



Safety and Regulatory Booklet _____

Please read this manual carefully before operating your unit and retain for future reference.



About Manuals*

Please retain the manuals for future reference.

Read and understand the contents of this manual before operating this product.

Note

- ☐ Images and illustrations used in the supplied manuals are for reference and may differ from the actual product.
- ☐ Setting menus are subject to change without notice due to software updates.

IMPORTANT - Read the End User Software License Agreement before using your Sony product.* Using your product indicates your acceptance of the End User Software License Agreement. The software license agreement between you and Sony is available online at Sony website (<https://www.sony.net/tv-software-licenses/>) or on your product screen. Press  (Quick Settings) on the remote control and select [Settings] → [System] → [About] → [Legal information] → [End user license agreement].

* If this information is described in both Reference Guide and this manual, please refer to the Reference Guide.

Notice for customers in the United States of America

FCC Related Information

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- ☐ Reorient or relocate the receiving antenna.
- ☐ Increase the separation between the equipment and receiver.
- ☐ Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- ☐ Consult the dealer or an experienced radio/TV technician for help.

Pursuant to FCC regulations, you are cautioned that any changes or modifications not expressly approved in this manual could void your authority to operate this equipment.

Safety and Regulatory

FCC regulations restrict operation of this device to indoor use only.

WARNING

- ☐ This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

Notice for customers in Canada

This device contains licence-exempt transmitter(s)/receiver(s) that comply with Innovation, Science and Economic Development Canada's licence-exempt RSS(s). Operation is subject to the following two conditions:

- (1) This device may not cause interference.
- (2) This device must accept any interference, including interference that may cause undesired operation of the device.

To prevent radio interference to the licensed service, this device is intended to be operated indoors and away from windows to provide maximum shielding. Equipment (or its transmit antenna) that is installed outdoors is subject to licensing.

Notice for customers in the United States of America and Canada

This equipment complies with FCC/IC radiation exposure limits set forth for an uncontrolled environment and meets the FCC radio frequency (RF) Exposure Guidelines and RSS-102 of the IC radio frequency (RF) Exposure rules. This equipment should be installed and operated keeping the radiator at least 20 cm or more away from person's body (excluding extremities: hands, wrists, feet and ankles).

This device and its antenna(s) must not be co-located or operating with any other antenna or transmitter except Grant condition.

For models with supplied plug adapter:

This plug adapter is not for the use in Argentina, Chile, Paraguay and Uruguay. Please use this plug adapter in the countries where it is necessary.

Important Safety Instructions

- 1) Read these instructions.
- 2) Keep these instructions.
- 3) Heed all warnings.
- 4) Follow all instructions.
- 5) Do not use this apparatus near water.



- 6) Clean only with dry cloth.



- 7) Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.



- 8) Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.



- 9) Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.



- 10) Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.



- 11) Only use attachments/accessories specified by the manufacturer.



- 12) Use only with the cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/apparatus combination to avoid injury from tip-over.



- 13) Unplug this apparatus during lightning storms or when unused for long periods of time.



- 14) Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.



Please observe the Additional Safety DOs and DON'Ts to avoid electric shock, short-circuit, fire, bodily injury or property damage.

Internet security caution

It is strongly recommended for security purposes to connect your TV to the Internet via a router/modem that includes router functionality. Direct connection of your TV to the Internet may expose your TV to a security threat such as extraction or tampering of content or personal information.

WARNING

To reduce the risk of fire or electric shock, do not expose this product to rain or moisture.

The product must never be exposed to dripping, splashing, or spilling liquids of any kind.



This symbol is intended to alert the user to the presence of uninsulated “dangerous voltage” within the product enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.



This symbol is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the product.



Danger of explosion if battery is incorrectly replaced. Replace only with the same or equivalent type.

CAUTION

To prevent electric shock and blade exposure, do not use this AC plug with an extension cord, receptacle or other outlet unless the blades can be fully inserted.

- ☐ Operate the TV only on 110 V – 240 V AC (U.S.A./Canada 120 V AC).
- ☐ Operate the TV only on DC 19.5 or 24 V (For model with supplied AC adapter)*.

Note

- ☐ This television includes a QAM demodulator which should allow you to receive unscrambled digital cable television programming via subscription service to a cable service provider. Availability of digital cable television programming in your area depends on the type of programming and signal provided by your cable service provider.

How to care for your BRAVIA TV

Safety is very important. Unplug the TV and other connected equipment from the wall outlet before you begin cleaning your TV.

The TV should also be placed on a stable surface to prevent it from toppling over (refer to Reference Guide). If you have young children or pets at home, check regularly to ensure the TV is securely fastened.

- ☐ Ensure your TV has adequate ventilation, refer to the “Installing the TV against a wall or enclosed area*”.
- ☐ For best picture quality, do not expose the screen to direct illumination or sunlight.
- ☐ Avoid installing the TV in a room with reflective wall and floor materials.
- ☐ Avoid moving the TV from a cold area to a warm area. Sudden room temperature changes may cause moisture condensation. This may cause the TV to show poor picture and/or poor color. Should this occur, allow moisture to evaporate completely before powering the TV on.

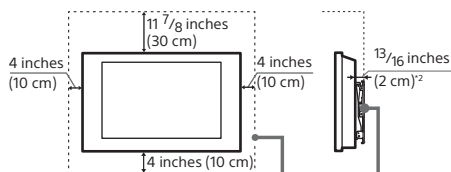
CLEANING

When cleaning, be sure to unplug the power cord to avoid any chance of electric shock.

- ☐ Clean the cabinet of the TV with a dry soft cloth.
- ☐ Wipe the screen gently with a soft cloth.
- ☐ Stubborn stains may be removed with a cloth slightly moistened with a solution of mild soap and warm water.
- ☐ Do not spray water or detergent directly on the TV set. It may drip to the bottom of the screen or exterior parts, and may cause a malfunction.
- ☐ If using a chemically pretreated cloth, please follow the instruction provided on the package.
- ☐ Never use strong solvents such as a thinner, alcohol or benzene for cleaning.
- ☐ Do not plug in the TV into the wall outlet until the moisture from cleaning has evaporated.
- ☐ Periodic vacuuming of the ventilation openings is recommended to ensure to proper ventilation.



Installed on the wall

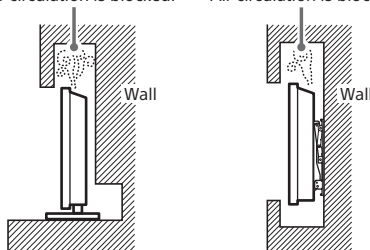


Leave at least this much space around the set.

- *2 13/32 inches (1 cm) for SU-WL8xx only. Refer Reference Guide to know whether your TV is compatible with this Wall-Mount Bracket.

Never install the tv set as follows:

Air circulation is blocked. Air circulation is blocked.

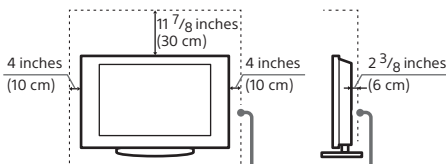


Installing the TV against a wall or enclosed area*

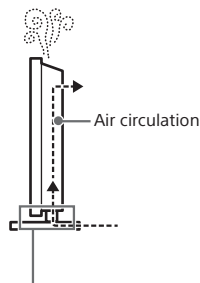
Ventilation

- ☐ Never cover the ventilation holes or insert anything into the cabinet.
- ☐ Leave space around the TV set as shown below.

Installed with stand



Leave at least this much space around the set.



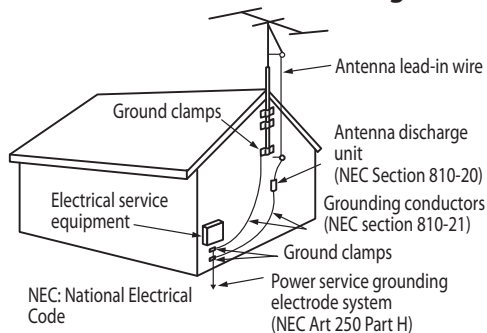
Do not block the air circulation area.

Note

- ☐ Inadequate ventilation can lead to overheating of the TV and may cause damage to your TV or cause a fire.
- * The ventilation condition is depending on your TV model. If this information is described in both Reference Guide and this manual, please refer to the Reference Guide.

Note: The image shown here is for illustrative purposes only and may be subject to change. The actual number of ports and their locations may vary depending on the model.

Outdoor Antenna Grounding



BATTERIES (*not included*)

Your remote control batteries are consumables.

- ☐ Dispose of batteries in an environmentally friendly way. Certain regions may regulate the disposal of batteries. Please consult your local authority.

Caution

Danger of explosion if battery is incorrectly replaced. Replace only with the same or equivalent type.

Batteries must not be exposed to excessive heat such as sunshine, fire or the like or extremely low air pressure that can result in an explosion or leakage of flammable liquid or gas.

Stability Hazard

The television set may fall, causing serious personal injury or death.

WARNING

A television set may fall, causing serious personal injury or death. Many injuries, particularly to children, can be avoided by taking simple precautions such as:

- ☐ ALWAYS use cabinets or stands or mounting methods recommended by the manufacturer of the television set.
- ☐ ALWAYS use furniture that can safely support the television set.
- ☐ ALWAYS ensure the television set is not overhanging the edge of the supporting furniture.
- ☐ ALWAYS educate children about the dangers of climbing on furniture to reach the television set or its controls.
- ☐ ALWAYS route cords and cables connected to your television so they cannot be tripped over, pulled or grabbed.
- ☐ NEVER place a television set in an unstable location.
- ☐ NEVER place the television set on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the television set to a suitable support.
- ☐ NEVER place the television set on cloth or other materials that may be located between the television set and supporting furniture.
- ☐ NEVER place items that might tempt children to climb, such as toys and remote controls, on the top of the television or furniture on which the television is placed.

If your existing television set is being retained and relocated, the same considerations as above should be applied.

NOTE ON AC ADAPTER (models with supplied AC adapter only)

Warning

To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture.

To prevent fire or shock hazard, do not place objects filled with liquids, such as vases, on the apparatus. Do not install this equipment in a confined space, such as a bookshelf or similar unit.

- ☐ Please ensure that the AC power outlet is installed near the equipment and shall be easily accessible.
- ☐ Be sure to use the supplied AC adapter and AC power cord. Otherwise it may cause a malfunction.
- ☐ Connect the AC adapter to an easily accessible AC power outlet.
- ☐ Do not coil the AC power cord around the AC adapter. The core wire may be cut and/or it may cause a malfunction of the TV. 
- ☐ Do not touch the AC adapter with wet hands.
- ☐ If you notice an abnormality in the AC adapter, disconnect it from the AC power outlet immediately.
- ☐ The set is not disconnected from the AC source as long as it is connected to the AC power outlet, even if the set itself has been turned off.
- ☐ As the AC adapter will become warm when it is used for a long time, you may feel hot when touching it by hand.

Prohibited Usage

Do not install/use the TV set in locations, environments or situations such as those listed below, or the TV set may malfunction and cause a fire, electric shock, damage and/or injuries.

Locations:

- ☐ Outdoors (in direct sunlight), at the seashore, on a ship or other vessel, inside a vehicle, unstable locations, near water, rain, moisture or smoke.

Environments:

- ☐ Places that are hot, humid, or excessively dusty; where insects may enter; where it might be exposed to mechanical vibration, near the source of naked flame, such as lighted candle, which is placed on a TV. The TV set shall not be exposed to dripping or splashing and no objects filled with liquids, such as vases, shall be placed on the TV.

Situations:

- ☐ Use when your hands are wet, with the cabinet removed, or with attachments not recommended by the manufacturer. Disconnect the TV set from AC power outlet and aerial during lightning storms.

Additional Safety DOs and DON'Ts

MOISTURE

- ☐ Do not place liquid filled objects such as a vase or potted plant on the TV.
- ☐ Do not use a power line operated TV set near water; for example, near a bathtub, washbowl, kitchen sink, laundry tub, wet basement or near a swimming pool, etc. 
- ☐ Do not install the TV in a location where sulfur is present (e.g., hot springs). This may cause a fire, electric shock or damage to your TV.

VENTILATION

The ventilation openings in the TV are necessary to ensure reliable operation of the TV and to protect it from overheating.

- ☐ Do not block or cover the ventilation openings with cloth or other materials. 

- ☐ Never place the TV on a bed, sofa, rug or other similar surface where ventilation openings may be blocked.



- ☐ Unless proper ventilation is provided, the TV may accumulate dust and cause damage.

- ☐ Never allow liquid or solid objects to fall into the ventilation openings.

- ☐ If any liquid or solid object falls inside the TV, unplug the TV immediately and have it checked by qualified service personnel before operating it further.



- ☐ Never push objects of any kind into the TV through the ventilation openings as they may come in contact with dangerous voltage points or short out parts that could result in a fire or an electric shock.

Allow adequate space around the TV set to ensure proper air circulation.

- ☐ Never place the TV in a confined space, such as a bookcase or built-in cabinet, unless proper ventilation is provided.



- ☐ There should be a clearance of at least 11 7/8 inches (30 cm) above the TV set and 4 inches (10 cm) on each side. If mounted on the wall, allow at least 4 inches (10 cm) of clearance at the bottom of the screen.

INSTALLATION

Apparatus connected to the protective earthing of the building installation through the mains connection or through other apparatus with a connection to protective earthing - and to a television distribution system using coaxial cable, may in some circumstances create a fire hazard. Connection to a television distribution system therefore has to be provided through a device providing electrical isolation below a certain frequency range.

The TV set should be installed near an easily accessible AC power outlet.

- ☐ Do not install the TV face up or down, upside down or on its side.

- ☐ Do not install the TV in hot, humid, excessively dusty places or in areas with oily smoke or steam (e.g., near a stove or humidifier). Fire, electric shock, or warping may occur.



- ☐ Do not install the TV in places subject to extreme temperature, such as in direct sunlight, near a radiator or a heating vent. The TV may overheat in such conditions which can cause deformation of the enclosure and/or TV malfunction.



- ☐ Do not install the TV in a place exposed to direct air conditioning; moisture may condense inside and may cause TV malfunction.



- ☐ Do not install the TV where it may be exposed to mechanical vibration.

- ☐ Do not install the TV where insects may enter.

- ☐ Do not install the TV so that it protrudes into an open space. Injury or damage may result from a person or object bumping into the TV.



- ☐ To prevent fire keep flammable objects or open flame (e.g. candles) away from the TV.

- ☐ Do not place optional equipment on top of the TV.

Prevent the TV from toppling over

Take measures to prevent the TV from toppling over and causing injury or damage to the TV and property.



- ☐ Secure the TV to a wall and/or stand.
- ☐ Never install the TV on unstable and/or uneven surfaces.
- ☐ Do not allow children to climb on or play with furniture and TV sets.
- ☐ Do not install the TV on furniture that can easily be used as steps, such as a chest of drawers.
- ☐ Care should be taken to install the TV where it cannot be pushed, pulled over, or knocked down.
- ☐ Care should be taken to route all AC power cords and connecting cables so that they cannot be pulled or grabbed by curious children.

Medical institutions

This product cannot be used as a medical device. It may cause a medical equipment malfunction.

Outdoor use

Do not install this TV outdoors. The TV should not be exposed to rain or direct sunlight in order to avoid damage and possible fire or electric shock.

Do not install this TV in a vehicle, ship or other vessel

- ☐ Excessive bumping motion of a moving vehicle or continuous swaying motion on a boat may cause the TV to fall down and cause injury.
- ☐ Exposing the TV to seawater may cause a fire, electric shock or damage to your TV.



Magnetic influence

- ☐ This product (including accessories such as covers) uses magnets. Do not place magnetically sensitive objects (cash cards, credit cards with magnetic coding, etc.) near this product.
- ☐ This TV contains a strong magnet in the speaker unit that generates a magnetic field. Keep any items susceptible to magnetic fields away from the speaker.
- ☐ Electro-magnetic radiation emitted from optional equipment installed too close to the TV may cause picture distortion and/or noisy sound.

Do not place this product close to medical devices

This product (including accessories) has magnet(s) which may interfere with pacemakers, programmable shunt valves for hydrocephalus treatment, or other medical devices. Do not place this product close to persons who use such medical devices. Consult your doctor before using this product if you use any such medical device.

Keep out of the reach of children or the supervised individuals

This product (including accessories) has magnet(s). Swallowing magnet(s) could cause serious harm, such as choking hazard or intestinal injuries. If magnets (or a magnet) were swallowed, consult a doctor immediately.

Wall-mount use

- ☐ Wall-mount installation requires the use of a Wall-Mount Bracket. When installing or removing the TV and the Wall-Mount Bracket, be sure to use qualified contractors. If not properly secured during installation or removal from the Wall-Mount Bracket, the TV may fall and cause serious injury.
- ☐ Be sure to follow the installation guide supplied with the Wall-Mount Bracket when installing the TV.
- ☐ Be sure to attach the brackets with the specified parts supplied with the Wall-Mount Bracket.
- ☐ Do not hang the TV from the ceiling. It may fall and cause serious injury.
- ☐ Do not hang anything on the TV.
- ☐ Do not allow children to climb on the TV.



AC POWER CORD

- ☐ Do not touch the AC power cord and its plug with wet hands as it may cause electric shock.
- ☐ When disconnecting the AC power cord, grasp the plug and disconnect from the wall outlet first. Do not pull by the cord.
- ☐ Keep the power cord away from heat sources.



A TV set with a three-wire grounding type AC power cord plug must be connected to an AC power outlet with a protective earthing connection (only applicable for Class I product).

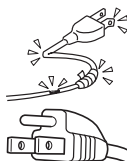
- ☐ Do not convert or damage the AC power cord.
- ☐ Consult your electrician to have the outlet changed to suit your TV.

Subjecting the AC power cord to wear and/or abuse can damage the AC power cord and your TV.

- ❑ Do not place the TV where the power cord can be easily pinched, bent, twisted, or catch your feet.

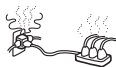


- ❑ Do not allow anything to rest on or roll over the cord.
- ❑ Before connecting cables, be sure to unplug the AC power cord for your safety.
- ❑ Do not move the TV with the AC power cord (or other cables such as audio and video) connected.
- ❑ Use only an original Sony AC power cord with your TV; no brand substitution is allowed.
- ❑ Do not use AC power cord supplied with the TV with any other equipment.
- ❑ Never use a damaged AC power cord. A damaged AC power cord can cause a short-circuit, which may result in a fire or electric shock.



Do not use a damaged or poorly fitting AC power outlet as your TV's power source.

- ❑ Insert the plug fully into the outlet. If it is loose, it may cause arcing and result in a fire.
- ❑ Do not overload the same AC power outlet.



Unplugging the AC power cord from the wall outlet will completely remove power from the TV.

- ❑ As the TV set is not disconnected from the AC power cord when the TV set is just turned off, pull the plug from the AC power outlet to disconnect the TV set completely.

Clean the AC power plug

Unplug the AC power plug and clean it occasionally to avoid dust from accumulating. While cleaning, look for signs of damage. A damaged AC power cord should never be used.



ACCESSORIES

Keep small accessories out of children's reach. Use only the specified accessories with this TV.

Volume Adjustment

- ❑ When using headphones, adjust the volume to avoid excessive audio levels from causing possible hearing loss.



SCREEN (For LCD TV only):

- ❑ Although the LCD screen is made with high-precision technology and has effective pixels of 99.99% or more, black dots or bright points of light (red, blue, or green) may appear constantly on the LCD screen. This is a structural property of the LCD panel and is not a malfunction.
- ❑ The LCD screen is made with high-precision technology and to achieve a high level of performance and picture quality, this TV's backlight setting is set to maximize the brightness of the TV. However, uneven brightness may be observed when the LCD TV is viewed in a dark ambient without an input source or with a blank screen. This condition is normal and not a malfunction of the TV. Changing the Picture mode, Backlight setting, enabling the Light Sensor (if applicable), or turning on the Power Management will improve this condition.
- ❑ To avoid damaging the LCD panel, do not expose the LCD screen to direct sunlight.
- ❑ Do not push or scratch the LCD screen, or place objects on top of the TV. The images may be uneven or the LCD panel may be damaged.
- ❑ If the TV is used in a cold place, the picture may smear or become dark. This does not indicate a failure. These phenomena improve as the temperature rises.

- ☐ Ghosting may occur when still pictures are displayed continuously. It should disappear after a few moments.
- ☐ The LCD screen and enclosure get warm when the TV is in use. This is not a malfunction.
- ☐ Avoid spraying insect repellent with volatile material on the LCD screen.
- ☐ Avoid prolonged contact with rubber or plastic material to the LCD screen.

OLED SCREEN (For OLED TV only):

- ☐ Although the OLED screen is made with high-precision technology and 99.99% or more of the pixels are effective, black dots may appear or bright points of light (white, red, blue, or green) may appear constantly on the OLED screen. This is a structural property of the OLED screen and is not a malfunction.
- ☐ To avoid damaging the OLED screen, do not expose the OLED screen to direct sunlight.
- ☐ Do not push or scratch the OLED screen, or place objects on top of this TV set. The image may be uneven or the OLED screen may be damaged.
- ☐ The screen and cabinet get warm when this TV set is in use. This is not a malfunction.
- ☐ Avoid spraying insect repellent with volatile material on the OLED screen.
- ☐ Avoid prolonged contact with rubber or plastic material to the OLED screen.
- ☐ When disposing of your TV be sure to follow your local laws and regulations.

Protecting the TV Screen (For OLED TV only)

Precautions to Protect the Screen from Damage

Image retention

OLED TV's are susceptible to image retention (burn-in) due to the characteristics of the materials used. Image retention may occur if images are displayed in the same location on the screen repeatedly or over extended periods of time. This is not a malfunction of the TV. Avoid displaying images that may cause image retention.

The following are examples of images that may cause image retention:

- ☐ Content with black bars either on the top and bottom and/or the left and right sides of the screen. (for example, Letterboxed, 4:3 screen, Standard definition)
- ☐ Static images such as photos.
- ☐ On-screen menus, program guides, channel logos etc.
- ☐ Static content from applications.
- ☐ On-screen tickers, such as those used for news and headlines.

To reduce the risk of image retention:

- ☐ Sony recommends that you turn off the TV normally by pressing the power button on the remote control or the TV.
- ☐ Fill the screen by changing [Wide mode] to eliminate the black bars.
- ☐ Turn off the OSD (On Screen Display) by pressing **MENU** (Control menu) button and select [Info], and turn off the menus from connected equipment.
- ☐ Avoid displaying static images with bright colors (including white) or logos on any portion of the screen.
- ☐ Set the picture settings based on the ambient conditions. The Standard Picture is recommended for home use and when viewing content that often displays the station logos, etc.

The TV has following features to help reduce/prevent image retention.

Panel refresh

A panel refresh will adjust the panel uniformity. Panel refresh can be performed and should only be used when image retention is very noticeable.

Caution:

- ☐ The Panel refresh function may affect the panel. Do not perform Panel refresh more than once a year as it may affect the usable life of the panel.
- ☐ The effectiveness of a panel refresh may vary depending on the image retention condition.
- ☐ Panel refresh takes up to one hour to complete.

The following also applies for some models as indicated before executing a Panel refresh.

- ☐ A white, red, green, or blue line may be displayed on the screen during the Panel refresh, this is not a malfunction of the TV.
- ☐ Panel refresh will only work when the room temperature is between 50 °F and 104 °F (10 °C and 40 °C).

Pixel shift

Automatically moves the image on the screen to prevent image retention.

Other feature

The screen brightness is automatically reduced when displaying still images, clocks, bright colors or logos etc.

Broken screen panel (For LCD TV only):

Do not throw anything at the LCD screen and its edges as the impact can cause the LCD screen glass to crack, break or shatter.



- ☐ If damage occurs to the LCD panel, small traces of liquid crystal sandwiched between the glass may be found on scattered broken glass.

- ☐ Do not touch the broken glass with bare hands. As with any broken glass pieces, avoid skin contact and exposure to your eyes or mouth. Avoid direct contact with liquid or damp surfaces of the glass as these may have an adverse effect on some people. The contacted area should be rinsed thoroughly with water. If conditions persist, see your doctor.
- ☐ If the surface of the TV cracks, do not touch the TV until you have unplugged the AC power cord. Otherwise this may cause an electric shock.

Broken screen panel (For OLED TV only):

Do not throw anything at the TV set. The screen glass may break by the impact and cause serious injury.



- ☐ Do not touch the broken glass with bare hands. As with any broken glass pieces, avoid skin contact and exposure to your eyes or mouth.
- ☐ If the surface of the TV cracks, do not touch the TV until you have unplugged the AC power cord. Otherwise this may cause an electric shock.

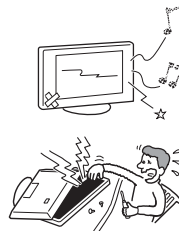
Optional Equipment

- ☐ This equipment has been tested and found to comply with the limits set out in the EMC Standards using a connection signal cable shorter than 3 meters.

SERVICING

Do not use the TV if you suspect the TV is damaged or if the TV is damaged.

- ☐ Do not attempt to service the TV yourself since opening the cabinet may expose you to dangerous voltage levels or other hazards. Refer all servicing to qualified service personnel.



- ☐ If replacement parts are required, acquire a written certification from the service technician which states that adequate replacement parts with the same or similar characteristics as the original parts have been used. Unauthorized substitutions may result in a fire, an electric shock or other hazards.



Safety check

- ☐ Upon completion of any TV servicing or repair, ask the service technician to perform routine safety checks as specified by Sony and to certify that the TV is safe to operate. Have a qualified service technician dispose of the TV if it is not safe to operate.



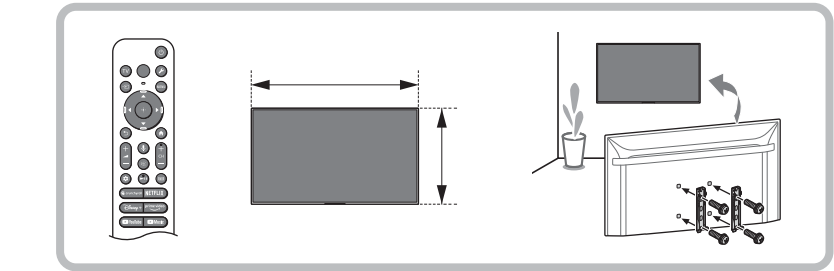
Licensing Information

- ☐ The terms HDMI, HDMI High-Definition Multimedia Interface, HDMI Trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.
- ☐ Google TV is the name of this device's software experience and a trademark of Google LLC. Google, YouTube and other marks are trademarks of Google LLC.
- ☐ Netflix is a registered trademark of Netflix, Inc.
- ☐ All other trademarks are the property of their respective owners.

Television

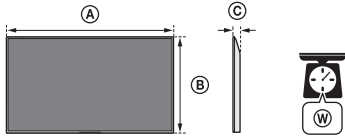
Reference Guide

KD-85X77L / 85X77CL / 75X77L
KD-75X77CL / 65X77L / 65X77CL
KD-55X77L / 55X77CL / 50X77L
KD-43X77L



Read this manual before using this product

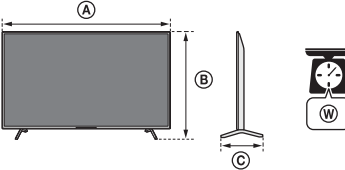
Dimensions and weight (without Table-Top Stand)



	(mm)/(inches)*1		(kg)/(lb.)*1	
	A	B	C	W
KD-85X77L / 85X77CL	1901	1090	73	45.8
KD-75X77L / 75X77CL	1686	969	72	30.4
KD-65X77L / 65X77CL	1462	842	71	20.4
KD-55X77L / 55X77CL	1243	721	71	15.3
KD-50X77L	1126	653	70	12.1
KD-43X77L	972	567	70	9.3

*1 (Approx.)

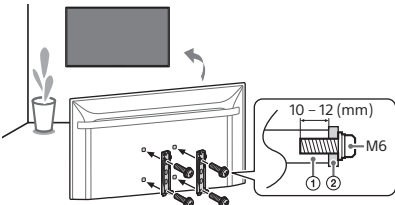
Dimensions and weight (Table-Top Stand)



	(mm)/(inches)*1		(kg)/(lb.)*1	
	A	B	C	W
KD-85X77L / 85X77CL	1901	1170	453	47.8
KD-75X77L / 75X77CL	1686	1045	415	31.7
KD-65X77L / 65X77CL	1462	912	334	20.7
KD-55X77L / 55X77CL	1243	789	334	15.6
KD-50X77L	1126	718	267	12.3
KD-43X77L	972	632	266	9.5

*1 (Approx.)

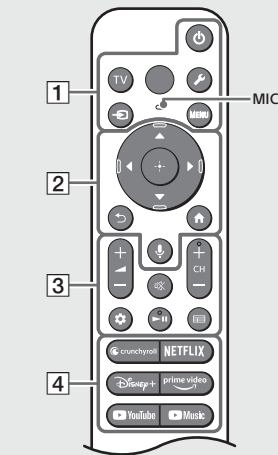
The length of the screw for Wall-Mount Bracket differs depending on the Wall-Mount Bracket thickness



- ① Wall-Mount Attachment **VS**
② Wall-Mount Bracket

The images shown here are for illustrative purposes only and may be subject to change.

EN



The remote control shape, layout, availability and function of remote control buttons may vary depending on your region/country/TV model/TV settings.*1

- ① **⏻ (Power)**
TV: Display TV channel list or switch to input.
➤ **(Quick settings):** Display Quick Settings.
↵ **(Input):** Display and select the input source, etc.
MENU **(Control menu):** Display the Control menu.
- ② **▲ / ▼ / ◀ / ▶ / ⏮ / ⏭**: On screen menu navigation and selection.
⏮ **(Back)**
🏠 **(Home)**
🗣️ **(Google Assistant / Microphone):** Use Google Assistant**³.
③ **🔊 + / - (Volume)**
🔊 **(Mute)**⁴**
CH + / - **(Channel)**
⚙️ **(Dashboard):** Display Dashboard.
📺 **(Guide):** Display the digital program guide of TV or Cable/Satellite box**⁵.
- ④ **App buttons**

- *1 For other remote control models, refer to the online Help Guide for details.
*2 Only for limited region/country/model/ language.
*3 Google Assistant requires an Internet connection.
*4 Accessibility shortcut is available by pressing and holding 🔊 (Mute).
*5 [Cable/Satellite box setup] setting is required.

About Manuals
Please retain the manuals for future reference.

Paper manual
Setup Guide (on top of the product) / Reference Guide (this manual) / Safety and Regulatory Booklet.

- Help Guide (On screen Manual)**
- To open it, select [Settings] → [Help & Feedback] → [Help] or select [Help] in the Home Menu, if [Help] does not exist, select [See all] → [Help].
 - You can refer to the Help Guide with your smartphone

Read and understand the contents of this manual before operating this product.

- Note**
- Instructions about "Installing the TV to the Wall" are included within this TV's instruction manual.
 - Read the supplied safety documentation for additional safety information.
 - Images and illustrations used in the supplied manuals are for reference and may differ from the actual product.
 - Setting menus are subject to change without notice due to software updates.

IMPORTANT NOTICE

Operation of this equipment is subject to the following two conditions: (1) it is possible that this equipment or device may not cause harmful interference and (2) this equipment or device must accept any interference, including interference that may cause undesired operation.

For information related to the certificate number, refer to the package label and / or product.

Note:
This product uses the following module for wireless functionalities:
Model: WBR56
Brand: FOXCONN

WLAN:
2.4 GHz (2.4000 GHz – 2.4835 GHz)
5 GHz (5.150 GHz – 5.850 GHz)
Bluetooth®:
2.4 GHz (2.4000 GHz – 2.4835 GHz)

Information for the remote control with voice command included with this product:
Model: RMF-TX811U / RMF-TX810U*
Brand: Sony

Note: Uses the following device for wireless functionalities:
Model: UE878
Brand: UEI

* To see the model name of the remote control, open the remote control cover and see the label on the remote control.

Safety Information

Notice for customers in the United States of America

Supplier's Declaration of Conformity
Trade Name: SONY
Model: KD-85X77L / KD-85X77CL / KD-75X77L / KD-75X77CL / KD-65X77L / KD-65X77CL / KD-55X77L / KD-55X77CL / KD-50X77L / KD-43X77L

Compatible Wall-Mount Bracket Information
Use the following Sony Wall-Mount Bracket with your TV model.

	Sony TV Model No.
	KD-75X77L / 75X77CL / 65X77L / 65X77CL / 55X77L / 55X77CL
Sony Wall-Mount Bracket Model No.	SU-WL855*1

Use with other Wall-Mount Brackets*² may cause instability and could result in property damage or injury.

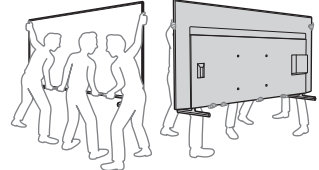
*1 Only for limited region/country/model.

Before setting up your TV

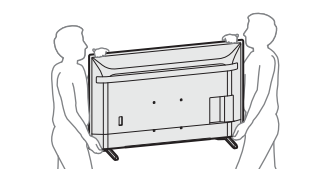
Some TV models are packaged with a detached Table-Top Stand so you can mount your TV to a wall right away. See "Installing the TV to the Wall" if you want to mount the TV to a wall. If you are not mounting the TV to a wall, you will need to attach the Table-Top Stand (refer to the Setup Guide).
Be sure to consider the following while setting up your TV:

- Disconnect all cables when carrying the TV.
- Two or more persons (three or more persons for 214.8 cm (85 inches) and above TV) are needed to transport a large TV set.
- Correct hand placement while carrying the TV is very important for safety and to avoid damage.
- When handling or mounting the TV set, do not lay down the TV (for applicable TV model only).

KD-85X77L / 85X77CL



KD-75X77L / 75X77CL / 65X77L / 65X77CL / 55X77L / 55X77CL / 50X77L / 43X77L



Securing the TV

- Sony strongly recommends taking measures to prevent the TV from toppling over. Unsecured TVs may topple and result in property damage, serious bodily injury or even death.

Preventing the TV from Toppling

- Secure the TV to a wall and/or Stand.
- Do not allow children to play or climb on furniture and TV sets.
- Avoid placing or hanging items on the TV.
- Never install the TV on:
 - slippery, unstable and/or uneven surfaces.
 - furniture that can easily be used as steps, such as a chest of drawers.
- Install the TV where it cannot be pulled, pushed, or knocked over.
- Install the TV so that the TV's Table-Top Stand does not protrude out from the Stand (not supplied). If the Table-Top Stand protrudes out from the Stand, it may cause TV set to topple over, fall down, and cause personal injury or damage to the TV.



- Route all AC power cords and connecting cables so that they are not accessible to curious children.

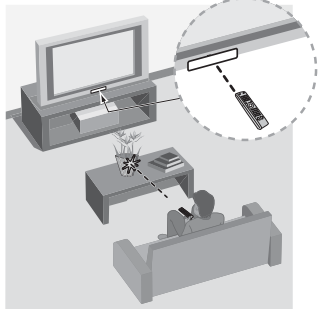
The BRAVIA® 4K TV Experience
Thank you for choosing Sony! Your new BRAVIA® TV opens the door to the "4K TV Experience". This document will help you get the most out of your TV. Please take a moment to register your TV at:
U.S.A.:
<https://productregistration.sony.com>
Canada:
<https://www.sony.ca/registration>
This TV displays all video input signals in a resolution of 3840 dots × 2160 lines.

Note

- For supported PC formats, refer to the online Help Guide.

Guidelines for IR Remote Control

- Point your remote control directly at the IR sensor located on your TV.
- Make sure that no objects are blocking the path between the remote control and the IR sensor on your TV.



- Fluorescent lamps can interfere with your remote control; try turning off the fluorescent lamps.
- If you are having problems with the remote control, reinsert or replace your batteries and make sure that they are correctly inserted.

Installing the TV to the Wall

Using the optional Wall-Mount Bracket (SU-WL855 only)* (not supplied)

Wall-Mount Bracket Installation Information

- Follow the instruction guide provided with the Wall-Mount Bracket for your model. Sufficient expertise is required in installing this TV, especially to determine the strength of the wall for withstanding the TV's weight.
- Sony is not liable for any damage or injury caused by mishandling or improper installation.
- Be sure to store the unused screws and Table-Top Stand in a safe place until you are ready to attach the Table-Top Stand. Keep the screws away from small children.

Note

- Read the supplied safety documentation for additional safety information.

* Only for limited region/country/model.

Using the optional Wall-Mount Bracket (except SU-WL855) (not supplied)

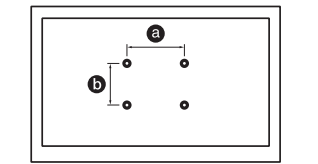
This TV's instruction manual only provides the steps to prepare the TV for Wall-Mount installation before it is installed on the wall.

Your TV can be mounted to a wall using a suitable Wall-Mount Bracket (not supplied). If the Table-Top Stand is attached to the TV, the TV may require detaching the Table-Top Stand; see "Detaching the Table-Top Stand from the TV". Prepare the TV for the Wall-Mount Bracket before making cable connections.

For product protection and safety reasons, Sony strongly recommends that installation of your TV on the wall be performed by qualified professionals. Do not attempt to install it yourself.

- Follow the instruction guide provided with the Wall-Mount Bracket for your model. Sufficient expertise is required in installing this TV, especially to determine the strength of the wall for withstanding the TV's weight.
- The screws for installing the Wall-Mount Bracket to the TV are not supplied.
- Refer to the following table for wall-mount hole pattern.

Model Name	Wall-mount hole pattern
	ⓐ × ⓑ
KD-85X77L / 85X77CL	400 × 400 mm
KD-75X77L / 75X77CL	300 × 300 mm
KD-65X77L / 65X77CL	300 × 300 mm
KD-55X77L / 55X77CL	300 × 300 mm
KD-50X77L	200 × 200 mm
KD-43X77L	200 × 200 mm



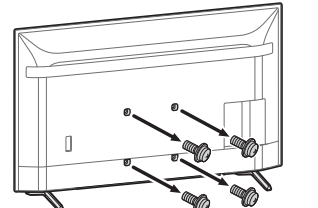
- Be sure to store the unused screws and Table-Top Stand in a safe place until you are ready to attach the Table-Top Stand. Keep the screws away from small children.

Note

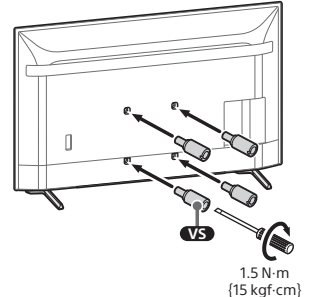
- Read the supplied safety documentation for additional safety information.

* Only for limited region/country/model.

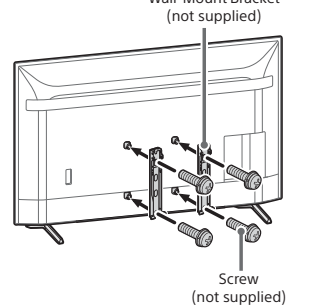
- 1 Remove the screws from the rear of the TV.



- 2 Attach the Wall-Mount Attachment (supplied with the TV) to the rear of the TV (to make it parallel with the wall).



- 3 Attach the Wall-Mount Bracket (not supplied) using the screws (not supplied).

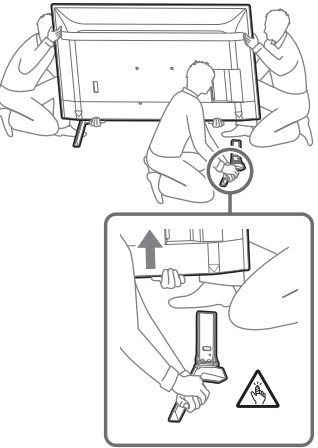


Note

- If using an electric screwdriver, set the torque at approximately 1.5 N·m (15 kgf·cm).
- Be sure to fasten the Wall-Mount Attachment when attaching them to the TV. Use only a flat head screwdriver to install the Wall-Mount Attachment. Use of another tool might result in over torqueing the Wall-Mount Attachment and damaging the TV.

Detaching the Table-Top Stand from the TV

- 1 Remove one side of the Table-Top Stand at a time. Firmly hold the Table-Top Stand securely with both hands while the other people lift up the TV.



- 2 Repeat the previous step and remove the other side of the Table-Top Stand.

Note

- Three or more people are required to detach the Table-Top Stand.
- Be careful not to use excessive force while detaching the Table-Top Stand from the TV as it may cause the TV set to fall resulting in personal injury or physical damage to the TV.
- Take care when handling the Table-Top Stand to prevent damage to the TV.
- Be careful when lifting the TV as the Table-Top Stand is detached, the Table-Top Stand may topple over and cause personal injury.
- Take care when removing the Table-Top Stand from the TV to prevent it from falling over and damaging the surface that the TV is sitting on.
- Do not remove the Table-Top Stand for any reason other than to install corresponding accessories on the TV.
- Be sure the TV is vertical before turning on. To avoid uneven picture uniformity do not power on the TV with the LCD panel facing down.

Troubleshooting

General troubleshooting for issues like: black screen, no sound, frozen picture, TV does not respond, or network is lost, do the following steps.

- 1 Restart your TV by pressing the power button on the remote control for about five seconds. Select [Restart] and TV will restart. If the TV does not recover, try unplugging the AC power cord then press the power button on the TV and release it. Wait for two minutes, and plug in the AC power cord.
Or, press the power button on the TV for about 40 seconds until the TV turns off.
- 2 Refer to the Help menu shown below.
- 3 Connect your TV to the Internet and perform a software update. Sony recommends you to keep your TV software updated. Software updates provide new features and performance improvements.
- 4 Perform the factory data reset.

When you plug in the TV, the TV may not be able to turn on for a while even if you press the power button on the remote control or the TV.

It takes time to initialize the system. Wait for about one minute, then operate it again.

How to reset the TV to factory settings
WARNING: The reset will clear all of your customized settings including the parental lock setting.

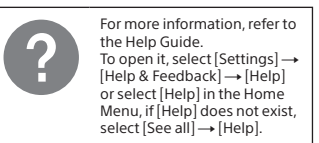
- You can reset the TV to factory settings by selecting [Factory data reset]. How to select [Factory data reset], refer to the online Help Guide.
- To force factory data reset, unplug the AC power cord. Press and hold ⏻ button on the TV, then plug in the AC power cord.
- For security purposes, be sure to remove all personal and account information before discarding, selling or passing your TV to someone else by: unlinking/unregistering, signing out of and deactivating all network services as well as factory reset the TV.

The remote control does not function.

- Replace the batteries.

The parental lock password has been forgotten.

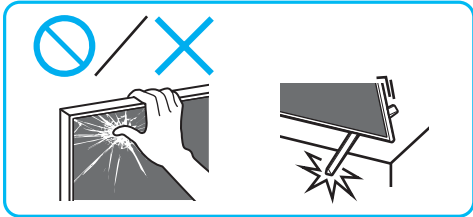
- Enter 4357 for the PIN and enter the new PIN.



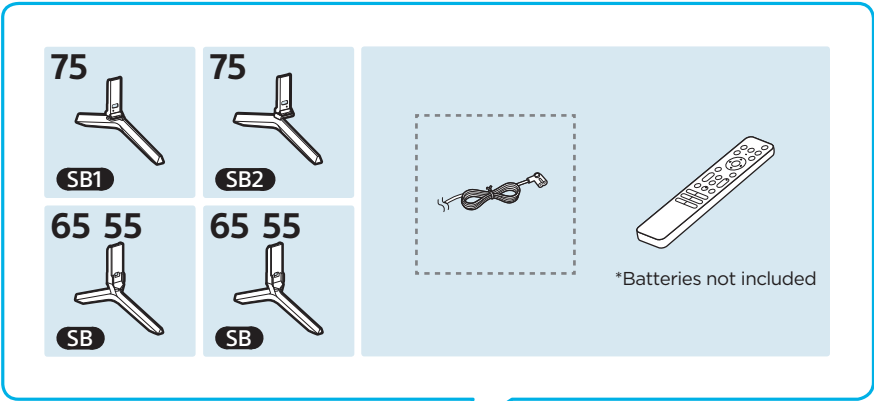
Specifications

System
TV system
Depending on your country/area selection/TV model
NTSC: National Television System Committee
ATSC: 8VSB Terrestrial
QAM on cable: ANSI/SCTE 07 2000 (Does not include CableCARD functionality)
Channel coverage
Depending on your country/area selection/TV model
Analog terrestrial: 2 - 69 / Digital terrestrial: 2 - 69
Analog Cable: 1 - 135 / Digital Cable: 1 - 135
Panel system
LCD (Liquid Crystal Display) Panel, LED Backlight
Speaker output (W)
10 + 10
Wireless technology
Protocol IEEE 802.11a/b/g/n/ac
Bluetooth® Version 5.0
Input/Output jacks
CABLE/ANTENNA
75 ohm external terminal for RF inputs
HDMI IN 1/2/3 (HDCP 2.3-compatible)
Video:
4096 × 2160p (60 Hz)*1, 4096 × 2160p (24 Hz), 3840 × 2160p (60 Hz)*1, 3840 × 2160p (24, 30 Hz), 1080p (30, 60 Hz), 1080/24p, 1080i (60 Hz), 720p (30, 60 Hz), 720/24p, 480p, 480i, PC Formats**²
Audio:
In eARC (Enhanced Audio Return Channel) mode
Refer to the online Help Guide for details.
Except eARC mode
Two channel linear PCM: 32/44.1/48 kHz
16/20/24 bits, Dolby Audio
eARC/ARC (Enhanced Audio Return Channel/ Audio Return Channel) (HDMI IN 3 only)*³
In eARC mode
Refer to the online Help Guide for details.
In ARC mode
Two channel linear PCM: 48 kHz 16 bits, Dolby Audio, Dolby Atmos
DIGITAL AUDIO OUT (OPTICAL)
Digital optical jack (Two channel linear PCM: 48 kHz 16 bits, Dolby Audio)
1, 2
USB port 1 and 2 supports High Speed USB (USB 2.0)
LAN
10BASE-T/100BASE-TX connector
(Depending on the operating environment of the network, connection speed may differ. The communication rate and quality are not guaranteed.)
Home Network supported files and formats*²

Setup Guide

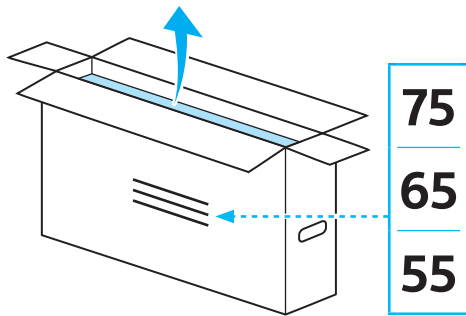


1

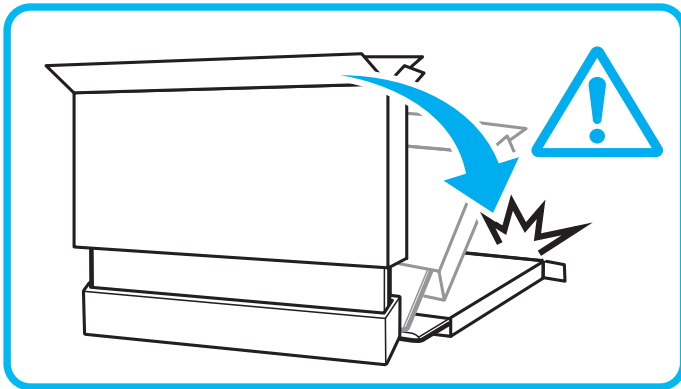


1.5 N·m/1,5 N·m
{15 kgf·cm}

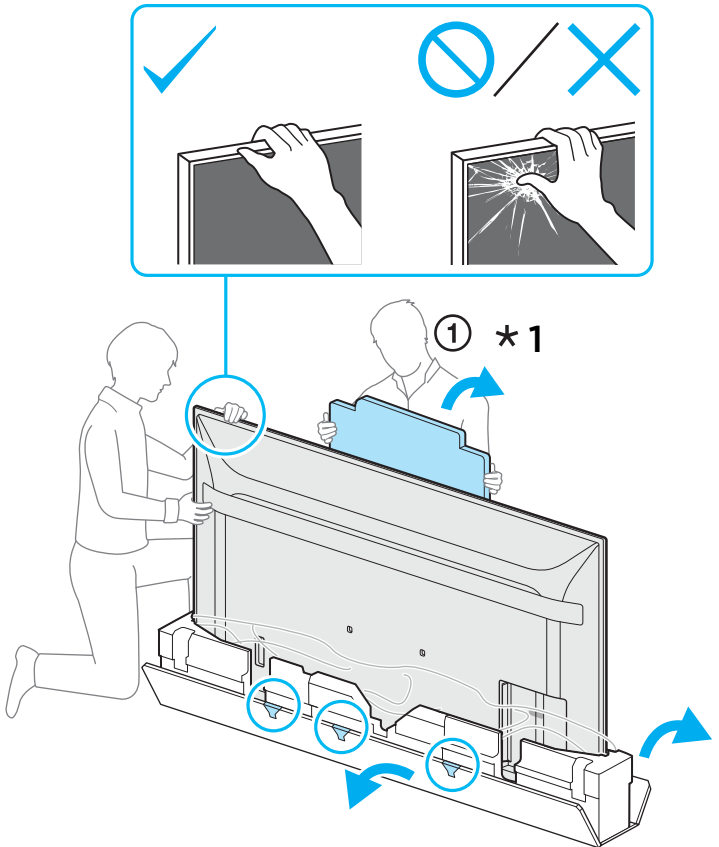
*Tools not included



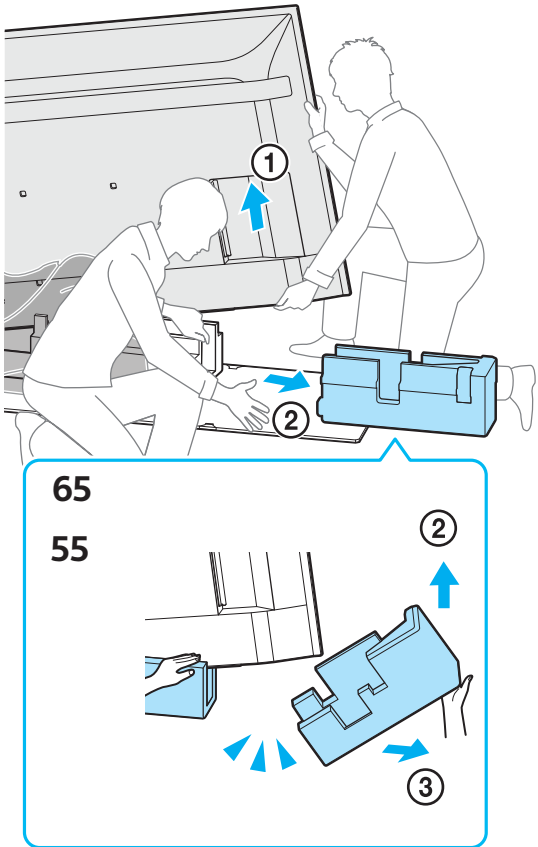
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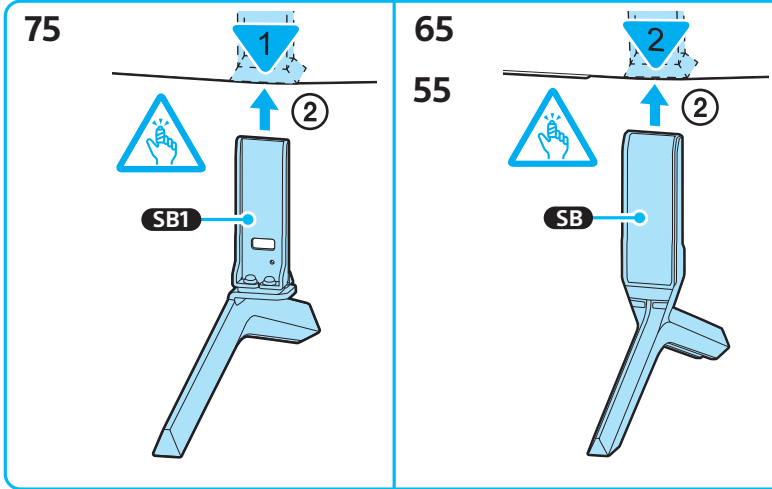
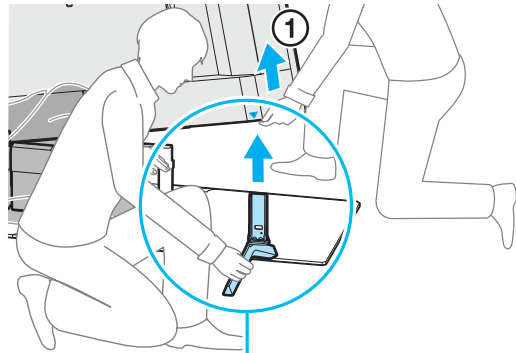
3



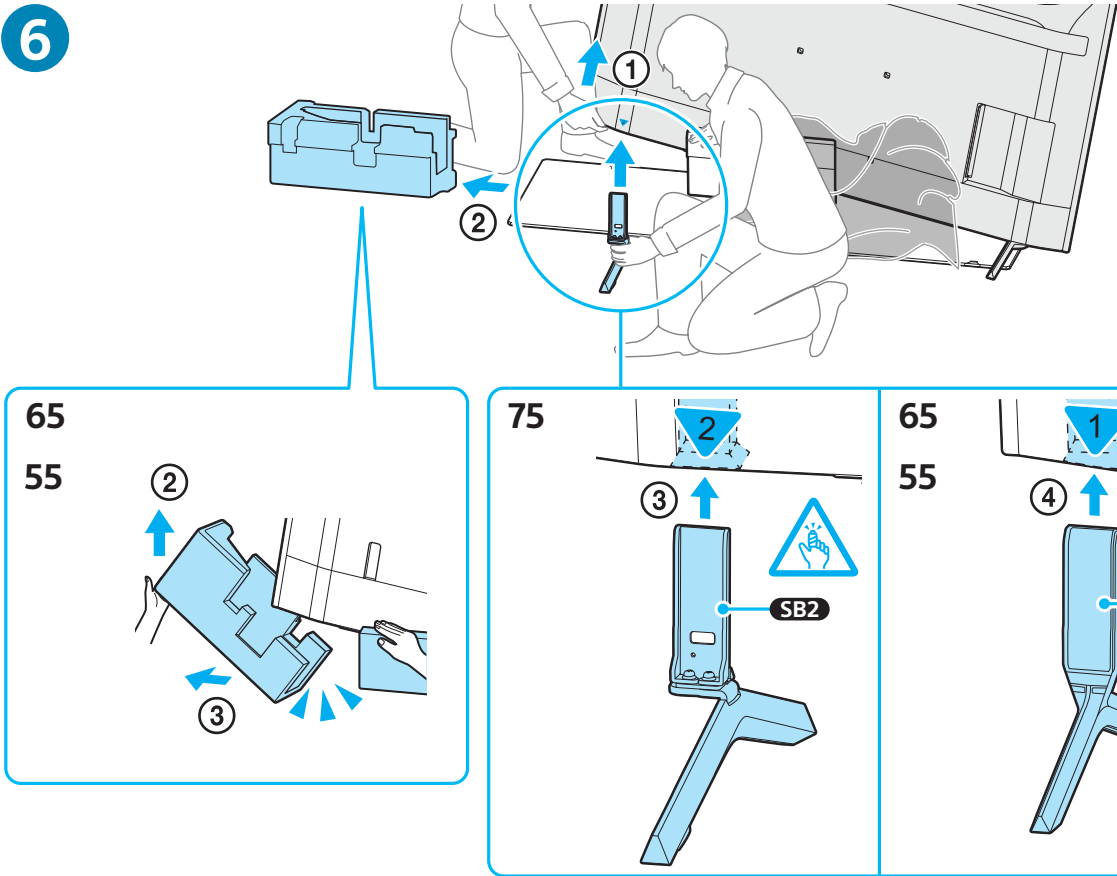
4



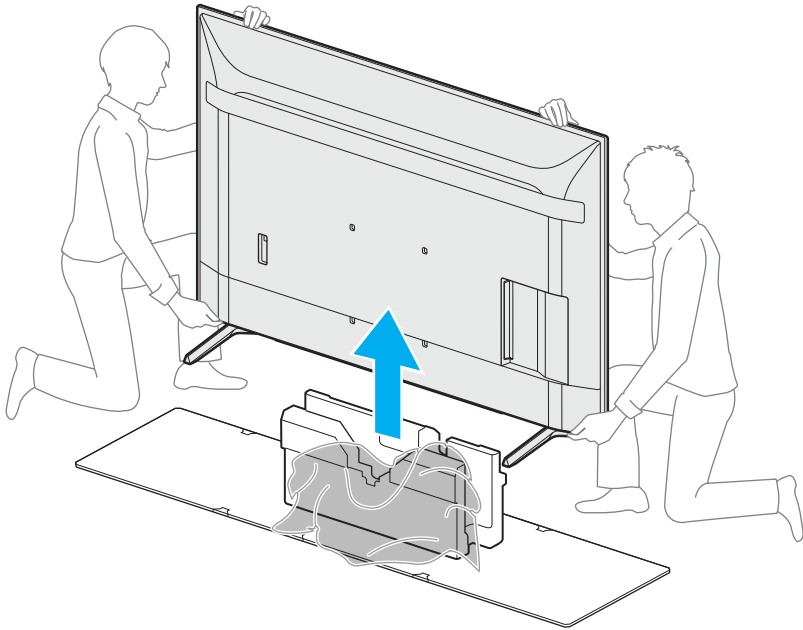
5



6



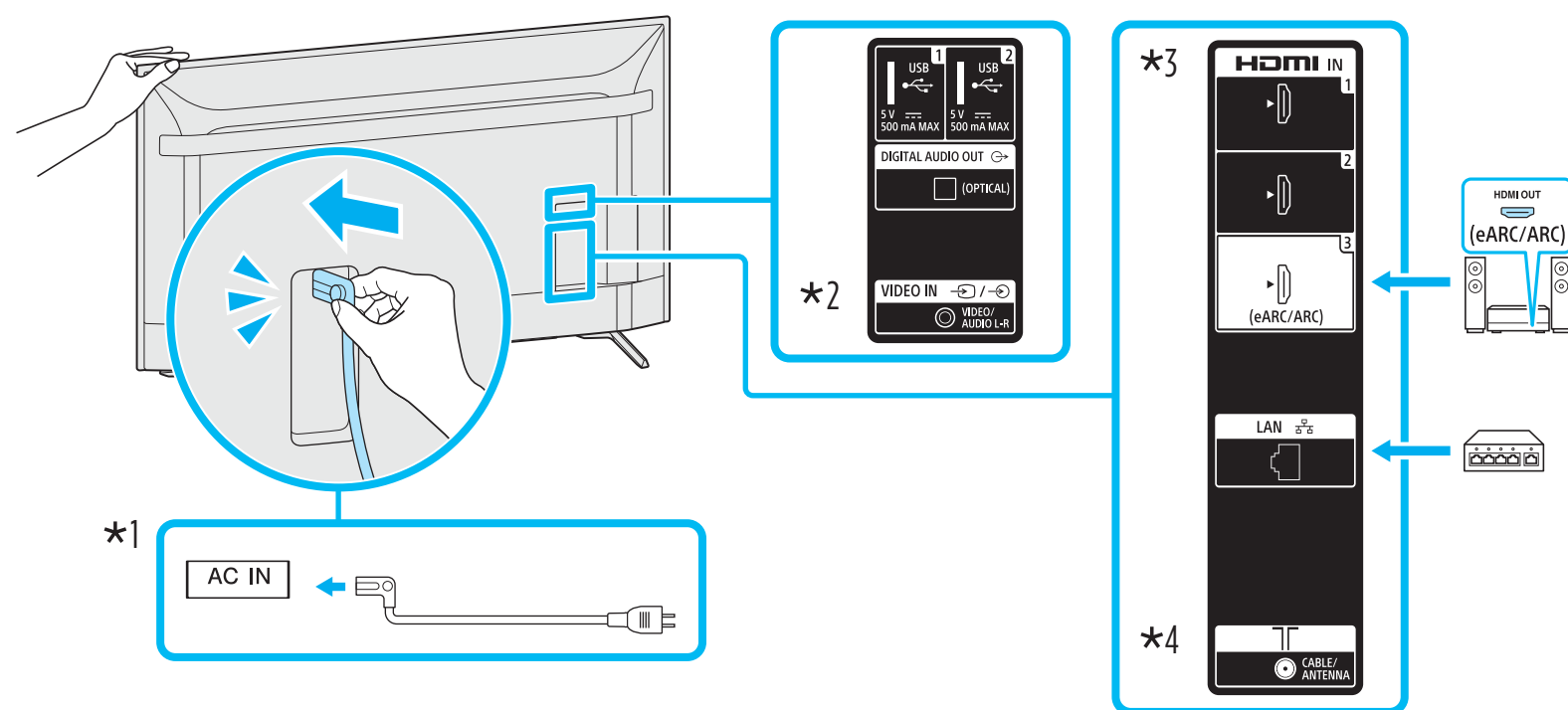
7



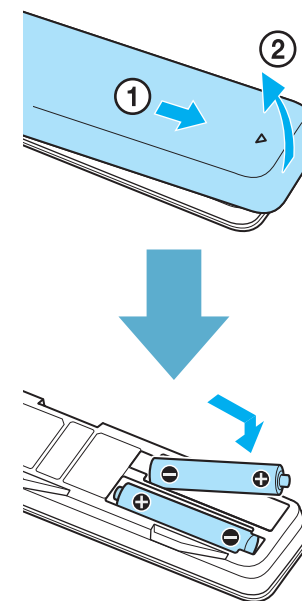
*1 Only for limited region/country/model.



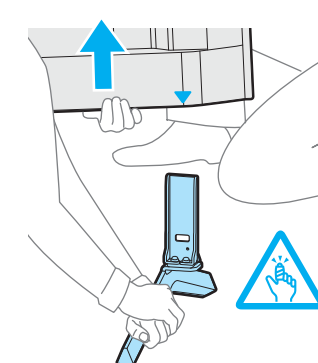
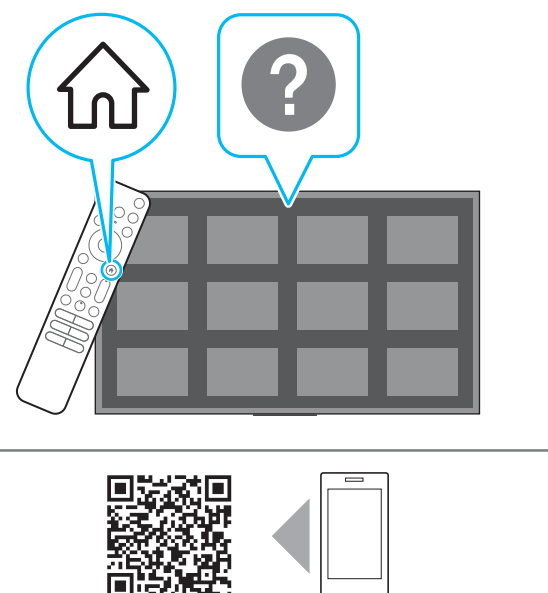
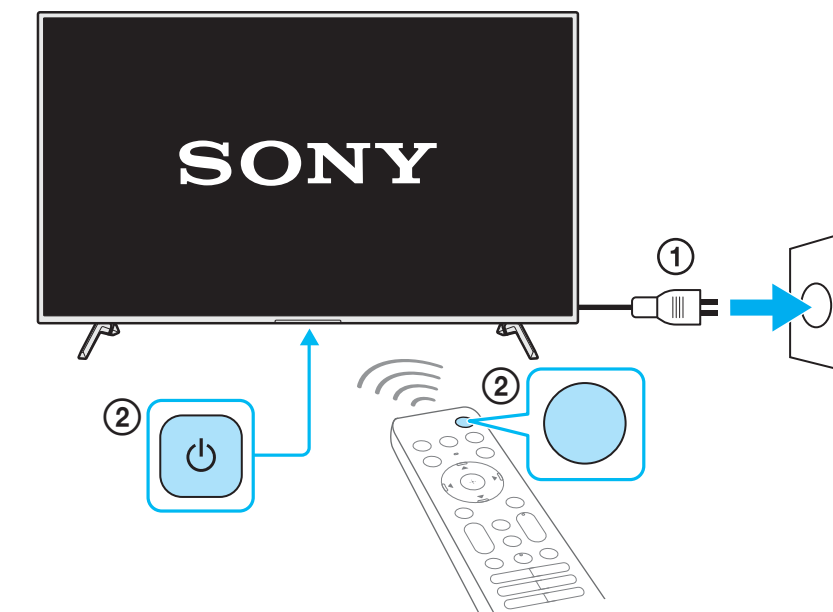
8



9



10



***2** 3.5/3.5 mm 1 : L / G / L (Izq.) / L (E)
2 : Video / Vidéo / Vídeo
3 : GND / Tierra
4 : R / D / R (Der.) / R (D)

***3** < 21 mm
< 12 mm

***4** < 7 mm
< 1.5/1.5 mm

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Elbrd: 12-06-2023

8 1 4 0 0 0 1 5 6

