



SONY

BRAVIA 5 55" Class Mini LED 4K HDR
Google TV (2025)

K55XR50

SKU: 191074

Step up to Mini LED brightness and contrast, and the big screen experience you've always dreamed of. A crystal-clear picture, upscaled with AI technology, and sizes ranging up to a massive 98 inches, will make movie nights unforgettable. Unique gaming features and support for HDMI 2.1 unlock the full potential of your favorite games.

Features

- Thousands of Mini LEDs are precisely controlled by XR Backlight Master Drive™ to deliver captivating brightness and authentic contrast.
- Access billions of accurate real-world colors with XR Triluminos Pro™.
- XR Processor™ with AI technology intelligently enhances every scene in real-time boosting color, contrast, and clarity.
- AI Super Resolution, powered by AI, enhances studio quality by restoring lost textures and improves low-quality content by reducing noise and enhancing details.
- Get access to all your favorite streaming apps in one place with Google TV™. With Google Assistant™, simply use your voice to search and ask questions.
- Easily stream to your TV with support for Apple AirPlay® 2 and Google Cast™.
- Movies are included with access to the largest IMAX® Enhanced collection in the SONY PICTURES CORE app.
- See picture quality just as the creator's intended with studio calibrated picture modes specially designed for Netflix, Prime Video, and SONY PICTURES CORE.
- Get a truly cinematic viewing experience with support for Dolby Vision® and Atmos®, IMAX® Enhanced, and DTS:X®.
- Upscale all your HD and digital content and bring back lost detail with XR Clear Image™ and AI technology.
- 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 you see.
- Hear people's voices clearly, even in loud action scenes, with Voice Zoom 3™ powered by AI technology.
- Pair your BRAVIA TV with compatible BRAVIA Theater soundbars to unlock Acoustic Center Sync for elevated audio and enhanced dialogue.
- Use BRAVIA Connect app to easily control your BRAVIA TV from your smartphone and change volume, picture settings, and discover useful features.
- Take your PS5® gaming to the next level with BRAVIA exclusive features – Auto HDR Tone Mapping and Auto Genre Picture Mode – that optimizes picture quality for gaming and streaming.
- Game Menu puts all your 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 SBTM.
- Premium two-way narrow stand – low-profile position or raised to accommodate a soundbar.
- BRAVIA Cam (sold separately) automatically optimizes picture and sound according to your room environment, and you can enjoy video chat on a bigger screen.
- Eco Dashboard keeps all your energy efficiency settings in one place.