



SONY

BRAVIA XR X90L 4K HDR Smart LED TV (2023)

X90L

SKU: X90L

Real-life images, positional audio, and an array of smart features come together to make the BRAVIA XR X90L 4K HDR Smart LED TV from Sony the center of the home entertainment experience. Movies, TV, and games benefit from Sony's Cognitive Processor XR and full-array LED backlight, which deliver local dimming, boosted contrast, and more, delivering lifelike and immersive 4K content. Sound is upgraded with precise positioning that matches the image on screen, and gaming is enhanced with its own HDR and Game Mode settings. Discovering new games, movies, and shows is easy with built-in Google TV and BRAVIA CORE, and the entire package is wrapped in an eco-friendly, minimalist design for a more immersive experience.

Features

- The Cognitive Processor XR delivers a picture with wide dynamic contrast and natural colors, replicating how we see the real world.
- Deep black, high peak brightness, and billions of accurate colors with Full Array LED and XR Triluminos Pro.
- Get access to all the top streaming apps in one place with Google TV, and simply use voice to search and ask questions with Google Assistant. Supports Apple Airplay.
- Get high-quality 4K UHD movies on us with the BRAVIA CORE app.
- 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 like 4K/120, VRR, and ALLM.
- Take PlayStation 5 gaming to the next level with exclusive features that optimize picture quality for gaming and streaming.
- Enjoy engaging cinematic content the way the creators intended with support for Dolby Vision, IMAX Enhanced, Netflix Adaptive Calibrated Mode, and more.
- With Acoustic Multi-Audio and support for Dolby Atmos, sound positioning tweeters produce wider, elevated sound that matches the picture.
- Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars, reinforcing the center speaker channel for clearer, fuller dialogue and more immersive sound.
- Bring back lost detail, with reduced noise, and see all HD and digital content upscaled to near-4K resolution with XR Clear Image and XR 4K Upscaling.
- See blur-free picture quality in fast-moving sports and action-packed movies powered by XR Motion Clarity.
- Multi-position stand with two variations of flexibility – standard low-profile setting for immersive viewing or raised to accommodate a soundbar.
- With the optional BRAVIA CAM, Ambient Optimization Pro automatically adjusts the picture and sound according to the room environment.
- The Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.

[2023 Sony TV Comparison Chart](#)