

BRAVIA 3 II



K-XR35M2
LAUNCH NOTE
2026

NEW BENCHMARK 2026

BRAVIA 3II



All New BRAVIA 3II has evolved! Now equipped with more power and stunning performance.

X|R
Processor

4K
120

X|R
Triluminos Pro

X|R
Clear Image

VRR **ALLM**

SONY

FAST MOTION,
TRUE COLOR
BRILLIANCE.

X|R
Processor

4K
120

BRAVIA 3

CINEMA IS COMING HOME



Google Gemini

X|R
Triluminos Pro

Dolby
VISION·ATMOS

SONY PICTURES
CORE

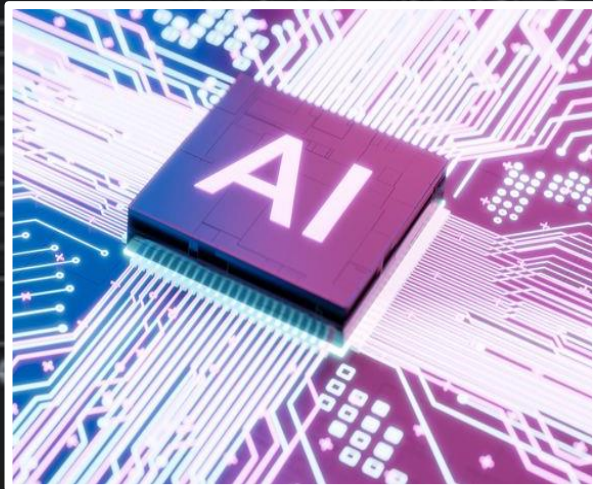
A woman with long brown hair, wearing a white button-down shirt, is smiling and looking directly at the camera. She is positioned on the left side of the frame, appearing to be on a screen or monitor. The background behind her is a blurred indoor setting with warm lighting.

Now Powered By
AI XR PROCESSOR



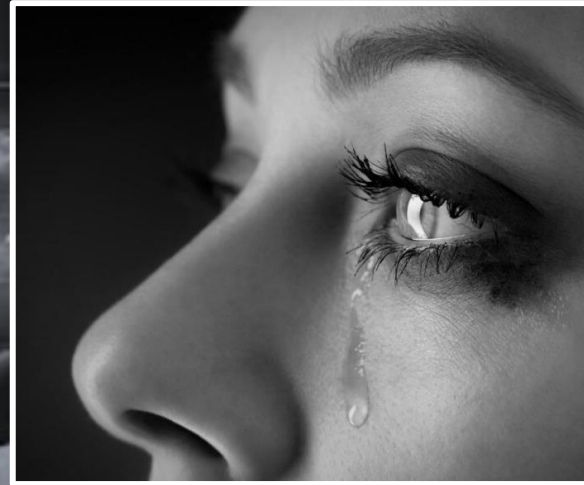
Advanced AI Processor **BRAVIA XR**

ARTIFICIAL" INTELLIGENCE



Analyzing signals and data
based on the "machine learning"
method

"COGNITIVE" INTELLIGENCE



Based on human perspective

The background is an abstract composition of vibrant blue and yellow streaks, suggesting high-speed motion or a dynamic digital environment. The streaks are blurred and radiate from various points, creating a sense of energy and movement. A white rectangular box is positioned on the left side, containing the word "PICTURE" in a bold, teal-colored font.

PICTURE

A child in a striped dress is running away from the camera along a long, straight pier that extends into a large, calm lake. The pier is made of concrete with dark, square pillars on either side. The water is a deep blue, and the background features a range of mountains under a clear sky. The scene is bright and sunny, with long shadows cast on the pier.

4K

120

Ultra-smooth, razor-sharp visuals with fluid motion clarity for
a truly lifelike experience

A scenic landscape photograph featuring a calm river in the foreground. A small wooden boat with a canopy and a person is on the water. The background is a dense forest of trees with brilliant autumn foliage in shades of red, orange, and yellow. A large, gnarled tree branch hangs over the river from the left. The sky is not visible, as the foliage fills the upper portion of the frame.

Extra Ordinary Color, Contrast & Brightness

 **Dolby**
VISION

HDR 10

Bring scenes to life with striking highlights, deeper darks and vibrant colors. Dolby Vision™ is an HDR solution that creates an immersive, engaging cinematic experience in your home.

Billions of Accurate Colors



**Natural and Precise picture quality by our
most powerful TV processor**



XRR
Triluminos Pro



XR Clear Image

Less noise. Less blur. More clarity in every picture.

1. XR Clear Image reduces noise utilizing zone division and dynamic frame analysis , making broadcast and online videos much clearer and easier to view.
2. Also minimizes the blur so action stays smooth.



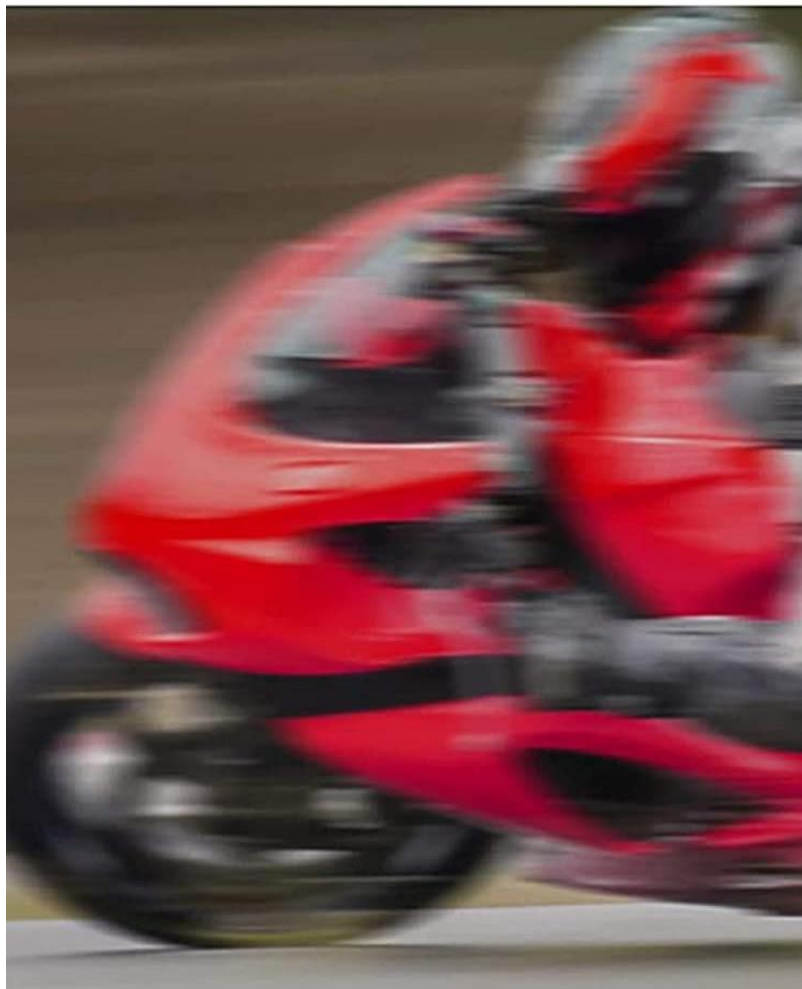


Motion flow™ XR Keeps The Action Smooth

Insert frames for a blur-free
and truly cinematic look.



Conventional TVs



The background is an abstract composition of vibrant blue and yellow streaks, suggesting rapid motion or light trails. The streaks are most prominent in the center and right, creating a sense of dynamic energy. On the left, a solid white rectangular area contains the word "SOUND" in a bold, teal-colored font.

SOUND

Clear sound. Powerful bass.
X-Balanced Speaker



Uniquely designed speakers reduce distortion for improved sound resolution.

Cinema-like immersive audio

Dolby Atmos® / DTS:X®



Dolby Atmos & DTS:X deliver immersive 3D surround sound with precise, cinema-like audio positioning for a powerful home entertainment experience.

Hearing Audio with **Attached Wireless headphones & TV Concurrently**



BLUETOOTH (A2DP) Simultaneous (TV/BT HP)

The background is a dynamic, abstract composition of vibrant blue and yellow streaks, suggesting high speed and energy. The streaks are blurred and elongated, creating a sense of motion. A white rectangular box is positioned on the left side, containing the word 'GAMING' in a bold, teal-colored font.

GAMING

HDMI™ 2.1

HDMI 2.1
48 Gbps

HDMI 2.0
18 Gbps



With 4K/120fps as specified in HDMI 2.1, our TVs give you smooth and clear movement for responsive gameplay.

Auto Game Mode

BRAVIA XR automatically switches into Game mode to minimize input lag and make the action more responsive



Game Mode **ON**



Game Mode **OFF**

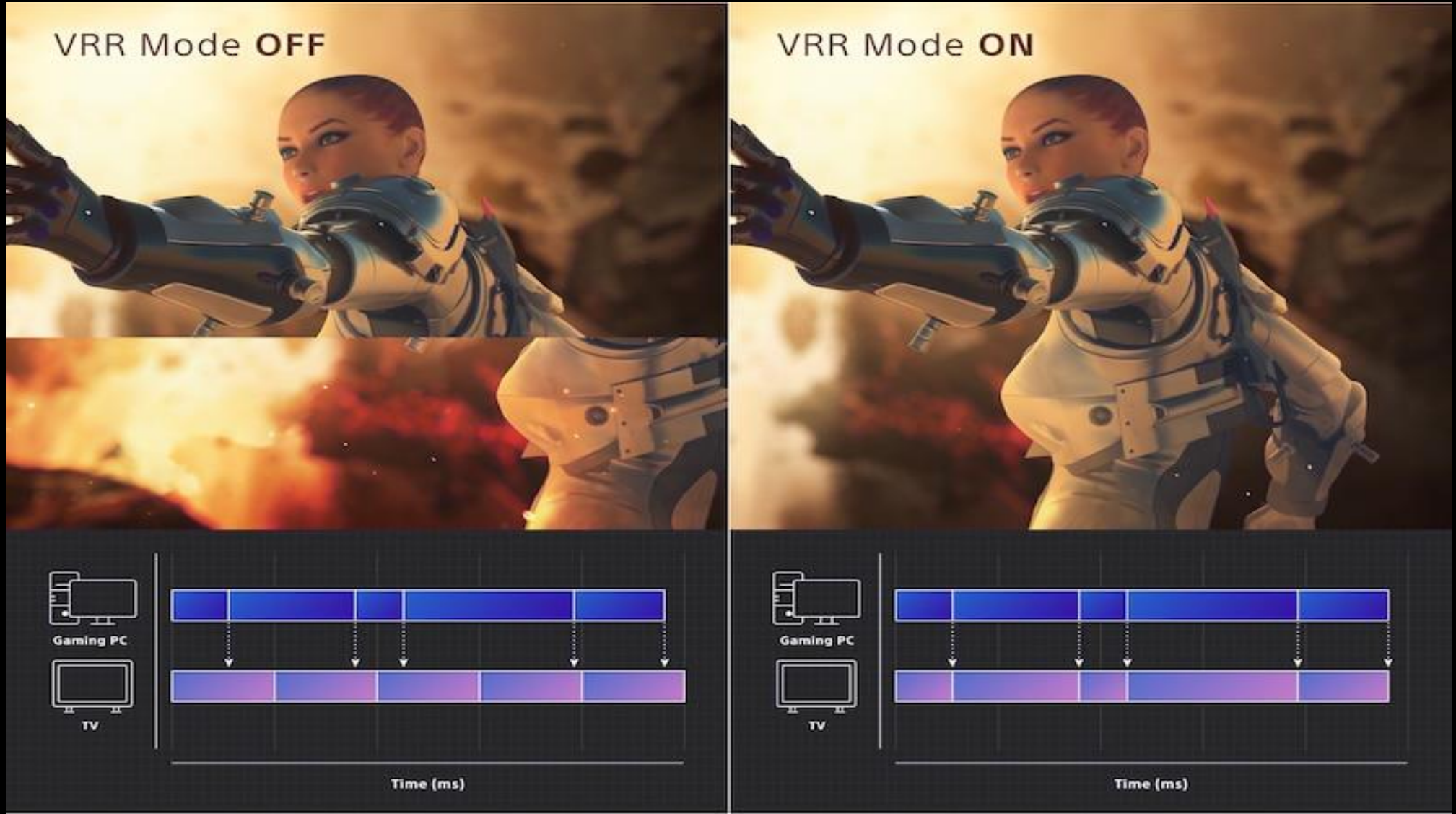
ALLM – Auto Low Latency Mode

Reduces input lag for smoother, more responsive gameplay.
Seamlessly switches back to standard mode for movies and TV viewing.



VRR – Variable Refresh Rate

Synchronizes the TV's refresh rate with your gaming console's frame rate. Eliminates screen tearing and reduces stutter. Delivers ultra-smooth, fluid gameplay — especially in fast-paced action titles.



SDR



232 KM/H
117 M

00:21:07:21

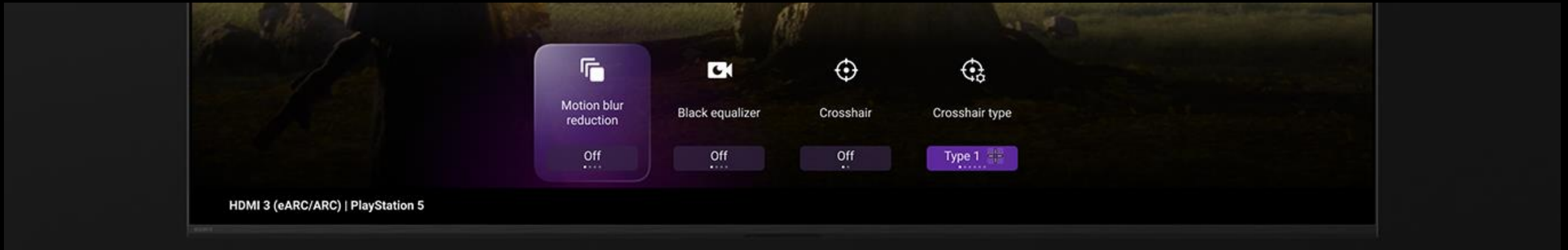
Dolby Vision

Experience ultra-realistic colors, deeper contrast, and dynamic HDR precision that adapts frame-by-frame for a more immersive gaming experience.



Game Menu

Game Menu allows you to easily access your gaming Status, Settings and Gaming Assist functions all in one place



Screen Size*

Change screen size as you like for your game play



* Support via OTA

Crosshair/Crosshair settings

Get a shot with built-in Crosshair



Black equalizer

Easily find the enemy even in dark scene



VRR

Reducing screen tearing for a smoother enhanced gaming experience.

Motion blur reduction Smoother motion for gaming experience

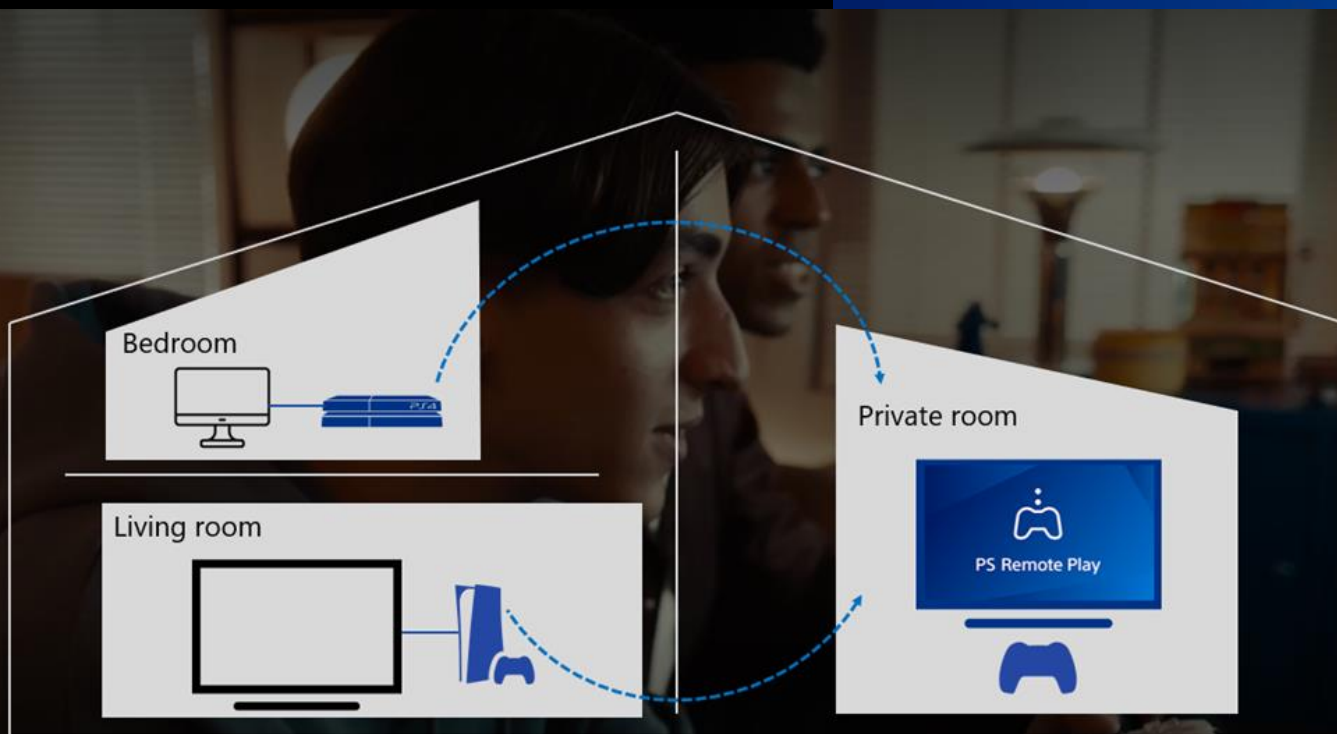


PS Remote Play

Only on Bravia TV



PS Remote Play



Stream PlayStation® games to your BRAVIA

With PS Remote Play, you can control your PlayStation® console remotely from another location. You just need a compatible device such as your BRAVIA and a high-speed Internet connection ¹¹. Using the PS Remote Play app, you can stream your PS5® or PS4™ ¹² games to your BRAVIA and play from a different room in the house or from another remote location.

SONY PICTURES CORE

Bring the cinematic experience home, enjoy movies included with
BRAVIA.

EXCLUSIVE ONLY with Sony BRAVIA TVs

Sony TV unique

#1

Instantly enjoy today's top movies

#2

Stream in near 4K Blu-ray quality

#3

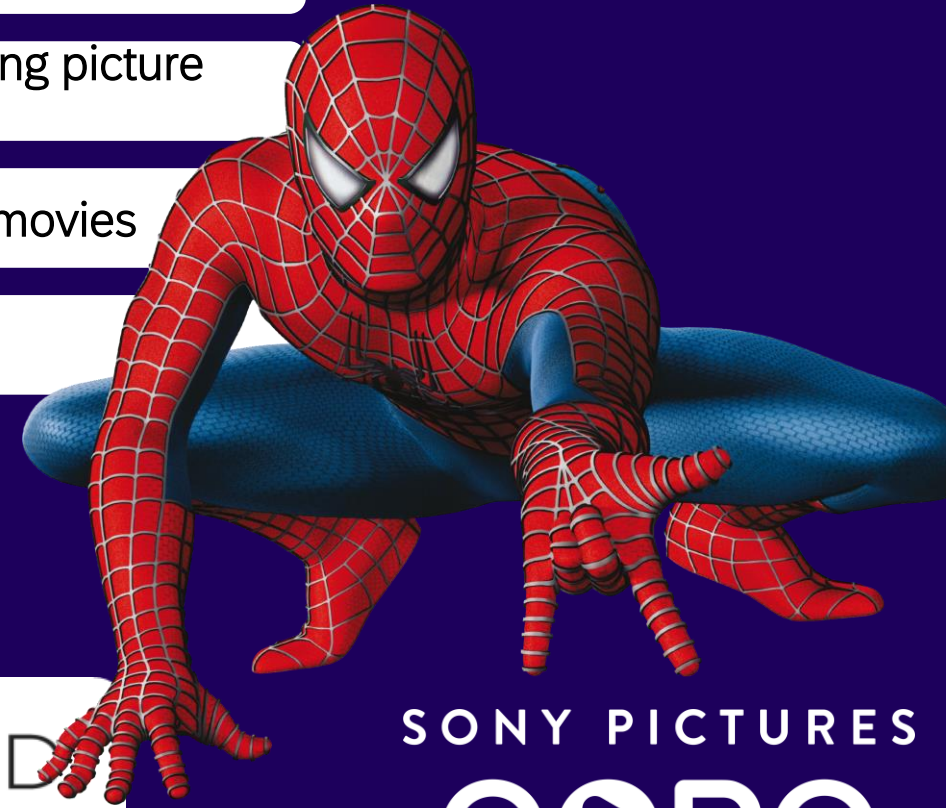
Experience Pure Stream™ at 80Mbps, the highest in streaming picture quality

#4

Access The largest available collection of IMAX® Enhanced movies

#5

Room-filling, immersive sound with Dolby ATMOS



IMAX ENHANCED

SONY PICTURES
CORE

SONY PICTURES
CORE

BRAVIA TV comes with movie credits included so you can immediately watch the latest releases and popular classics, including 4K HDR and IMAX® Enhanced movies on SONY PICTURES CORE.



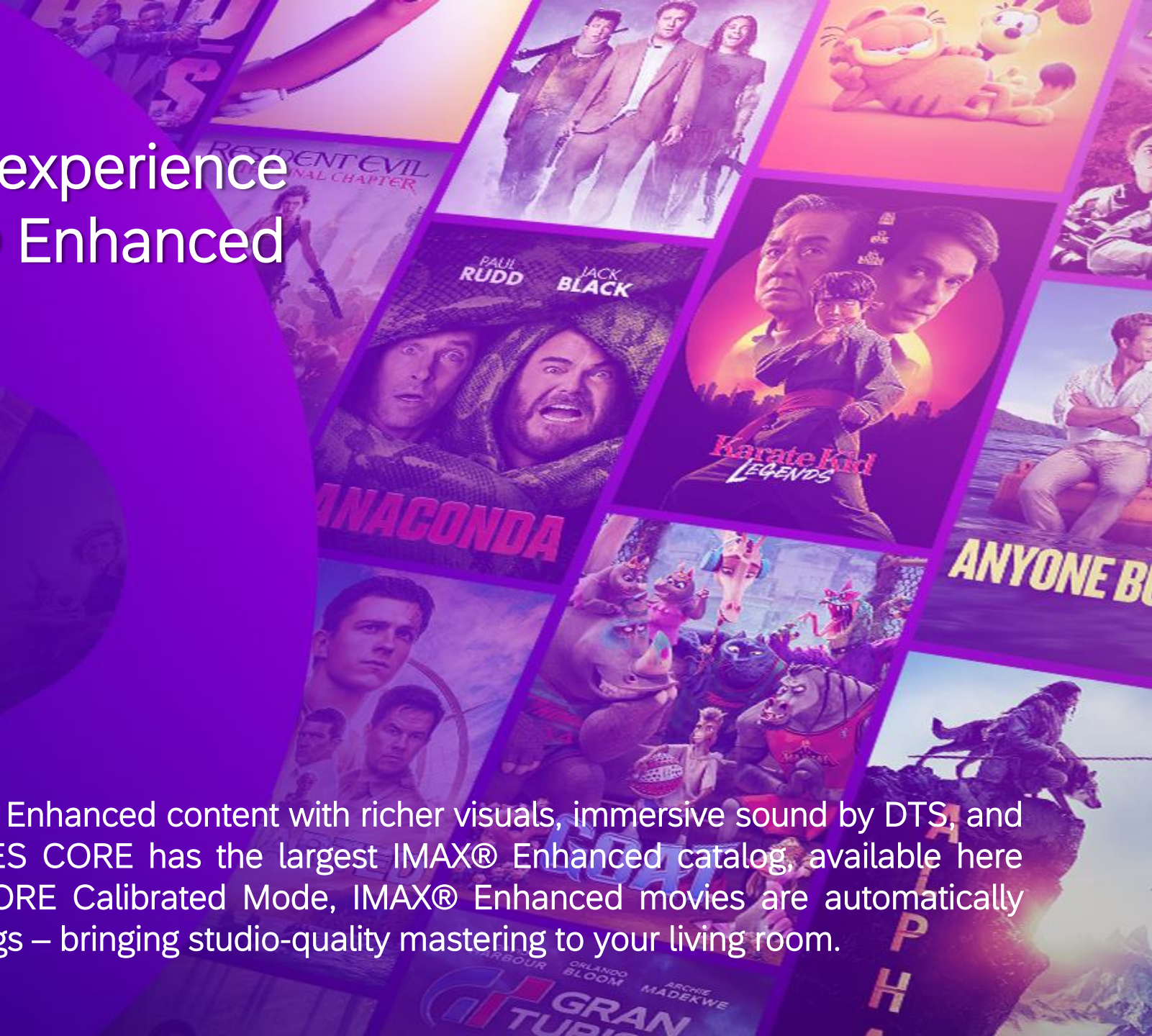
Redeem **5 movies** to build your collection and once you've used all your credits, simply buy or rent more movies. You also get **12 Months access** to a curated selection of up to 100 movies to watch as many times as you like.

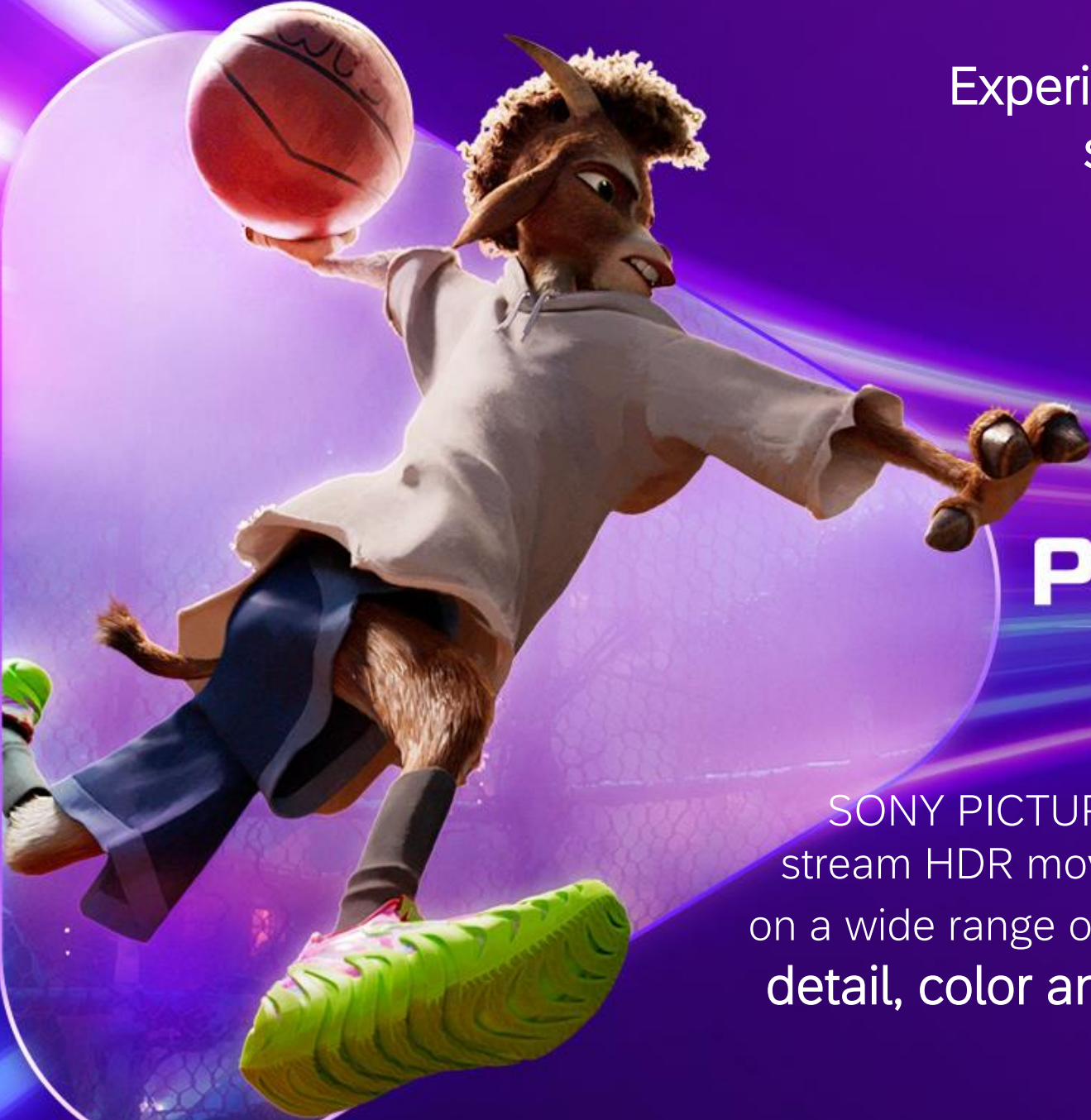
Legal Footnote: Number of credits differs depending on model. Time period that streaming is available for depends on model

Be one of the first to experience
our movies in IMAX® Enhanced

IMAX®
ENHANCED

BRAVIA TVs support stunning IMAX® Enhanced content with richer visuals, immersive sound by DTS, and unparalleled quality. SONY PICTURES CORE has the largest IMAX® Enhanced catalog, available here first. Plus, with SONY PICTURES CORE Calibrated Mode, IMAX® Enhanced movies are automatically optimized with the best picture settings – bringing studio-quality mastering to your living room.

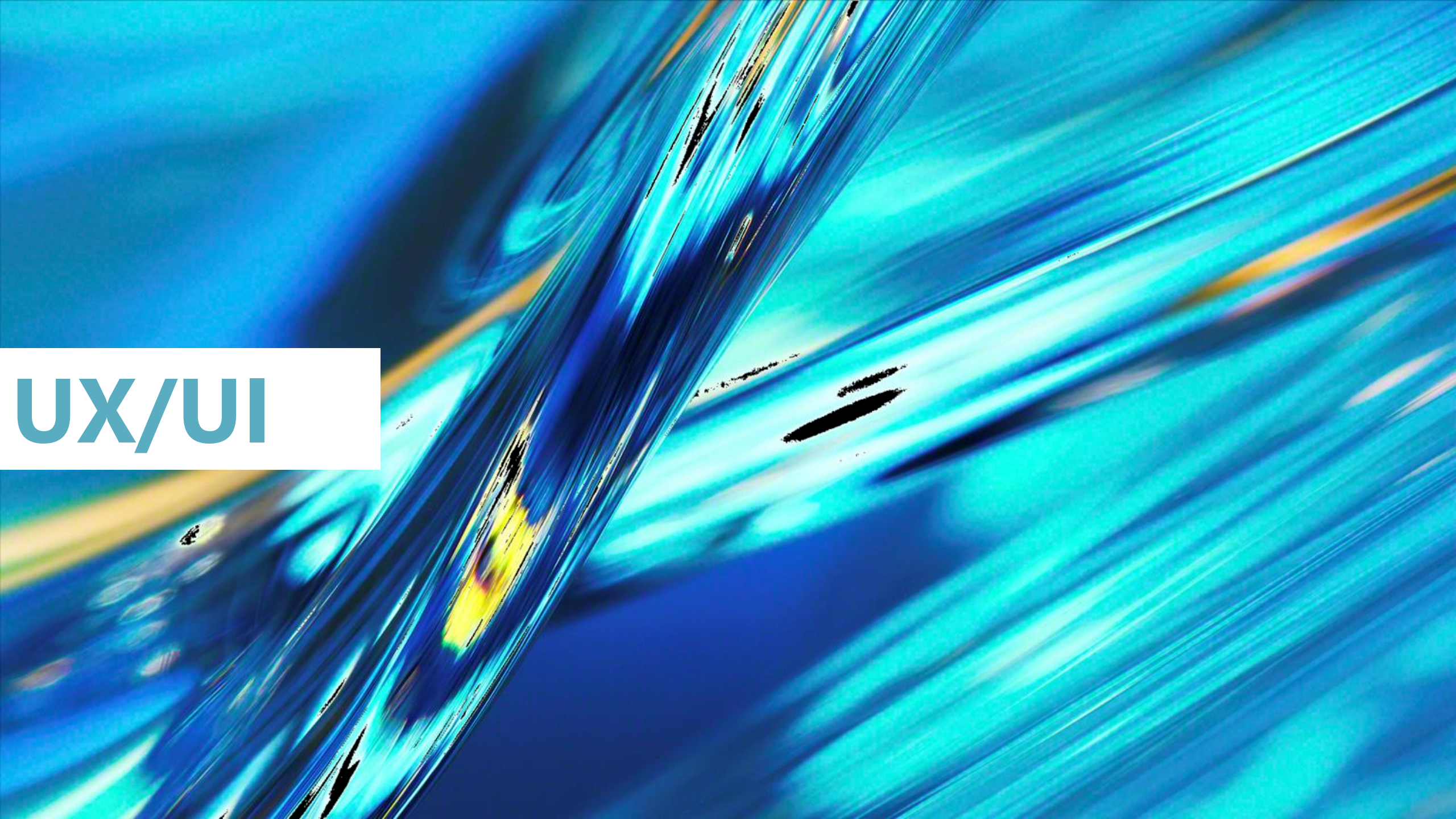




Experience Pure Stream , the highest in
streaming picture quality

PURESTREAM™

SONY PICTURES CORE features Pure Stream which can stream HDR movies at up to 80Mbps – like 4K UHD Blu-ray on a wide range of content. This means **significantly more detail, color and contrast** than conventional 15-25Mbps streaming content.

The background of the slide is an abstract composition of vibrant blue and yellow streaks, creating a sense of motion and energy. The streaks are of varying widths and directions, some appearing as sharp lines and others as softer, blurred bands. A white rectangular box is positioned on the left side of the slide, containing the text 'UX/UI' in a bold, sans-serif font.

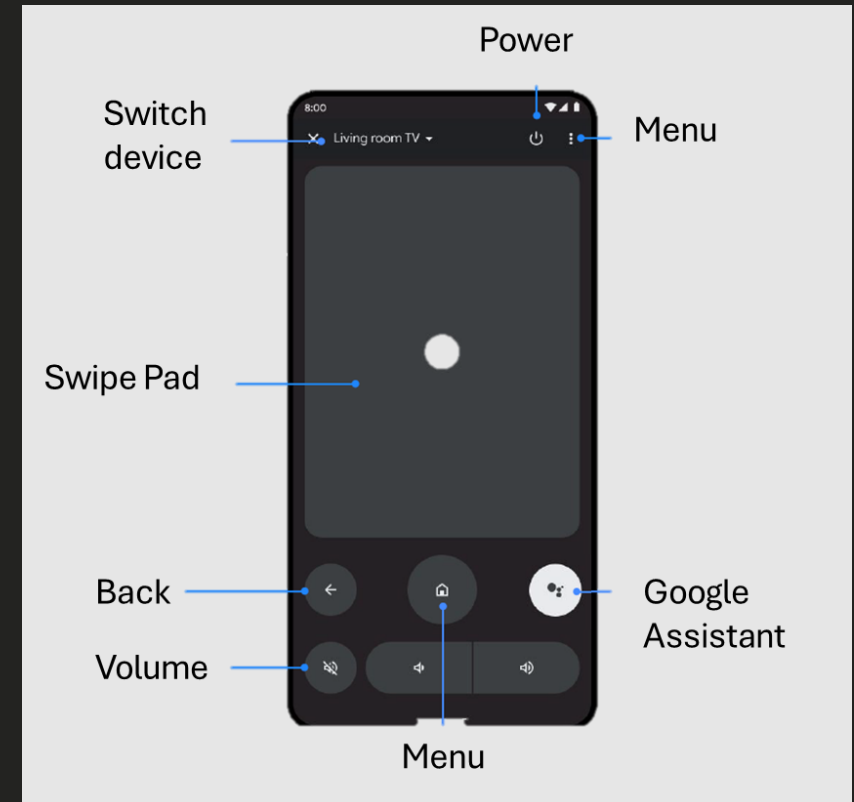
UX/UI

Google TV

Easier & Cleaner UI

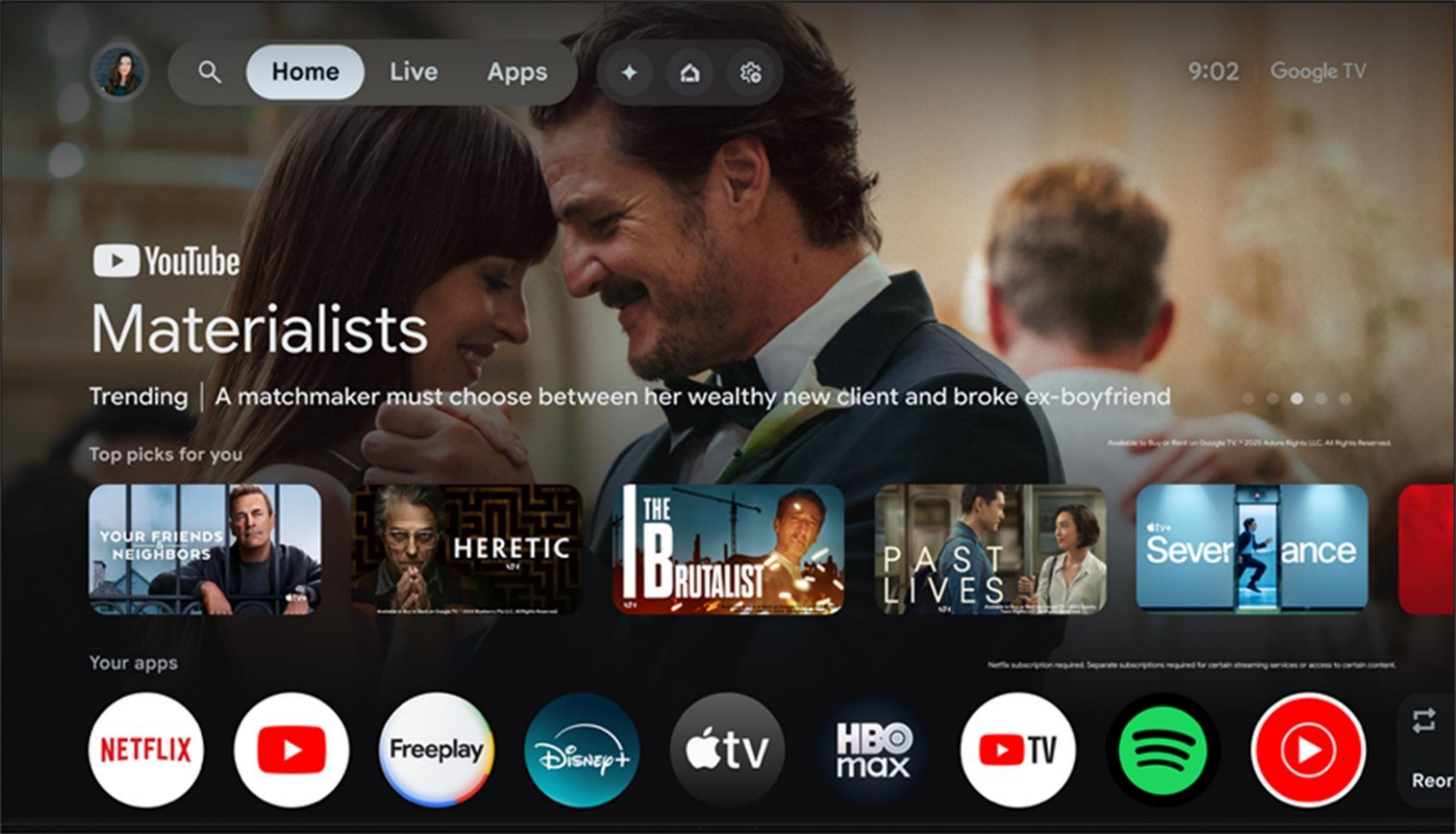


Google TV remote for Control TV



Explore 400,000 Movies & Tv Episodes + 10,000 App & games

Hands Free Voice Search

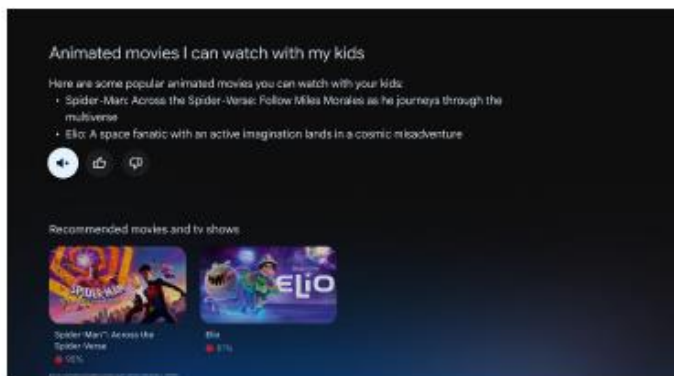


Use the built-in mic on the Tv and ask to play your favorite movies or content. No remote needed.

Google TV with Gemini

Speak naturally with Gemini to find what to watch, explore your curiosity and simplify everyday routines.

Entertain



Find what to watch

Find the perfect movie or show using natural language

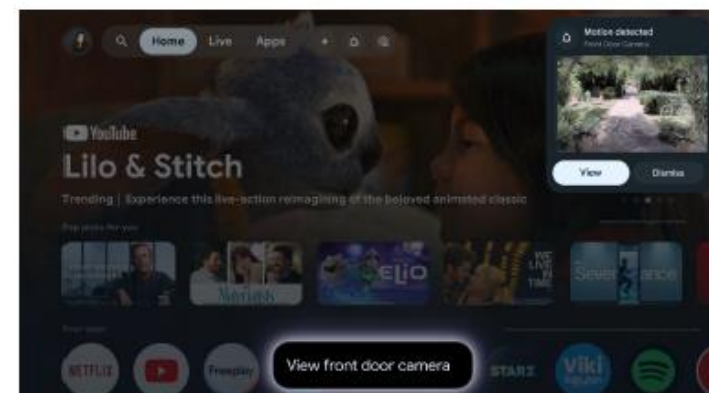
Explore



Get answers to any topic

Ask questions about any topic and get helpful responses, along with supporting videos

Simplify



Get help with your everyday

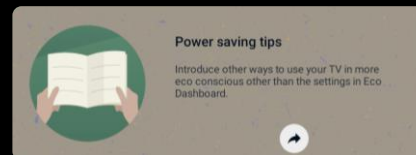
Get help with everyday routines like controlling your smart home and getting quick answers with the sound of your voice



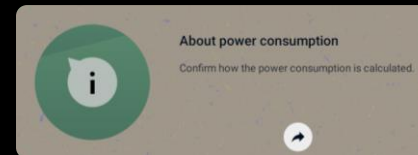
The Eco Dashboard 2



Power consumption report



Power saving tips

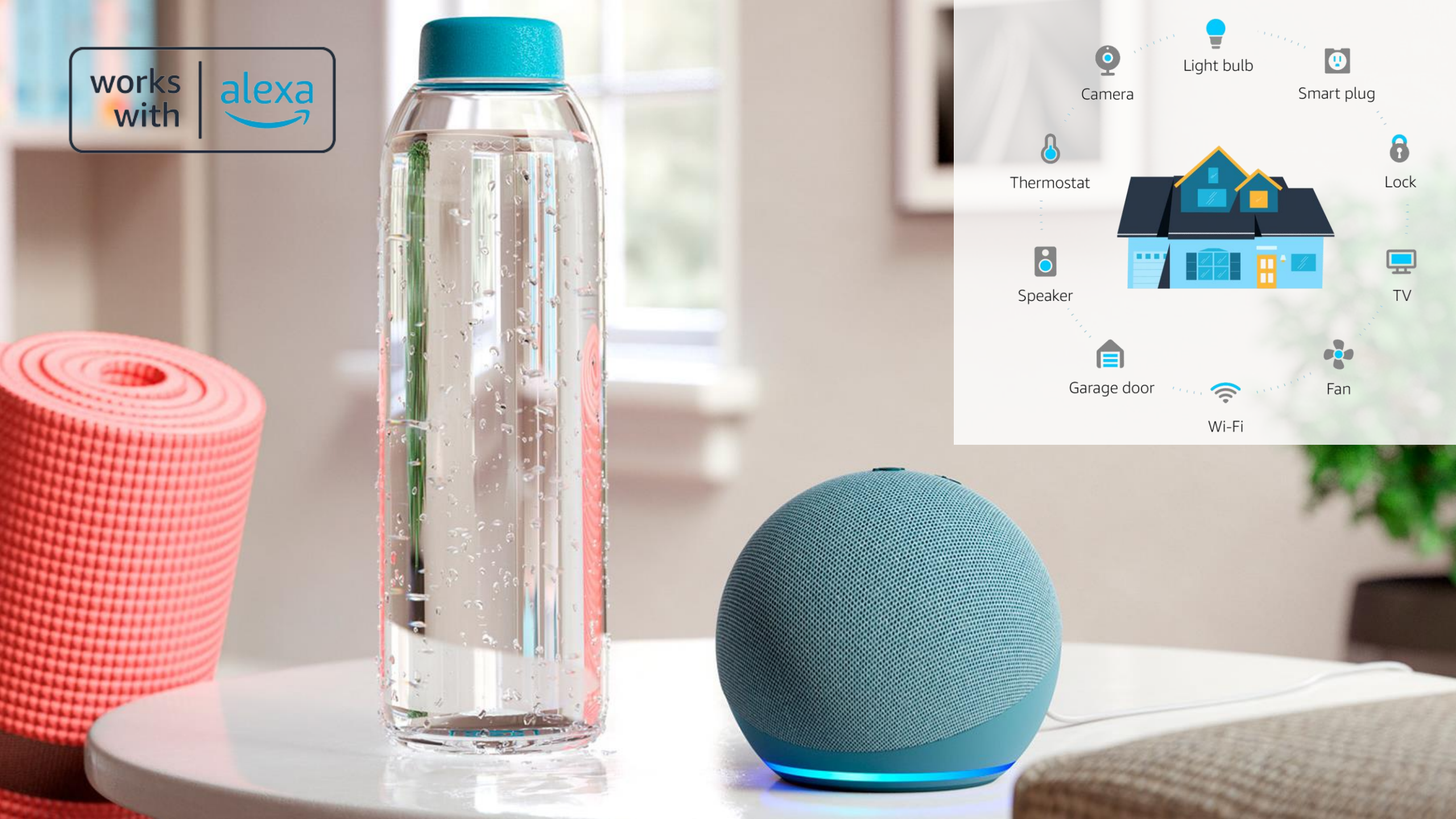


About power consumption

Puts All Your Eco Settings In One Place, Making It Easy To View And Change Them.

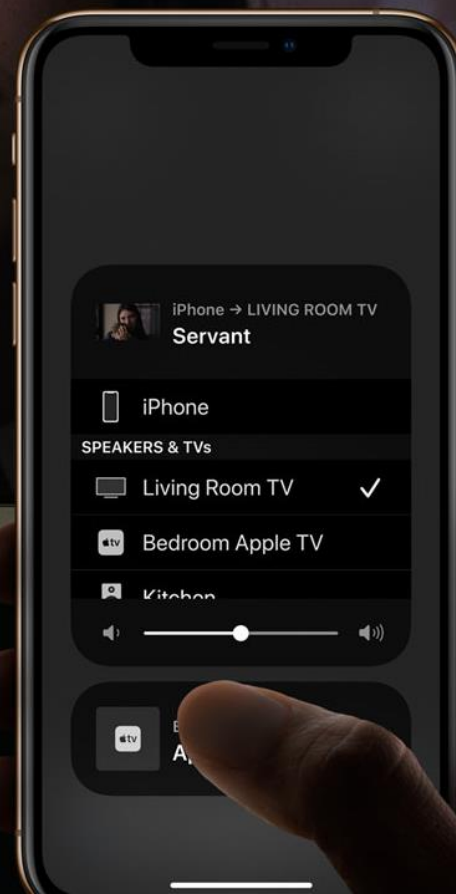
Works with
Google Home





 Chromecast
built-in

 Works with
Apple AirPlay



Cast from small screen phone to large screen tv

X-Protection PRO

Solid Durability with
Enhanced Protection Features

DUST

Dust / insect
protection against
circuit board shorts



LIGHTNING

Lightning protection
up to 9kV



SURGE

Surge protection
with gold primary
capacitor



HUMIDITY

Humidity protection
with new coating



PERFORMS IN THE TOUGHEST CONDITION



DUST

Prevent dust
particles as
small as
0.25mm*



LIGHTNING

Can resist up to
15kV, & multiple
lightning strikes*



SURGE

Surge protection
up to 2kV



HUMIDITY

Humidity
protection with
anti-humidity
coating

*under Sony testing standard

Sustainability In BRAVIA TVs

BRAVIA TVs with STAND EXCLUSION

Eco-Friendly Packaging Approach

Reducing Packaging Material

Lowering Carbon Emissions

Enhancing Recyclability

*Hi, I have recently bought
the **BRAVIA 3II** (55" and 65")
Please help me with the
installation along with
the Wall mount/Tabletop
stand*



Contact our customer care team at **1800-103-7799 (toll-free)** to avail of the **FREE STAND (wall Mount OR Tabletop)** and free installation.

The background is an abstract composition of vibrant blue and yellow streaks, suggesting high-speed motion or a digital data stream. The streaks are blurred and dynamic, creating a sense of energy and movement. A white rectangular box is positioned on the left side, containing the word "DESIGN" in a bold, teal-colored font.

DESIGN

Design BRAVIA 3 II (55/65/75/85/100")

Harmonic Presence



Rear Design



Flush Surface
Mold bezel



Wave finish



Slim T Shape
Blade Stand

with wave pattern surface

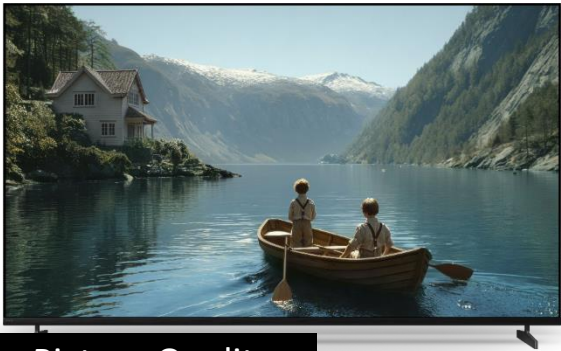
A Remote for Everyone



The new remote was co-created with people with disabilities, ensuring diverse voices guide design

BRAVIA 3 II : Model Chart

Inclusive Affordable remote ^{with battery}



100 85 75
65 55



RMF-TX840D



Picture Quality

- Processor**
 - XR Processor
- Light Source**
 - Direct LED
- HDR compatibility**
 - HDR10 / HLG / Dolby Vision
- Display Control**
 - XR Triluminos Pro
 - XR Clear Image
 - 4K120
 - Native 120/100Hz
 - Motion flow XR
- Others**
 - Works with Calman

Gaming & Usability

- Gemini for Google TV ^{*2}
- Built-in Mic(Hands free), Google Assistant ^{*1}
- Apple Airplay2/ Apple HomeKit ^{*1}
- Google Cast built-in ^{*1*2}
- Works with Alexa ^{*1*2}
- SONY PICTURES CORE ^{*1}
- 4K120/VRR/ALLM/eARC
- 4 ports with HDMI2.1 compatible
- Game Menu
- PS Remote Play
- Dolby Vision Gaming
- Perfect for PS5
- (Auto HDR Tone Mapping/ Auto Genre Picture Mode)
- TV control via Bluetooth devices
- MDR Multi-point connection support
- Simultaneous Audio ^{*2}
- Find remote feature

Design

- Flush Surface
- Slim T Shape Blade Stand
- (only EU) 2-way stand

Sound Quality

- Feature**
 - X-Balanced Speaker
- Compatibility**
 - Dolby Atmos
 - DTS:X
- Speaker**
 - Full Range x 2
 - 2ch
 - 20W
- Others**
 - Bluetooth(A2DP)
 - Seamless Control UI (TV UI for soundbar)

Others

- Inclusive Affordable remote ^{*1}
- ECO Dashboard 2
- Kids Care (Google Kids profile) w/o EU ^{*1}

^{*1} Availability may vary by region.
^{*2} OTA Timing: TBD

BRAVIA 3 II



Why BRAVIA 3 II ?

01



XRR
Triluminos Pro

Sony's wide color gamut hardware and software responsible for producing a billion shades of accurate color.

02



Truer to life colors than ever seen before.
Able to detect foreground objects from the background to give you a feeling of depth and realism

03



4 port with
HDMI2.1 compatible

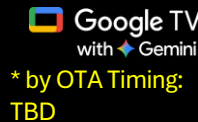
Our TVs support various HDMI 2.1 features, including 4K at 120fps, Variable Refresh Rate, and Auto Low Latency Mode, delivering smooth, clear motion and responsive gameplay

04



Hear movie soundtracks and music playlists with more depth, clarity and detail.
Dolby Atmos® & DTS:X® draws you in deeper for seriously immersive spatial sound

05



* by OTA Timing:
TBD

No more jumping between apps.
Find what to watch by chatting with Gemini or with recommendations from across your apps.

SONY

BRAVIA 3II | K-XR35M2



MODEL	MRP (INR)	DP (INR)
K-85XR35M2	4,99,900	3,09,990
K-75XR35M2	2,69,900	1,79,990

THANK
YOU

