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Recreate the excitement of going to the movies, right at home—all with Sony BRAVIA. With detailed picture quality and intricate surround sound, BRAVIA TVs and BRAVIA Theater will fill every corner of your space with a captivating cinema-like experience. Recreate the excitement of going to the movies, right at home—all with Sony BRAVIA. With detailed picture quality and intricate surround sound, BRAVIA TVs and BRAVIA Theater will fill every corner of your space with a captivating cinema-like experience. "The BRAVIA 9 is the is best mini-LED TV ever made."-Digital Trends "The Bravia 9 is the is best mini-LED TV ever made."-Digital Trends King of OLED TV King of Mini LED TV "One of the best mini-LED TVs on the market" "It is still the best performance-per-pound soundbar you can buy" BRAVIA Theater BRAVIA Theater BRAVIA Theater U BRAVIA Theater U BRAVIA Projector BRAVIA TVs are designed to deliver cinematic brightness, contrast and color. See picture burst to life on screen with high peak brightness, billions of accurate colors, and detailed shadows. BRAVIA TVs are designed to deliver cinematic brightness, contrast and color. See picture burst to life on screen with high peak brightness, billions of accurate colors, and detailed shadows. BRAVIA TVs come with movies included in the SONY PICTURES CORE app (formerly BRAVIA CORE).Learn moreGoogle TV™ combines your favorite content from across your apps and subscriptions and organizes them just for you.Learn moreXR Processor™ intelligently enhances every scene in real-time boosting color, contrast, and clarity.Learn moreThe BRAVIA A95L and BRAVIA 9 have been named Value Electronics 2024 King of TVs. Learn moreLearn about the 2024 BRAVIA TV and BRAVIA Theater productsWatch the press announcement unveiling the new 2024 BRAVIA products.Get personalized support from a Sony expert.Learn moreExplore exciting offers included with BRAVIA.Learn moreGet product support, documentation, software, and warranty information for Sony all Sony products.Learn more User must accept Google Terms of Service (, Google Play Terms of Service (, and Privacy Policy (to use this product. User consents to a mandatory software update at set-up and such other additional updates that may be required in the future by Google and/or Sony. User must connect to a Google Account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of this product without connecting to a Google Account allows only basic features and certain apps. Features and specifications are subject to change without notice. Wireless connectivity requires 802.11n home network (802.11n recommended). Network services, content, operating system, and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information. Apps must be compatible with this product. App availability varies by region and device. Purchase an eligible TV and register for SONY PICTURES CORE™ by February 23, 2025 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see 📌Network services, content, and operating system and software of product may be subject to separate or third-party terms and conditions and changed, interrupted, or discontinued at any time and may require fees, registration, and credit card information. IMAX Enhanced content enables full IMAX Enhanced experience with compatible streaming services such as SONY PICTURES CORE (formerly BRAVIA CORE), or compatible content device connected via HDMI input (sold separately). Prime Video Calibrated Mode will be available via firmware update about Summer 2024. Amazon Prime Video streaming membership required. 4K Ultra HD availability subject to your Prime Video subscription plan, internet service, device capabilities, and content availability. Amazon, Prime Video, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsofuse. Netflix and the Netflix logo are registered trademarks of Netflix, inc. Dolby Vision/Atmos and DTS:X content compatible with streaming services or compatible content device connected via HDMI input (sold separately). Upscaled, simulated and enhanced 4K images will vary based on source content. This feature is for users of streaming apps. TV broadcasts cannot be accessed when using Kids Profile. Some TV functions may not be available while using Kids Profile, such as changing settings or inputs. This Sony TV is compatible with AirPlay 2 and HomeKit. IOS 12.2 or later or macOS 10.14.4 or later is required. Apple ID account required. Subscriptions may be required to access certain content. Apple, the Apple logo, Apple TV, Apple Home, AirPlay and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. Chromecast built-in compatibility dependent on app. Chromecast built-in is a trademark of Google LLC. Acoustic Center Sync, integration with BRAVIA Quick Setting Menu, and compatibility with products featuring 360 Spatial Sound Personalizer works with compatible Sony soundbars and AV receivers. For full compatibility list: . BRAVIA Connect App compatibility will be available via firmware update about Summer 2024. BRAVIA Connect app must be installed on a smartphone. The smartphone and the product must be connected to the same home network. Download app at Google Play and the App Store. Network services, content, and operating system and software subject to terms and conditions and may be changed, interrupted or discontinued at any time and may require fees, registration, and credit card information. To activate Auto HDR Tone Mapping, must enable feature when pairing PS5 to the TV for the first time; or will need to perform factory reset on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected, or via compatible Sony soundbar. Applicable TV models: Z9K, A95K, A95L, A80K, A80L, XR80B, X95K, X95L, XR90B, X93L, XR70B, X90K, X90L, X85K, S30B, X80K Game title supporting VRR and/or 4K/120fps required. VRR results may vary depending on the game you're playing. If enabling VR results in any unexpected visual effects, you can turn it off at any time. Actual look may differ depending on TV size and type of cables used. Applicable soundbar models when the TV stand is set to inside raised position: BRAVIA Theatre Bar 9, BRAVIA Theatre Bar 8, BRAVIA CAM CMU-BC1 is sold separately. Ensure TV is running latest firmware to enable all features. Supported apps and a camera is required for video chat. See compatible cameras here. Voice Zoom 3 feature will be available via firmware update about Summer 2024. Compatible with home theatre products: BRAVIA Theatre Quad, BRAVIA Theatre Bar 9, BRAVIA Theatre Bar 8. This feature works with compatible models BRAVIA Theatre Quad, BRAVIA Theatre Bar 9, BRAVIA Theatre Bar 8, HT-A9, HT-A7000, HT-A5000, HT-A3000). HT-A7000, HT-A5000, HT-A3000 need optional rear speakers to use this feature. Screen images simulated. For illustrative purposes only. Amazon Alexa enabled devices (sold separately) compatible with Sony TVs powered by Google TV™. Amazon account required. Subscriptions may be required to access certain content. Amazon, Prime Video, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. PS5® system, DualSense controller, and vertical stand sold separately. A PS4™ or PS5® console is required to stream your games to other devices. PS Remote Play can be used with a mobile data connection or Wi-Fi. Broadband internet with at least 5Mbps is required. For a better PS Remote Play experience, a high-speed connection of at least 15Mbps is recommended using either Wi-Fi or mobile data connection. Titles that require a VR headset (PlayStation®VR or PlayStation®VR2) or additional peripherals (other than a DUALSHOCK®4, DualSense™, or DualSense Edge™ wireless controller) are not compatible with PS Remote Play. Spiderman: Across the Spider Verse © 2023 Sony Pictures Animation Inc. All Rights Reserved. Marvel Spider-Man 2 © 2023 MARVEL © 2023 Sony Interactive Entertainment LLC. Developed by Insomniac Games, Inc. Gran Turismo 7 ©2023 Sony Interactive Entertainment Inc. Developed by Polyphony Digital Inc. "Polyphony Digital logo", "Gran Turismo" and "GT" are registered trademarks of Sony Interactive Entertainment Inc. Manufacturers, cars, names, brands and associated imagery featured in this game in some cases include trademarks and/or copyrighted materials of their respective owners. Any depiction or recreation of real world locations, entities, businesses, or organizations is not intended to be or imply any sponsorship or endorsement of this game by such party or parties. All rights reserved. God of War: Ragnarok ©2022 Sony Interactive Entertainment LLC. God of War is a registered trademark of Sony Interactive Entertainment LLC and related companies in the U.S. and other countries. Requires separately sold Calman calibration software to be installed on your PC, a pattern generator, a meter (colorimeter, spectrophotometer etc.), and Calman for BRAVIA app to be downloaded from Google Play and installed on your TV. Internet needed to utilize app services on TV. Network services, content, and software of this product may be subject to separate terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. SEL400800G The first Alphalens to zoom to800mm Fast and accurate AF and internal zoom make this an ideal lens for wildlife and birding. SEL400800G The first Alphalens to zoom to800mm Fast and accurate AF and internal zoom make this an ideal lens for wildlife and birding. Based on NPD Group/Retail Tracking Service reporting of U.S., Detachable Lens Camera, Mirrorless Detachable Lens annual sales in dollars 2021. Based on NPD Group/Retail Tracking Service reporting of U.S., Detachable Lens Camera, Mirrorless Detachable Lens annual sales in dollars 2021. Capture every detail with Sony's cutting-edge digital microphones. From entry-level creators to professionals, there's a mic for everyone in our versatile lineup. Experience professional sound quality that brings your recordings to life. Capture every detail with Sony's cutting-edge digital microphones. From entry-level creators to professionals, there's a mic for everyone in our versatile lineup. Experience professional sound quality that brings your recordings to life. Capture every detail with Sony's cutting-edge digital microphones. From entry-level creators to professionals, there's a mic for everyone in our versatile lineup. Experience professional sound quality that brings your recordings to life. Hear the stories and see the work of a few of the incredible creators in this community. Hear the stories and see the work of a few of the incredible creators in this community. Sony has jointly optimized the designs of lenses and cameras to meet their demands. Explore the Sony's lenses that fit the needs of any photographer. Sony has jointly optimized the designs of lenses and cameras to meet their demands. Explore the Sony's lenses that fit the needs of any photographer. The Best Noise Canceling, Studio-quality Sound. WH-1000XM6 Noise Canceling Headphones are designed to bring you closer to the music with studio-level sound. Shop now The Best Noise Canceling, Studio-quality Sound. WH-1000XM6 Noise Canceling Headphones are designed to bring you closer to the music with studio-level sound. Shop now The Best Noise Canceling, Studio-quality Sound. WH-1000XM6 Noise Canceling Headphones are designed to bring you closer to the music with studio-level sound. Shop now Treat yourself to a Sony BRAVIA TV, get one free for Dad! *Applicable models only. Valid dates: 6/2/25 - 6/22/25. Shop now Treat yourself to a Sony BRAVIA TV, get one free for Dad! *Applicable models only. Valid dates: 6/2/25 - 6/22/25. Shop now SEL50150GM The World's first constant F2 zoom lens at 150mm A versatile lens with sharpness and contrast that rival Primes. Ideal for portraits, weddings, sports, and more. Shop now SEL50150GM The World's first constant F2 zoom lens at 150mm A versatile lens with sharpness and contrast that rival Primes. Ideal for portraits, weddings, sports, and more. Shop now Free Shipping & Easy Returns Many items arrive in 2 days or less. Estimated delivery dates are shared to help you anticipate when it arrives. (estimated dates are not guaranteed). If you decide your products isn't a fit, it's easy to return. See return policy for more detail. Learn more Starting 0% APR with Affirm Financing options available starting 0% APR or 4 easy payments. Learn more Up to 5% Back in My Sony Points Sign up for a FREE My Sony account and earn up to 5% back in My Sony Points towards a future purchase along with scoring other exclusive perks and offers. Learn more 1:1 expert consultations Whether it's set up questions or tips to best enjoy your new gear, we offer free 30 minute 1:1 virtual consults with product experts that you can book anytime. Learn more Starting /mo or 0% APR Learn about the Projector 7 with a Sony expert Wide dynamic range with rich gradations Designed for immersive HDR imagery, movies come to life with the high resolution, smooth and fast response SXRD projection. Deeper blacks, vivid colors, and cinematic tonal expressions. XR Dynamic Tone Mapping optimizes brightness frame by frame, using the responsive laser light source. This brings the director's full vision to life in every shadow and light. Our advanced HDR tone-mapping and SDR upscaling, informed by our production expertise, deliver vibrant and lifelike visuals with smooth gradations. Leveraging the ultimate blacks and powerful adaptive laser light source brightness control, our XR Deep Black technology analyzes and enhances dark scenes. Enjoy deeper blacks without sacrificing color expression or specular highlights, for more realistic and immersive scenes. Wide and detailed color reproduction Experience all the world's colors with XR Triluminos Pro. With an ultra-bright, 2,200-lumen laser light, the BRAVIA Projector 7 reproduces astonishing color volume for realistic and compelling colors in every scene. Adapted from our acclaimed BRAVIA TVs, XR Triluminos Pro deeply scans color composition at the pixel level, remapping saturation and brightness from a palette of over a billion colors. Complemented by high brightness technology, it expands color volume and sharpens details, delivering breathtaking, true-to-life images that push the boundaries of projection technology. A wide color gamut is nothing without the precise control to deliver it across luminance levels. Our wide color volume reproduces 95% of the cinema benchmark DCI-P3. As brightness increases, the color volume expands, preserving vivid hues without washing out, even at peak brightness. Ultimate clarity Every frame is refined with XR Clear Image, enhancing textures and minimizing noise for perfect clarity. Focus on the finest details. XR technology hones in on individual details, bringing unparalleled sharpness and precision to every scene. See everything in crisp 4K quality. XR upscaling smartly recreates lost textures and details, transforming every frame to restore the director's vision. Uncompromised clarity. XR Clear Image's noise reduction technology ensures smooth, distraction-free visuals. Breakthrough projection technology The XR Processor for projector brings advanced BRAVIA TV video technology to projectors. Our XR Processor for projector examines thousands of elements simultaneously, integrating them to deliver images with unmatched depth and clarity. With depth mapping, the XR Processor for projector identifies and enhances focal points, creating a sense of depth and realism that makes each frame more immersive. Attention where it counts. The XR Processor for projector sharpens key focal points, for clear, engaging images. 2,200 lumens of brilliance. Sony's unique laser light source transforms any room into a cinematic space. Enjoy color accuracy and enduring picture quality. AT A GLANCE All your favorite features Frequently Bought Together Recently Viewed©2025 Sony Electronics, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony and the Sony logo are trademarks and or registered trademarks of Sony Corporation. Bluetooth and the Bluetooth logo are trademarks of Bluetooth SIG, Inc. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Our new Adaptive NC Optimizer delivers unmatched noise-canceling precision—adjusting to external noise, air pressure, and your wearing style, even while wearing a hat or glasses, for uninterrupted, immersive sound.