XR90 BRAVIA 9 Mini LED QLED 4K HDR Google TV (2024).

Step into a new realm of realism. Unlike other TVs, our expanded color volume keeps images vivid and saturated even at high luminance levels, so viewers see pictures just as the creators intended. 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.

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 vibrance of real life. Our XR Triluminos Pro™ reproduces over a billion of them with the subtle differences from saturation and hue that enables natural shades in every detail.

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 a premium picture, with reduced glare, from every seat in the room with X-Wide Angle and X-Anti Reflection.
- Get access to all the top streaming apps in one place with Google TV. And with Google Assistant, simply use 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 AirPlay2 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+, up-firing Beam Tweeters and dual Frame Tweeters, hear room filling surround sound and an elevated cinematic feeling.
- 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 PlayStation5 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.
- Our rechargeable and backlit Premium Eco Remote uses approximately 79.7% recycled plastic.
- Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.