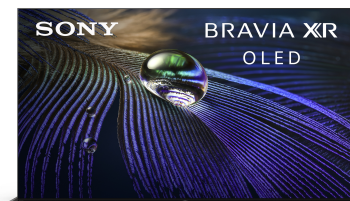


SONY

XR83A90J

Sony BRAVIA XR A90J 4K HDR OLED TV

Introducing Sony's best-ever OLED TV, with awe-inspiring contrast and our brightest-ever OLED picture. The BRAVIA XR™ A90J OLED TV, powered by the all-new Cognitive Processor XR™, features next-generation technologies that redefine the viewing experience. Engineered for beauty inside and out, the A90J brings a premium, minimalist-inspired design that fits even the most sophisticated of aesthetics.



Bullets

- **COGNITIVE PROCESSOR XR™** – Revolutionary TV processing technology that understands how humans see and hear to deliver intense contrast with pure blacks, high peak brightness, and natural colors.
- **XR TRILUMINOS PRO™** - Rediscover everything you watch with billions of accurate colors and see impressive picture quality that is natural and beautiful to the human eye.
- **XR OLED CONTRAST PRO** – Feel immersive depth and realism with ultimate blacks and our brightest-ever OLED picture.
- **GOOGLE TV** – Seamlessly browse 700,000+ movies and TV episodes from across your favorite streaming services, all in one place. Watch content from Netflix, Amazon Prime Video, Disney+, YouTube, the Apple TV app, and many more.²
- **BRAVIA CORE™** – Bring the cinematic experience home. Enjoy streaming high-quality movies included with BRAVIA CORE™, exclusively on select Sony TVs.³
- **XR MOTION CLARITY™** – Intelligent motion processing for fast-moving, blur-free sports and action-packed movies.
- **XR 4K UPSCALING** – Enjoy all your HD content in close to 4K resolution and bring back lost texture and detail with intelligent TV processing.⁵
- **ACOUSTIC SURFACE AUDIO+** – The screen is the speaker, perfectly matching sound with the action on screen for a truly immersive experience.
- **DOLBY VISION7, IMAX ENHANCED8,**
- **GOOGLE ASSISTANT** – Hands-free entertainment with help from Google – just say “Hey Google” to get started.²
- **APPLE AIRPLAY** – Works with AirPlay 2 to easily stream content from your Apple device.¹⁰
- **3-WAY MULTI-POSITION STAND** – Beautifully designed to complement your unique viewing experience, offering three levels of flexibility – standard low-profile setting, narrow furniture setting, or raised to accommodate a soundbar.¹¹
- **ULTRA-SLIM WALL MOUNT COMPATIBLE** – Hang your TV like a work of art with the optional SU-WL855 ultra-slim wall-mount bracket available for 55” class and 65” class A90J series TVs.¹²
- **PREMIUM BACKLIT REMOTE** – Premium brushed aluminum, backlit remote with Bluetooth® connectivity for interference-free control of your TV.¹³



NETFLIX CALIBRATED MODE9 – Enjoy immersive and engaging cinematic content as the creator intended.

Features

Introducing the world's first TVs with cognitive intelligence¹

Feel the beauty of the Sony BRAVIA XR™ A90J OLED's display with incredible picture quality and ultimate brightness, powered by Sony's all-new Cognitive Processor XR™. Revolutionary TV processing technology delivers intense contrast with pure blacks, high peak brightness, and natural colors. Hundreds of thousands of individual on-screen elements are processed and remastered in the blink of an eye, boosting color, contrast, and clarity, bringing astounding realism to your content.

Billions of accurate colors and precise textures

See colors that are natural and beautiful to the human eye. The Cognitive Processor XR™ enables Sony BRAVIA XR™ TVs to access billions of accurate colors and reproduce each shade with the subtle differences seen in the real world. XR TRILUMINOS™ Pro further enhances the range of hues and saturation allowing for extremely precise details within textures and ensuring skin tones look completely natural, as seen with the same accuracy as the human eye.

Feel immersive realism with our brightest-ever OLED picture

Drastically transform the look and feel of your favorite content with enhanced contrast and our brightest-ever OLED picture. XR OLED Contrast Pro technology, powered by the Cognitive Processor XR™, analyzes and enhances the picture in the same way the human eye focuses for immersive depth and realism resulting in ultra-detailed shadows and crisp, clean peak highlights – no more details overwhelmed by shadow or lost in blown-out highlights.

The entertainment you love. With help from Google

See 700,000+ movies and TV episodes all in one place. Google TV brings your favorite content from across your apps and subscriptions and organizes them just for you. Searching is easy – just ask Google. Just say “Hey Google, find action movies” or “Hey Google, show me sci-fi adventure TV shows” to search across your favorite apps.²

Bring the cinematic experience home, enjoy included movies with BRAVIA CORE™

With BRAVIA CORE™, enjoy the latest Sony Picture Entertainment (SPE) titles and the largest IMAX Enhanced collection. Use the included BRAVIA CORE credits to choose from hundreds of latest release movies to redeem. In addition, you are subscribed to an amazing selection of movies to stream anytime and as many times as you like.³ BRAVIA CORE is the first in the industry to feature Pure Stream™ technology, achieving near lossless 4K UHD Blu-ray equivalent quality with streaming up to 80 Mbps delivering stunning visuals and expressive sound quality.⁴



Intelligent motion processing for fast-moving, blur-free scene

Watching sports and action-packed movies just got a whole lot better. The Cognitive Processor XR™ with XR Motion Clarity™ cross-analyzes and precisely controls the action in every scene to ensure pictures quality stays smooth, bright, and clear with no blur.

Bring back lost texture and detail, the intelligent way

Whatever the content or source, you'll enjoy entertainment close to 4K resolution with XR 4K Upscaling. Powered by the Cognitive Processor XR™, XR 4K Upscaling accesses a vast amount of data, intelligently recreating lost textures and detail for a real-world picture. See the life-like features in people's faces, identify every blade of grass, and marvel in the precise texture of buildings and scenery.⁵

Turn anything you watch into a truly immersive sound experience

With Acoustic Surface Audio+, the screen is the speaker. This advanced screen-speaker technology microscopically vibrates the TV panel to produce sound from the entire screen which creates acoustics that are perfectly in sync with the picture. With sound and picture in perfect harmony, you'll hear more realistic sound and exceptionally clear dialog. Built-in subwoofers provide powerful bass for immersive cinematic sound.

Enjoy immersive and engaging cinematic content as the creator intended

High Dynamic Range (HDR)⁶ picture is the way TV was always meant to be watched. Ultra-high resolution and HDR video content combine to bring dazzling detail, color and contrast to everything you watch, while keeping a far wider range of brightness. Dolby Vision™ brings scenes to life with striking highlights, deeper blacks and vibrant colors.⁷ IMAX Enhanced™ content brings the immersive entertainment experience into the home and is digitally remastered to provide sharper images and more powerful sound—just as the creator intended.⁸ Netflix Calibrated Mode was specially developed to enjoy Netflix original content and reproduce picture quality as brilliant as the studio evaluation monitor, faithfully reproducing the creator's intent and vision.⁹ Whichever format, Sony TVs deliver picture-perfect reality, creating an immersive and engaging cinematic experience.

Hands-free entertainment with help from Google

With hands-free help from Google, you can set aside your remote and just use your voice to control your TV. Try saying "Hey Google, turn on the TV" or ask Google to find you a specific title, search by genre, and get personalized recommendations on what to watch by saying "Hey Google, what should I watch?" Even get answers on screen like sports scores and weather, and control your smart home devices, see security cameras, and more. Just say "Hey Google" to get started.²

All your favorite streaming apps in one place

Sony Google TVs give you access to all your favorite streaming apps in one place. Including Netflix, Amazon Prime Video, Disney+, YouTube, the Apple TV app, and many more. Get access to all your favorite movies and TV shows in a simple, easy to navigate interface and use Google Assistant to quickly find new content to watch.²



Works with AirPlay 2

With Apple AirPlay 2, you can share pictures, video or audio to your television right from your iPhone, iPad or Mac. Watch movies and shows from your favorite apps and the Apple TV app, or even Safari. Share your photos with everyone in the room.¹⁰

Beautifully designed to complement your unique viewing experience

Our minimalist One Slate design with seamless edge bezel elegantly embraces the screen in a single pane of glass that keeps you focused on the big picture. The premium 3-way multi-position stand gives you the flexibility of a low-profile immersive setting that focuses you on the picture, a narrow setting for smaller furniture, or a raised setting for ideal positioning of your soundbar. Integrated cable management keeps wires neatly hidden, so your furniture stays free of clutter and looks great from all sides.¹¹

Specification

Model year	
Model year	Ø

¹ As of 11/18/20, Cognitive Processor XR cross-analyses multiple picture elements combined with focal points; recreating human perspective. Verified by Strategy Analytics.

² User must connect to a Google account to use, including voice to activate linked apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, and the 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 TV. App availability varies by region and device. Use of this TV requires consent to Google Terms of Service (<http://www.google.com/policies/terms/>) and Privacy Policy (<http://www.google.com/policies/privacy/>).

³ Number of titles, credits & redemption/viewing period & selection differ per TV model & subject to change. For full details visit <https://www.sony.com/electronics/bravia-core>. BRAVIA CORE streaming membership reqd. 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. For BRAVIA CORE Terms of Service visit <https://www.sony.com/electronics/bravia-core>.

⁴ Normal video service is approximately 25-30Mbps depending on internet condition.

⁵ 4K: 3,840 x 2,160 pixels. Upscaled, simulated and enhanced 4K images will vary based on source content.

⁶ Requires HDR compatible content from supported streaming services or HDR compatible content device connected via HDMI input (sold separately).

⁷ Dolby Vision content compatible with streaming services or compatible content device connected via HDMI input (sold separately).

⁸ IMAX Enhanced content enables full IMAX Enhanced experience with compatible streaming services such as Fandango Now (US only) and BRAVIA CORE, or compatible content device connected via HDMI input (sold separately).

⁹ Netflix streaming membership required. 4K Ultra HD availability subject to your Netflix subscription plan, internet service, device capabilities, and content availability. www.netflix.com/termsfuse

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¹⁰ 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.

¹¹ Actual look may differ depending on TV size and type of cables used.

¹² SU-WL855 wall-mount bracket is available for select Sony OLED and LED models ranging from 55" class to 75" class. TV and wall mount system sold separately. Hardware included with wall-mount bracket.

¹³ Remote design may differ depending on country. Interoperability and compatibility among Bluetooth[®] devices vary.

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