

LAUNCH NOTE

BRAVIA 9^{II} True RGB



THE PREMIUM TRUE RGB

SONY

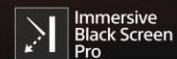
True RGB

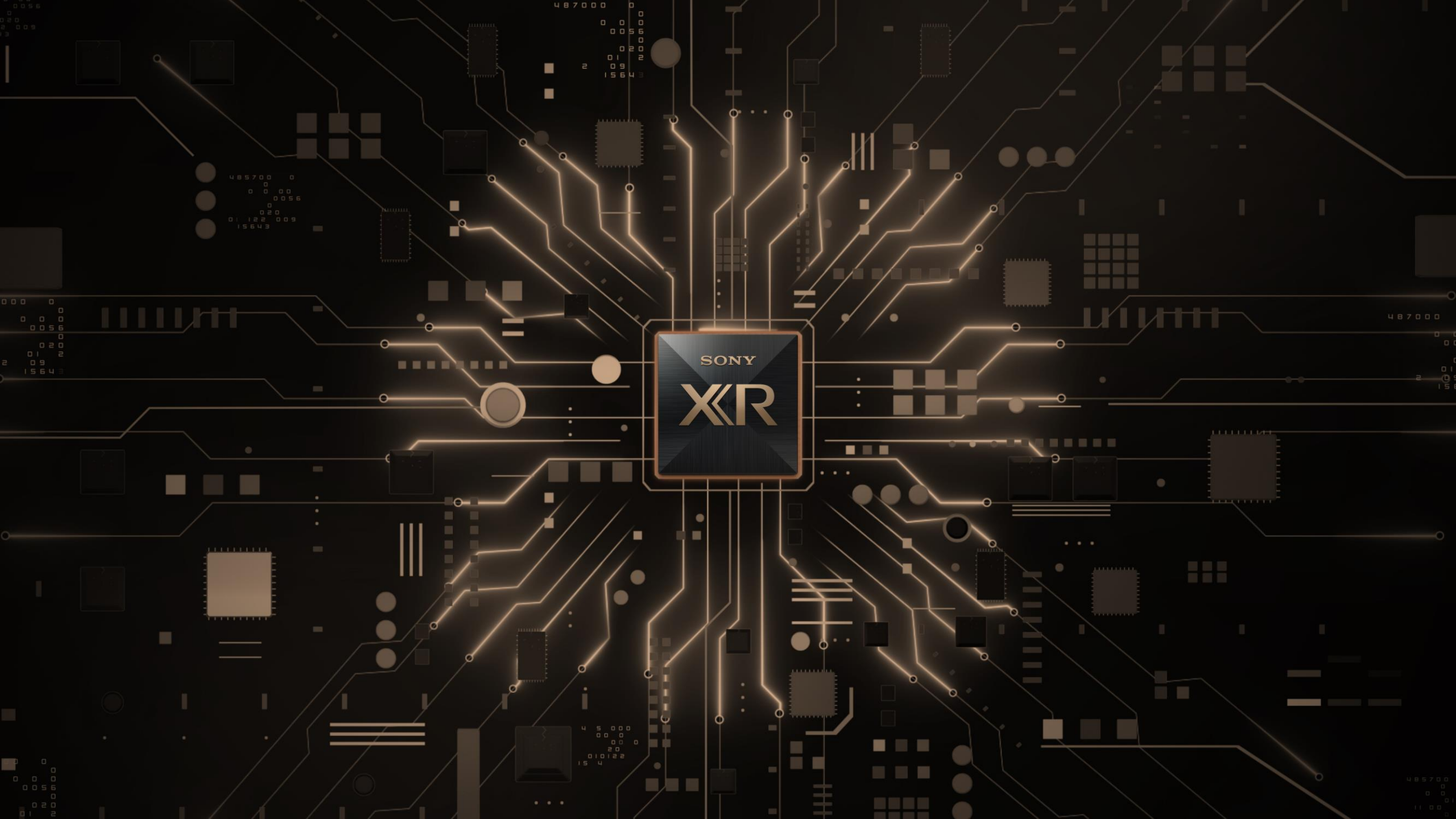
The Future of Color is Here



BRAVIA 9 II

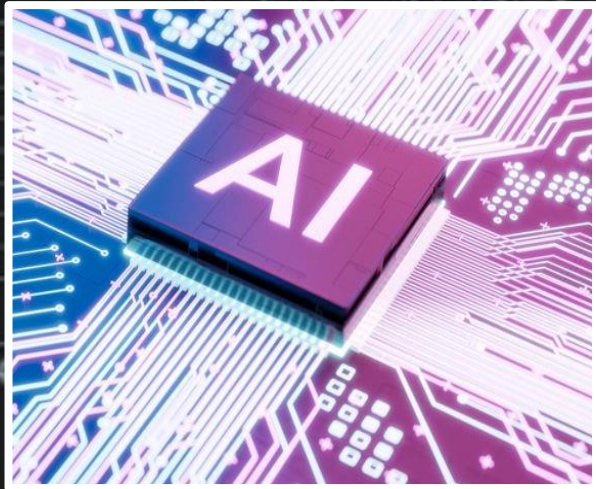
CINEMA IS COMING HOME





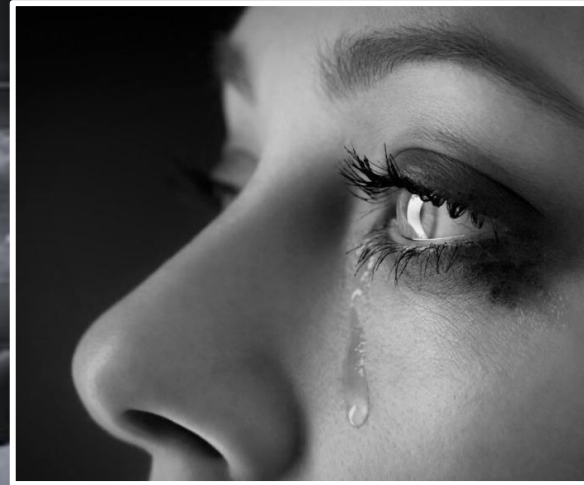
Advanced AI Processor **BRAVIA XR**

ARTIFICIAL" INTELLIGENCE



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

"COGNITIVE" INTELLIGENCE



Based on human perspective



True RGB

The Future of Colour Is Here

3 reasons why we call True RGB

- 
- ① 3 colour independent drive with Backlit master Drive
- ② Most **true-to-life colour**, unprecedented depth and contrast
- ③ **Consistent colour** at wider viewing angle

The Overall Structure of True RGB

True RGB



Consumer Benefits

② Most **true-to-life** colour, unprecedented depth and contrast

③ **Consistent** colour at wider viewing angle

Wider colours & brighter brilliance

Precise colour gradation

Wider viewing angle



RGB
Triluminos Max



Luminance Booster Pro



Smooth Color Gradation



X-Wide Angle Pro



Base of Competence

① 3 colour independent drive with BMD

Sony's proprietary individual backlight control technology

Three-colour RGB LEDs



RGB
Backlight Master Drive Pro



RGB LED



Why True RGB : Base of Competence

Three-colour RGB LEDs independently controlled by RGB Backlight Master Drive Pro

Sony's proprietary individual backlight control technology



The LEDs are intelligently controlled by Backlight Master Drive technology, which shares its core technology with Sony's professional monitors, with precise local dimming for stunning contrast, beautifully capturing light and shadow with detailed gradation, from subtle facial shading to bold highlights.



×

Three-colour RGB LEDs

RGB LED



Why True RGB : Consumer benefits

The competence brings Wider colours & brighter brilliance, Precise colour gradation, and Wider viewing angle

Wider colours & brighter brilliance



RGB
Triluminos Max



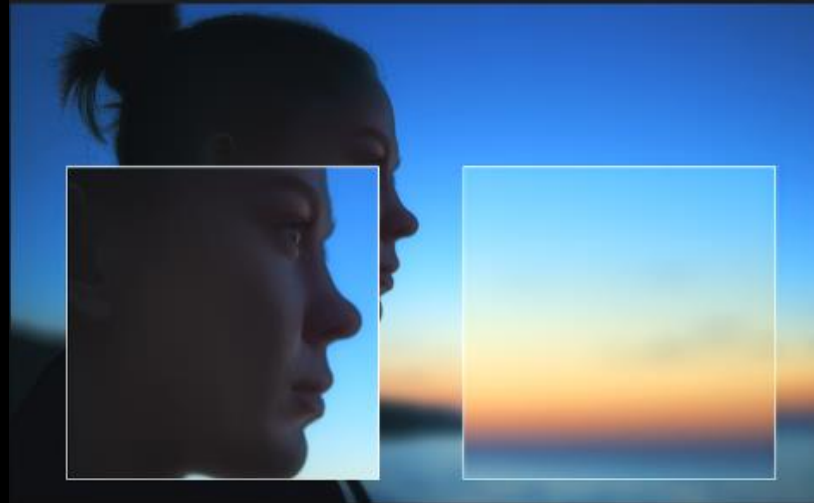
Luminance Booster Pro



Precise colour gradation



Smooth Color Gradation



Wider viewing angle

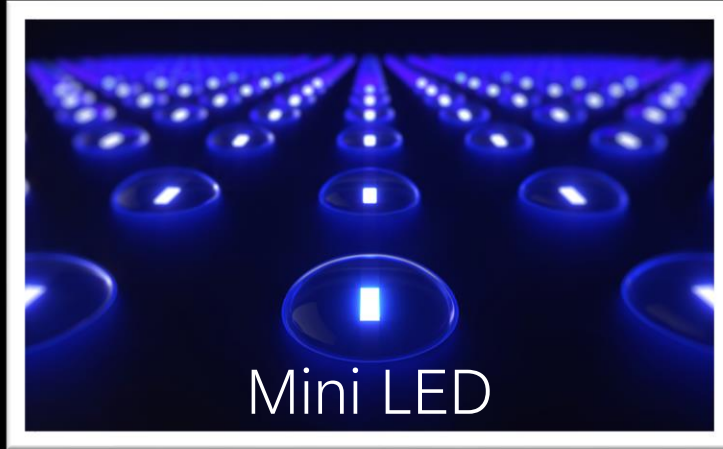


X-Wide Angle Pro

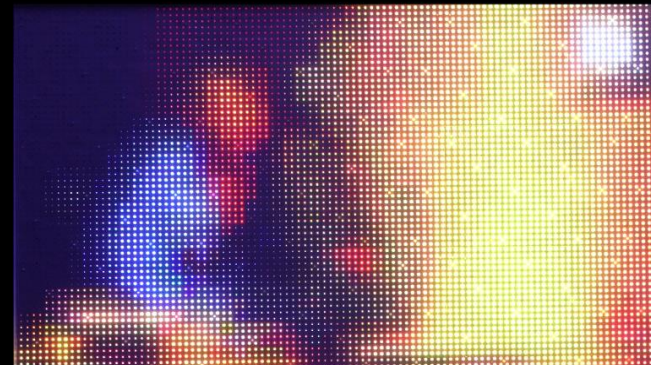
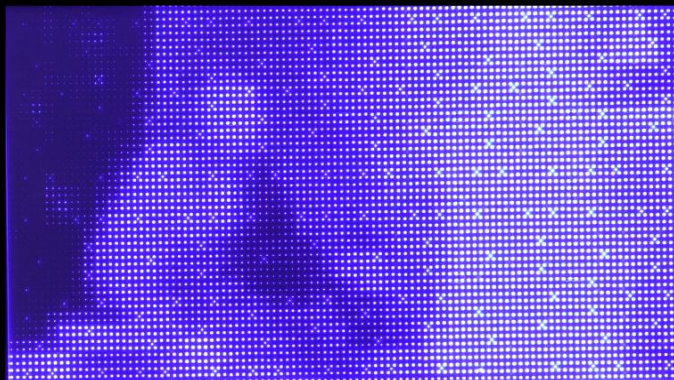


Potential of RGB LED : Difference between Mini LED and RGB LED

RGB LED integrates red, green, and blue LEDs in a single unit



RGB LED vs. Mini LED bare panel comparison



The background is a dynamic, abstract composition of flowing, liquid-like streaks in vibrant red, magenta, and blue. These streaks are set against a deep black background, creating a sense of movement and energy. A solid red horizontal band is positioned across the middle of the image, serving as a backdrop for the text.

PICTURE



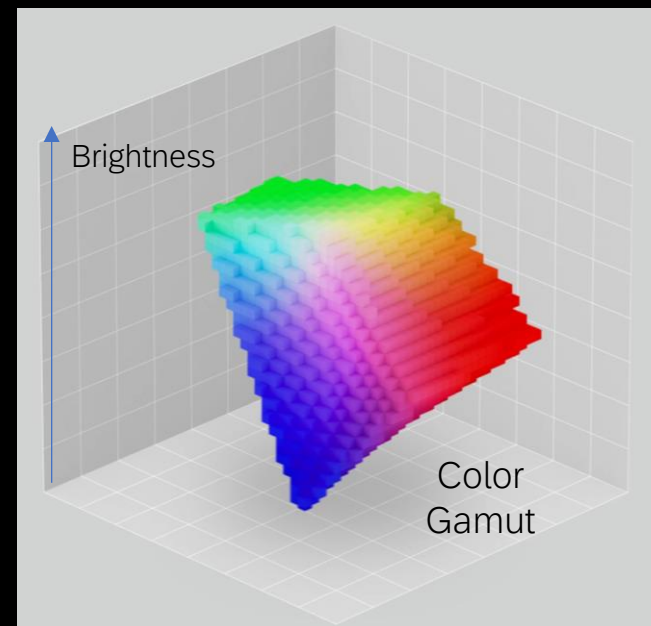
RGB
Triluminos Max



Luminance Booster Pro

Wider colors, brighter brilliance

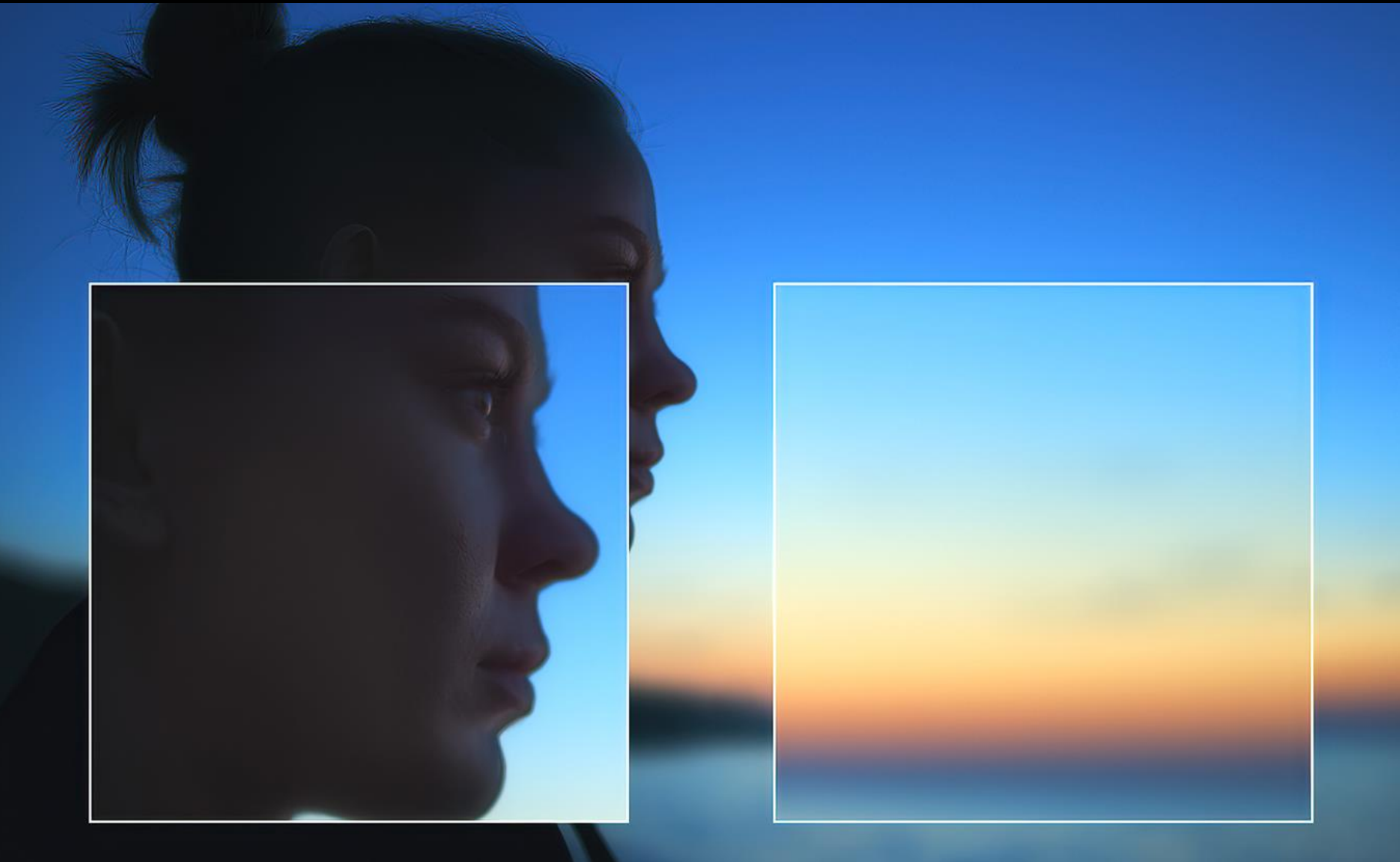
QD-OLED color and Mini LED brightness unite in Sony's True RGB, achieving our richest color volume.



BRAVIA 9 II maximizes the full potential of RGB LED



Smooth Color Gradation



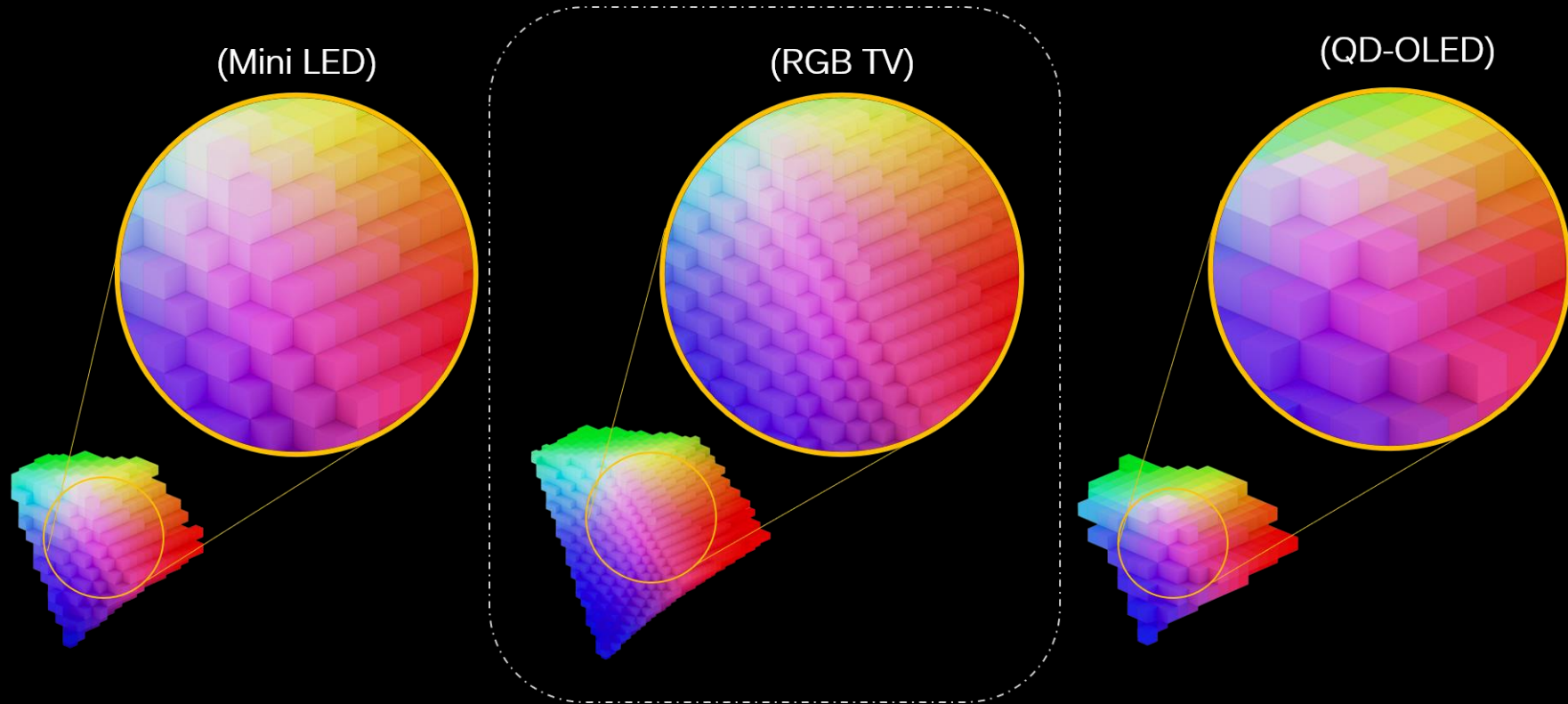
See the hidden depths
like never before

True RGB with Smooth Color
Gradation reveals every nuance,
sharpens contrast, and brings
the story alive.



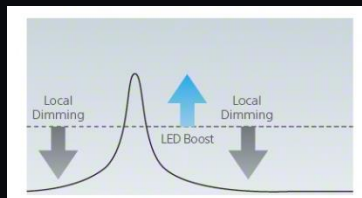
Smooth Color Gradation

Sony's True RGB backlight technology achieves ultra-fine gradation, faithfully reproducing subtle contrast from dark areas through midtones to bright highlights.



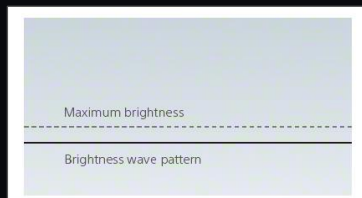
Contrast boost

Contrast boost



Boost up backlight accurately by Sony unique algorithm

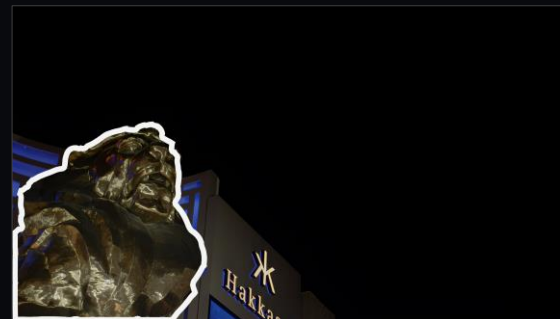
(Ref.)
Conventional



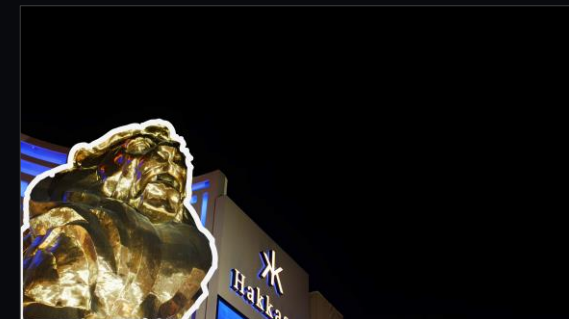
Cognitive Detection/Processing

Deep blacks and intense brightness

Without



With



Natural Skin Contrast

Without



With

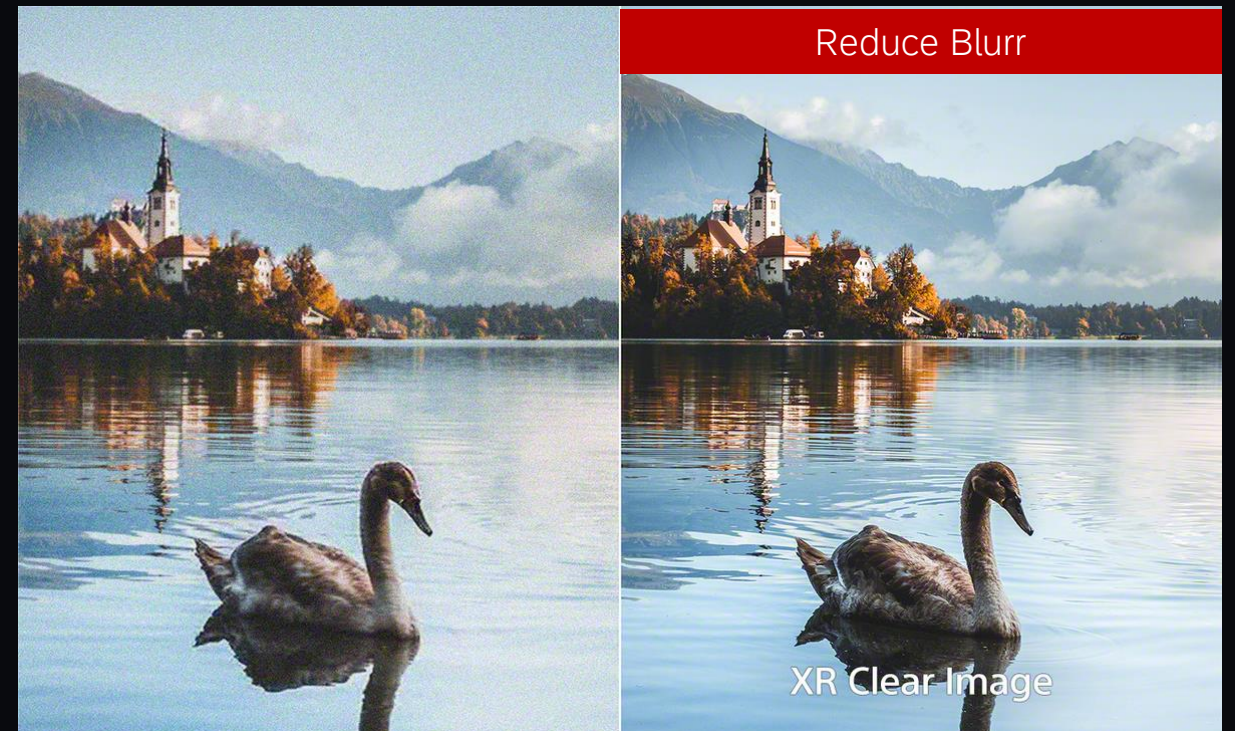


Millions of individually lit pixels produce pure black , lifelike brightness, and billions of colors

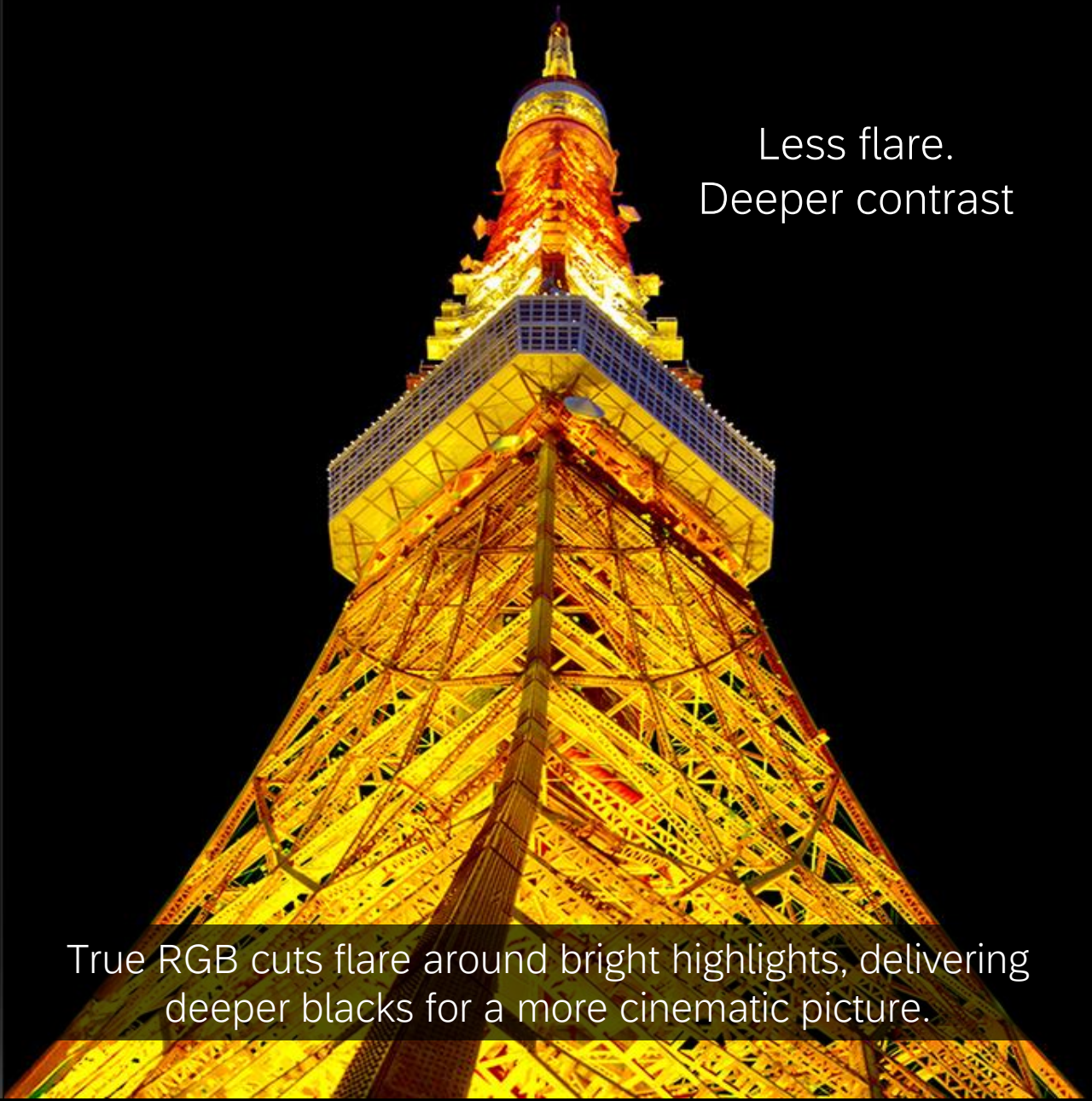
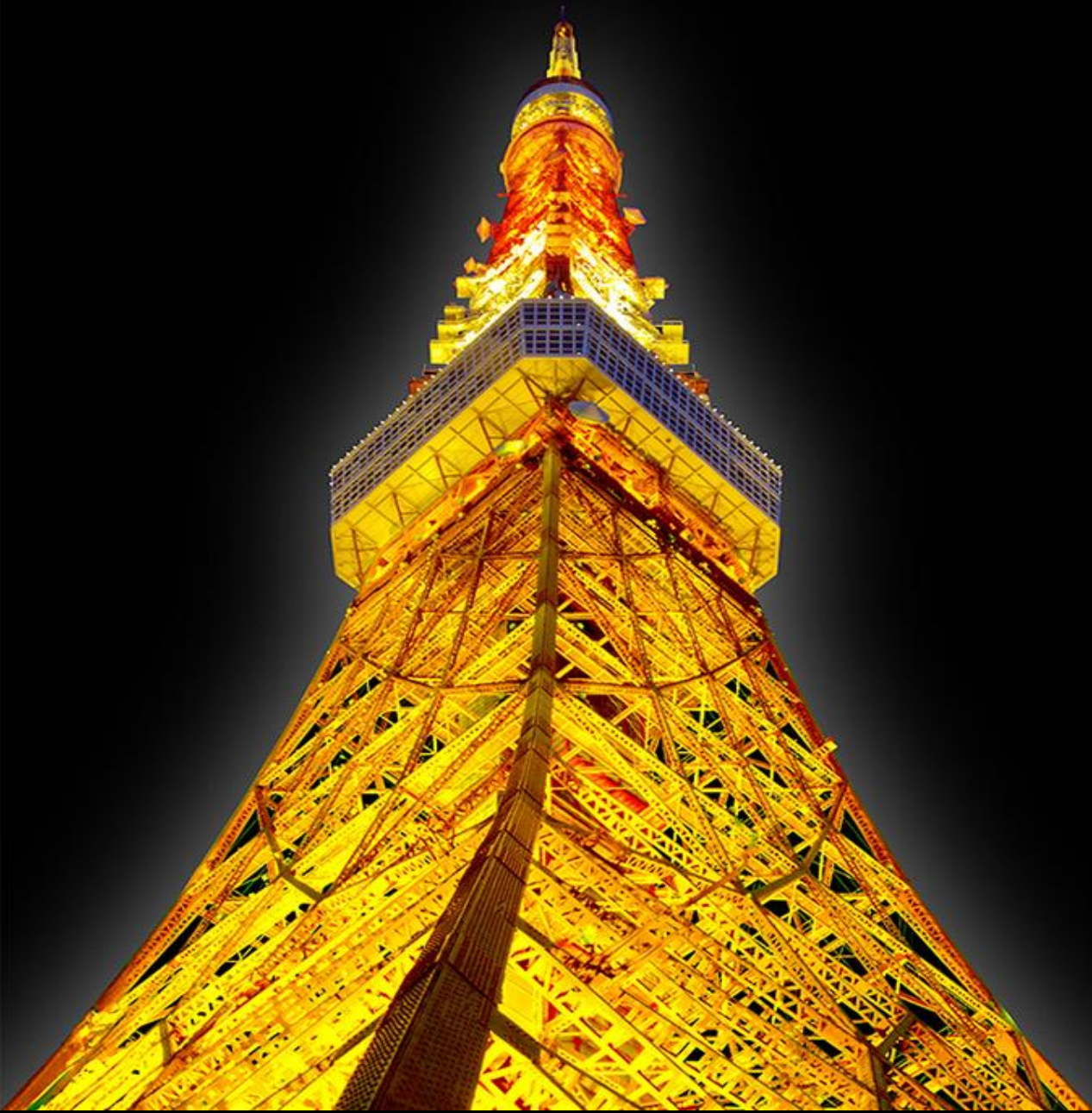


A new AI algorithm for Super Resolution reproduces studio-quality visuals and improves low-quality content.

XR Clear Image improves picture clarity and reduces noise when upscaling from low-resolution content by applying specific algorithms based on the original resolution.

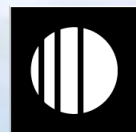


Less Blooming | True RGB



Less flare.
Deeper contrast

True RGB cuts flare around bright highlights, delivering deeper blacks for a more cinematic picture.



XR
Motion Clarity

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

By analyzing motion across several frames, Cognitive Processor XR™ with XR Motion Clarity™ ensures fast-moving sports and action-packed movies stay smooth, bright and clear.

XR Motion Clarity



X-Wide Angle Pro

True RGB

Same stunning picture—any seat



Conventional RGB / Mini LED creates color only through the LCD layer, so, due to the nature of LCD, colors can shift when viewed off-axis.



Sony True RGB LED creates color through both LEDs and the LCD layer, so it can take advantage of the strengths of both, and colors stay consistent even at wide viewing angles.



Immersive Black Screen Pro

True RGB

Suitable for immersive cinema viewing



Equipped with reflection-reduction technologies optimized for their respective uses, in B2B environments and in immersive cinema viewing.

Cinematic Film Experience

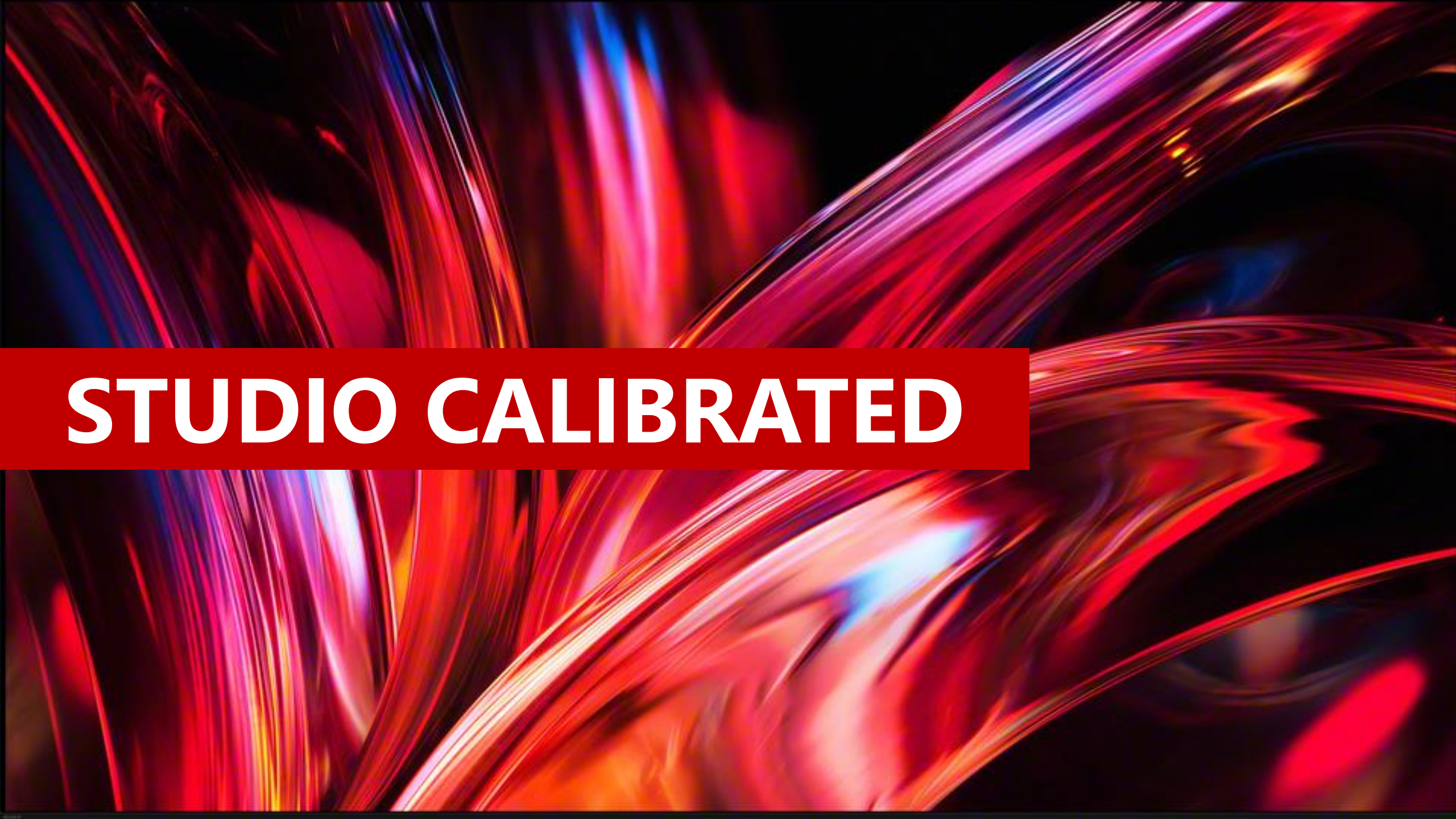
HDR 10

Dolby
VISION

IMAX[®]
ENHANCED



BRAVIA with HDR 10 Supports Dolby Vision, IMAX Enhanced, and Various Creator Calibrated Modes.

The background is a dynamic, abstract composition of flowing, liquid-like streaks in vibrant red, magenta, and blue. These streaks are set against a dark, almost black, background, creating a sense of movement and energy. The colors blend and swirl together, with some areas appearing more saturated than others, giving the image a high-contrast, visually striking appearance.

STUDIO CALIBRATED



Studio Calibrated

What is Calibrated Mode?

→ Solution to deliver
'Creator's intended' quality
to customer



NETFLIX

Netflix Adaptive
Calibrated Mode

prime video

Prime Video
Calibrated Mode



SONY PICTURES CORE
Calibrated Mode



Studio Calibrated

Studio Calibrated is the collective name for picture quality modes that Sony and its partners have worked to realize “Creator intent”. It brings picture to the home as intended by the creators.

SONY PICTURES CORE Calibrated Mode

Anytime, enjoy content in the highest image quality and more enhanced formats with creator’s intended visual.

SONY PICTURES
CORE

Netflix Adaptive Calibrated Mode

Delivers creators' intentions in any environment automatically.

NETFLIX

Prime Video Calibrated Mode

Delivers creators' intentions for any content, even though live sports, in any environment automatically.

prime video



Studio Calibrated

Calibrated Mode : Default setting changed

Enjoy the latest Sony Pictures movies in the highest image quality and more enhanced formats at home.

From FY25 models onwards,

SONY PICTURES CORE calibrated mode is “ON” as default settings.

You can enjoy Sony Picture movies in highest image quality (including IMAX Enhanced picture quality) automatically at any time.

No complicated picture quality settings are required.

“IMAX Enhanced picture quality” is a **certification** given by IMAX.

→ Delivers high quality & immersive PQ & SQ.



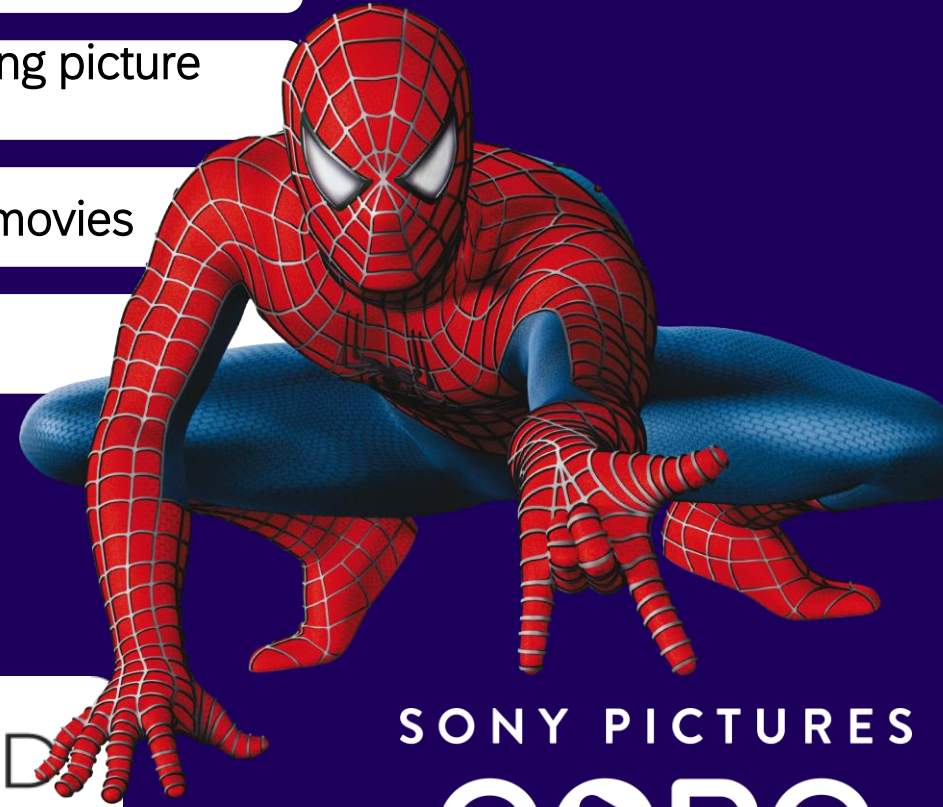
SONY PICTURES CORE

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.



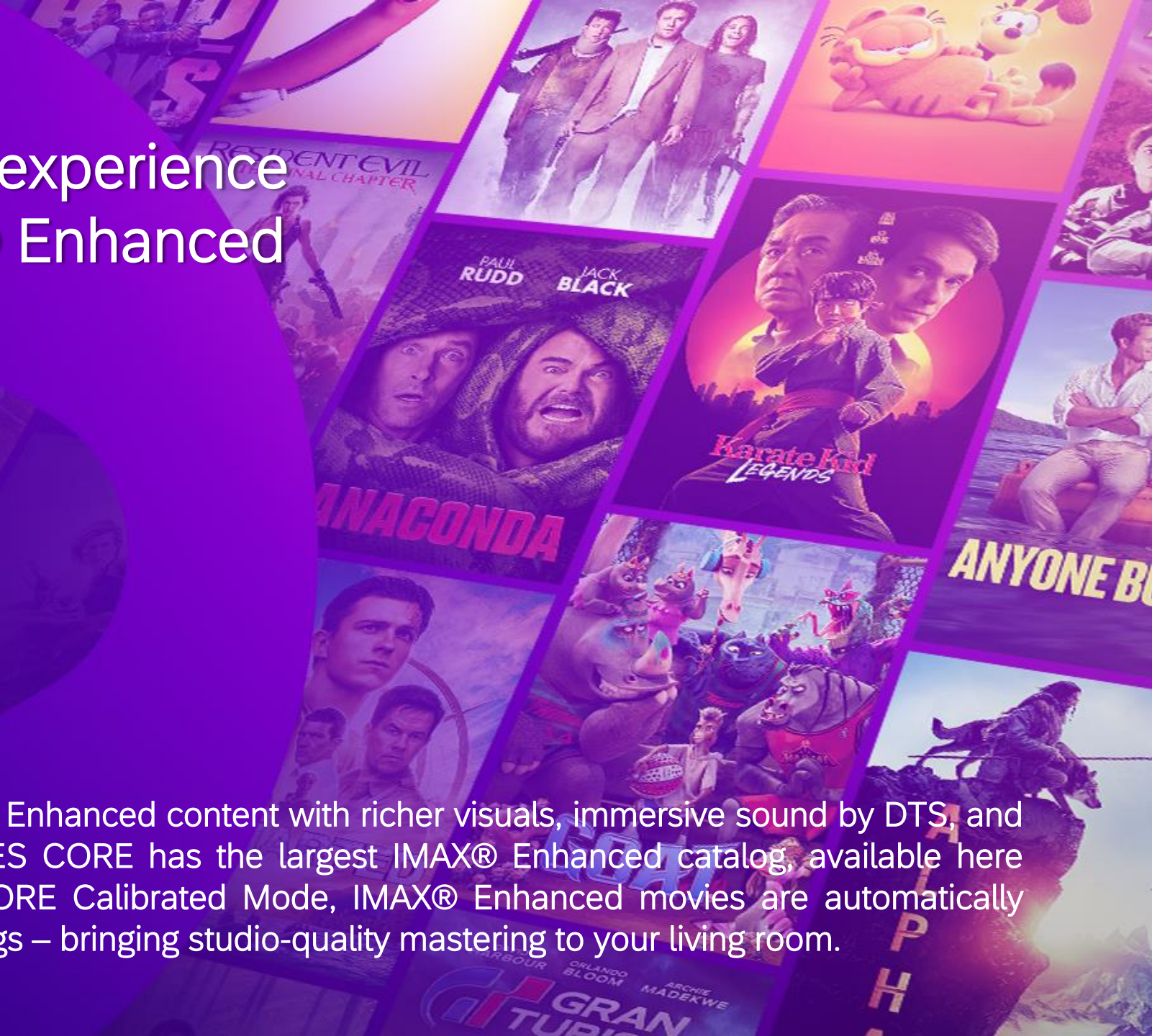
Redeem 10 movies to build your collection and once you've used all your credits, simply buy or rent more movies. You also get 24-months access to a curated selection of up to 100 movies to watch as many times as you like.

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™

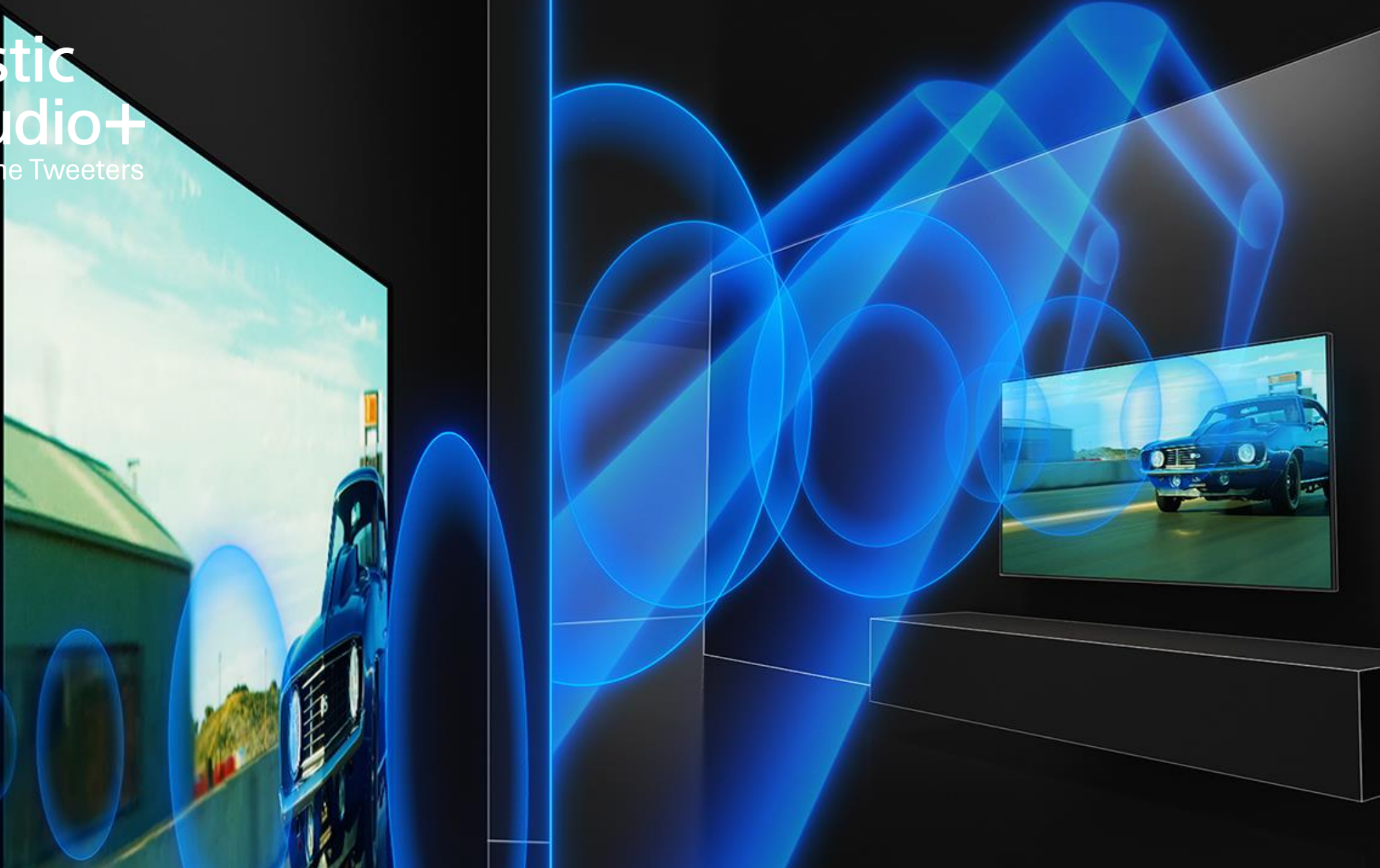
SONY PICTURES CORE features Pure Stream which can stream HDR movies at up to 80Mbps – like 4K UHD Blu-ray on a wide range of content. This means **significantly more detail, color and contrast** than conventional 15-25Mbps streaming content.

The background is a dynamic, abstract composition of flowing, liquid-like streaks in vibrant red, magenta, and blue. These streaks are set against a dark, almost black, background, creating a sense of movement and energy. The light trails vary in thickness and intensity, with some appearing as sharp, bright lines and others as softer, more diffused washes of color. The overall effect is reminiscent of a high-speed photograph of a glowing liquid or a digital visualization of sound waves.

SOUND

Acoustic Multi-Audio+

With Beam & Frame Tweeters

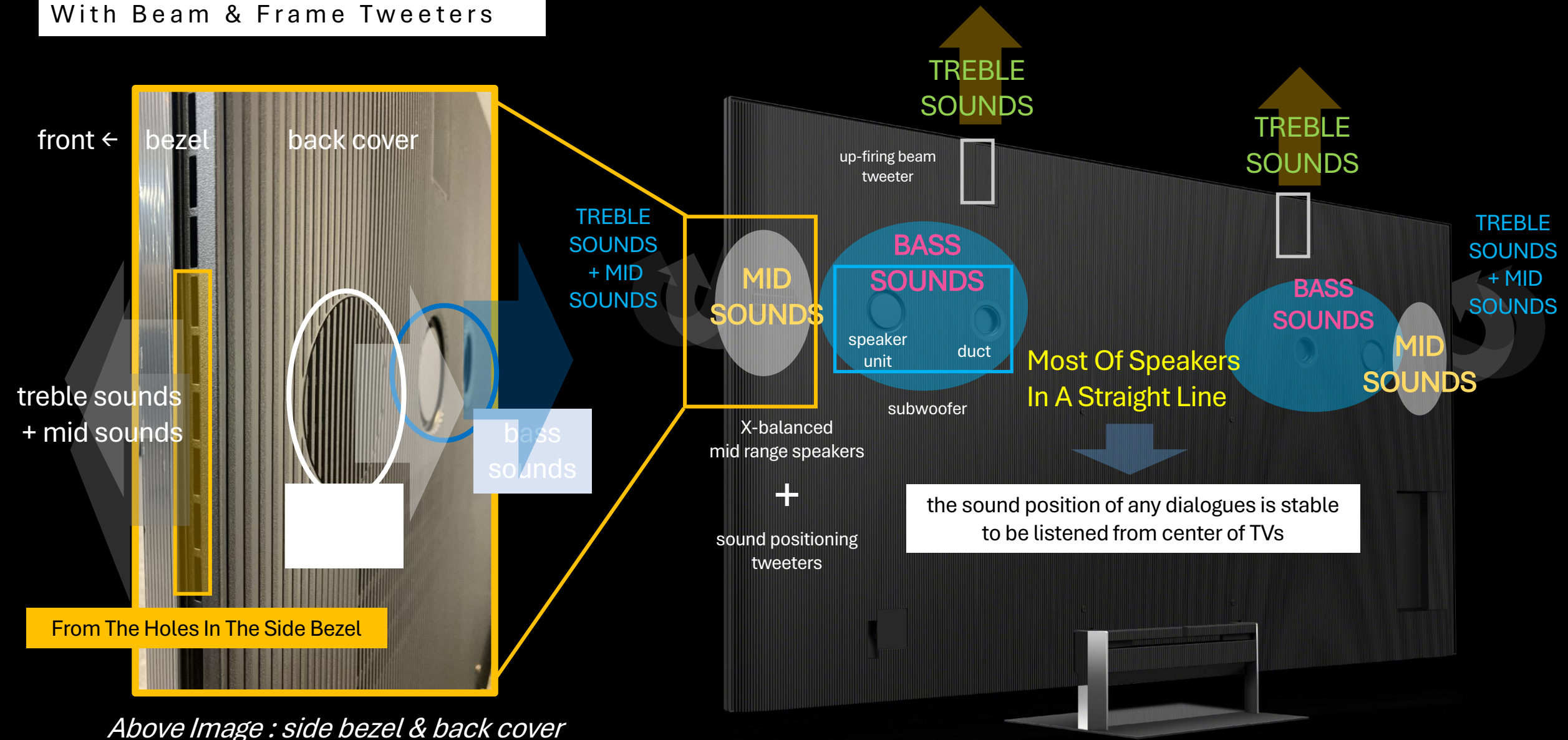


Improved the clearness of the sound position and wide surrounded sounds with realizing the slim design.

Acoustic Multi-Audio+

With Beam & Frame Tweeters

New Speaker Structure for BRAVIA 9II (75" and 85")

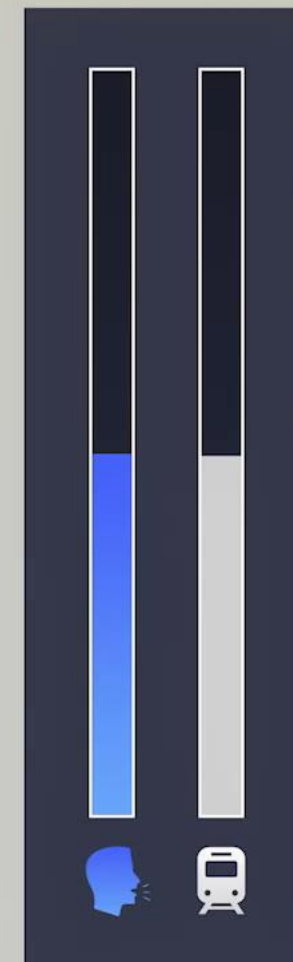


Voice Zoom 3



Hear Dialogue Above All Else

Clearer dialog by Sony unique AI Sound Separation technology.



2ch or 5.1ch source
upscaled to **5.1.4ch** sound



Ideal sound field by
HRTF technology

Enhanced points

(Current: 5.1.2ch sound)

① **Expand the number of channels after upscaling.**

2ch or 5.1ch source upscaled to **5.1.4ch** sound

Rear High L/R is increased

We listen the sounds are getting more real
with keeping wider sound image.(vertically and horizontally)

(Current: feel sounds are near TV screen with wider sound image)

② **HRTF with XTC technology (Head-Related Transfer Function)**

New

Thanks to the HRTF with XTC technology (**same technology used for headphone 3D-surround listening**), we can listen to **the ideal sound field.**

 Dolby Atmos



Dolby Atmos and DTS:X are both object-based surround sound formats that create immersive, three-dimensional audio experiences, including overhead effects.

Acoustic
Centre Sync



BRAVIA TV & Theater Bar in Perfect harmony

Enhanced the center channel for more immersive sound

Hearing Audio with Attached Wireless headphones & TV Concurrently



BLUETOOTH (A2DP) Simultaneous (TV/BT HP)

The background is a dynamic, abstract composition of flowing, liquid-like lines in vibrant red, magenta, and blue, set against a dark, almost black, backdrop. The lines create a sense of movement and depth, resembling a high-speed photograph of a fluid or a digital data stream.

UX/UI



Easily optimize picture and sound quality for your favorite content based on your room's environment.
With a SONY TV and Soundbar, you can adjust both settings together.



My Cinema

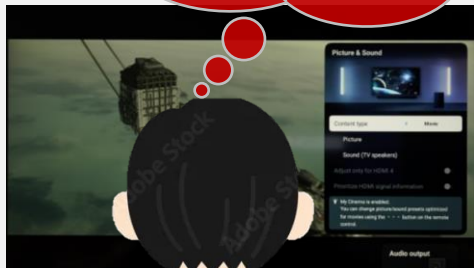


My Cinema

Current BRAVIA

Need to adjust various settings across multiple menus for each device (TV and soundbar) to achieve best immersive experience.
This depends on content and room environment(brightness/loudness)

I want to watch movies in the same atmosphere as a theatre !



Thru each setting
on TV menu

What we need to adjust
for TV and Soundbar are

- For TV
 - Picture mode
 - Brightness (depend on room condition)
- For Soundbar
 - Change to "Audio System"
 - Sound field
 - Bass level
 - Rear level
 - Voice Zoom 3
 - Night mode

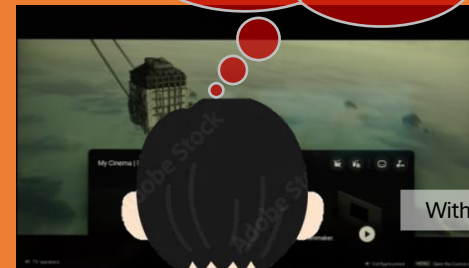
Almost Impossible!!



2026 BRAVIA

Easy to quickly select the optimized PQ & SQ setting for TV and Soundbar under "My Cinema" menu.
This is based on room environment(brightness/loudness)

I want to watch movies in the same atmosphere as a theatre !



With My Cinema

Configure
the optimized mode!
"My Cinema" menu



Easy!!





My Cinema

Supported Mode

Depending on the user's viewing environment and preferences, we can choose from three modes.

Watch with the picture as intended by creators

Director's cut



Director's cut
Reproduces video as intended by the filmmaker.

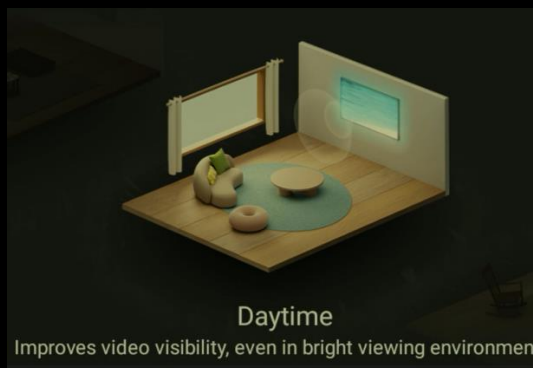
Reproduce the visuals
as intended by filmmaker.

Settings

Picture mode → Professional(Movie)
or Calibrated*

Watch with the picture in a bright environment

Daytime



Daytime
Improves video visibility, even in bright viewing environments

Improve visibility, even in bright viewing
environment.

Settings

Picture mode* → Standard Bright (Movie)
(Same PQ as "Cinema Vivid")

Watch with the picture featuring clear dialogues

Dialogue



Dialogue
Makes dialogue easier to hear.

Make dialogue to hear.

Settings

Picture mode* → Professional (Movie).
Dialogue volume → +6 (TV only)
+1 (TV +Soundbar)

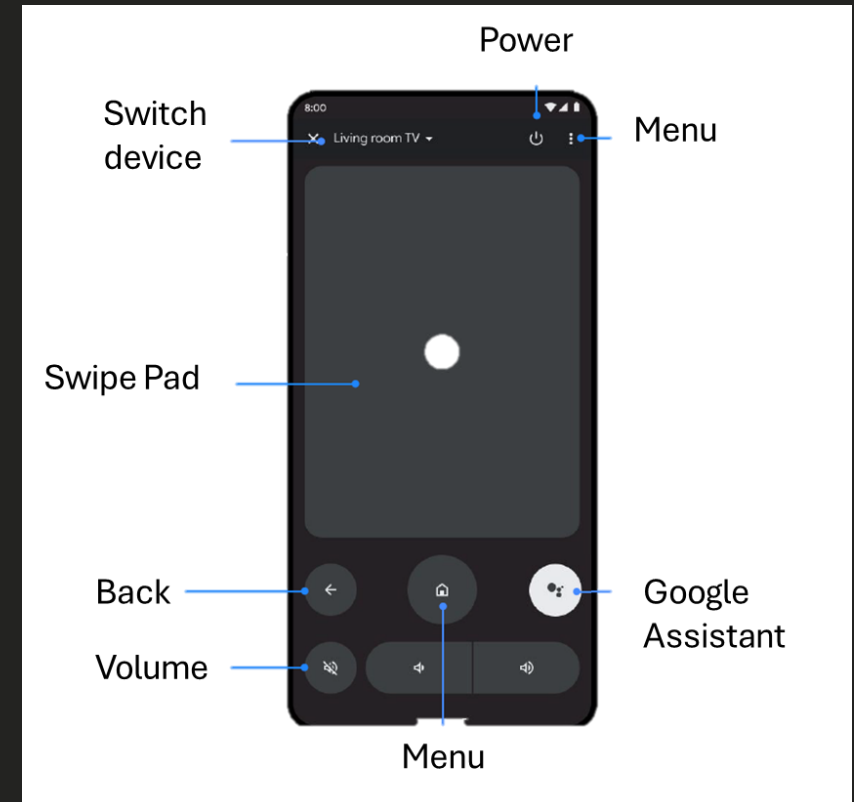
※In case of Sony Pictures Core and amazon prime video, Netflix and Tencent video / iQiyi/Youku
→ It's fixed to "Calibrated" automatically when select Director's Cut mode.

Google TV

Easier & Cleaner UI

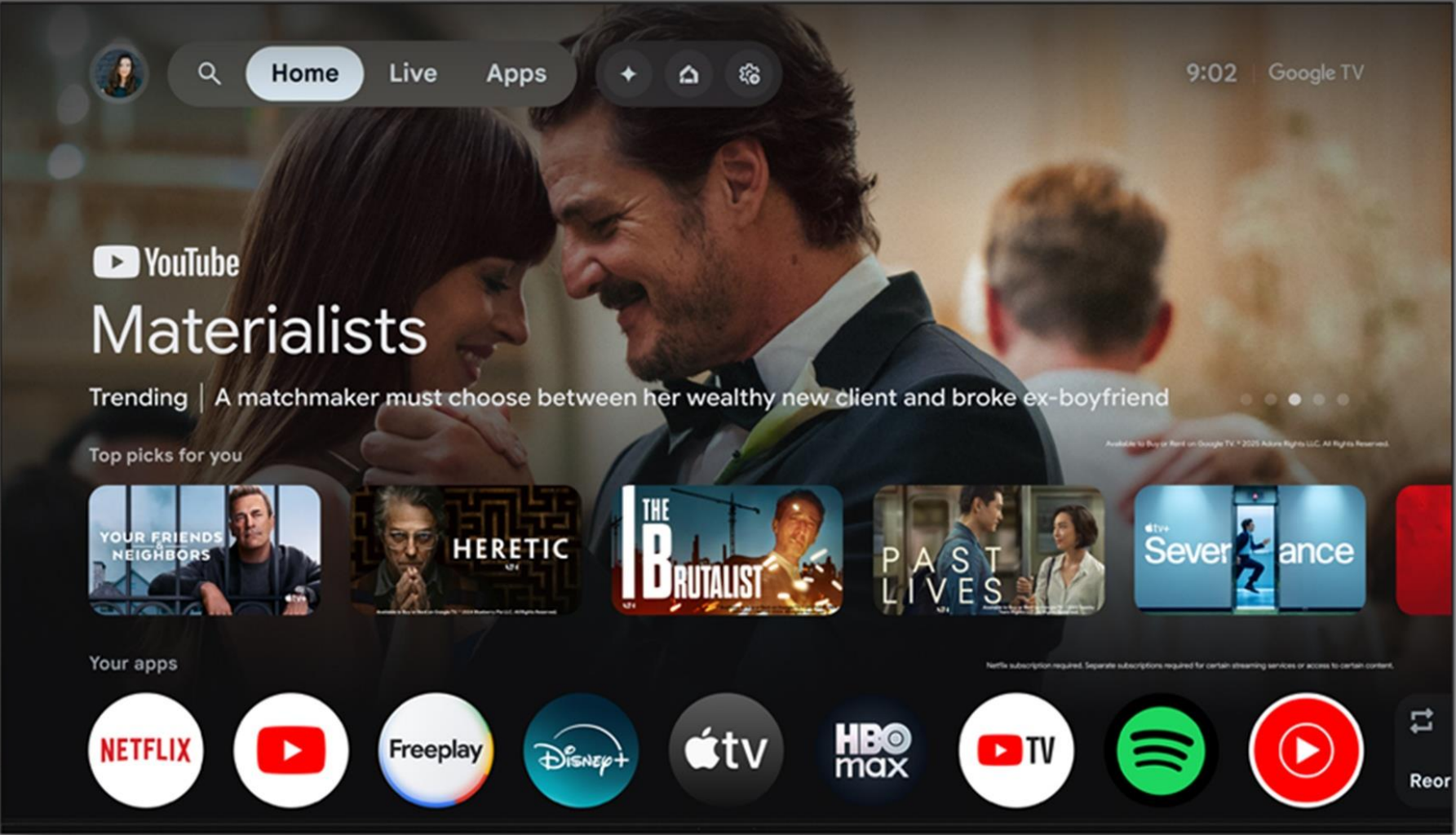


Google TV remote for Control TV



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

Hands Free Voice Search



Hardware switch for Built-in Mic
To keep your privacy, easy to shut down the Mic feature



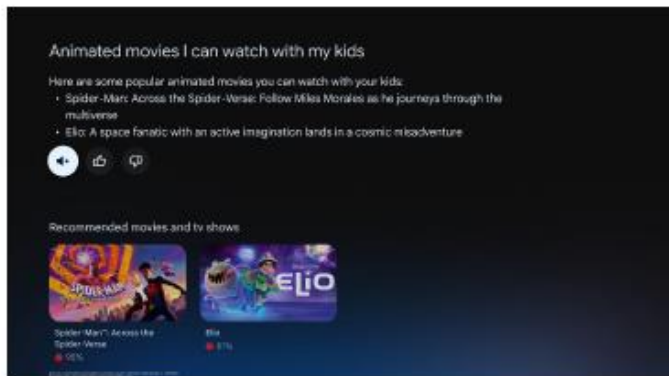
Ok Google

Talk directly to your TV, no remote required

Gemini for Google TV

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

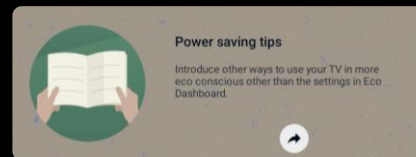
Get help with everyday routines like controlling your smart home and getting quick answers with the sound of your voice



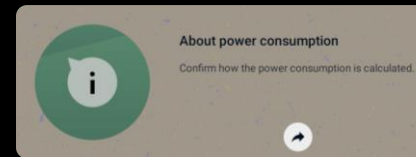
The Eco Dashboard 2



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



works
with

alexa

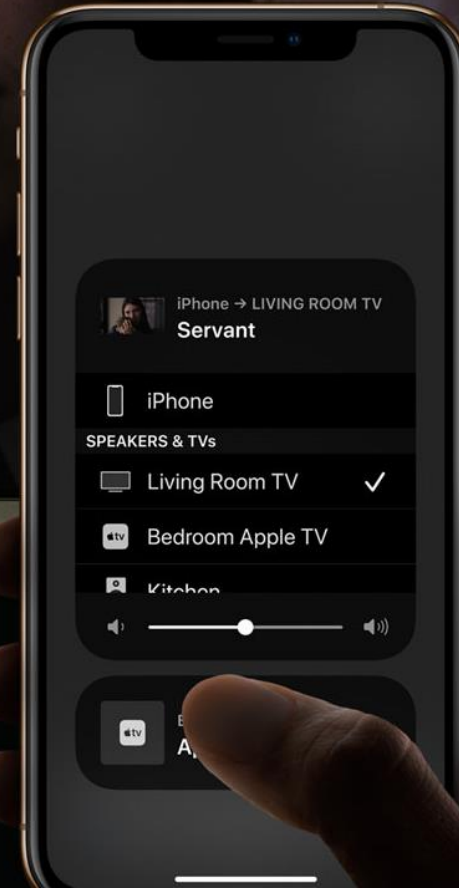




Chromecast
built-in



Works with
Apple AirPlay



Cast from small screen phone to large screen tv

X-Protection PRO

Solid Durability with
Enhanced Protection Features

LIGHTNING

Lightning protection
up to 9kV



SURGE

Surge protection
with gold primary
capacitor



HUMIDITY

Humidity protection
with new coating



PERFORMS IN THE TOUGHEST CONDITION



SURGE

Surge protection up to
2kV



LIGHTNING

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



HUMIDITY

Humidity protection
with anti-humidity
coating

*under Sony testing standard

The background is a dynamic, abstract composition of numerous thin, flowing lines of light. These lines are primarily red and magenta, with some streaks of bright blue and orange. They appear to be moving rapidly across the frame, creating a sense of motion and energy. The lines are set against a dark, almost black background, which makes the vibrant colors stand out. The overall effect is reminiscent of a high-speed digital or optical phenomenon.

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**

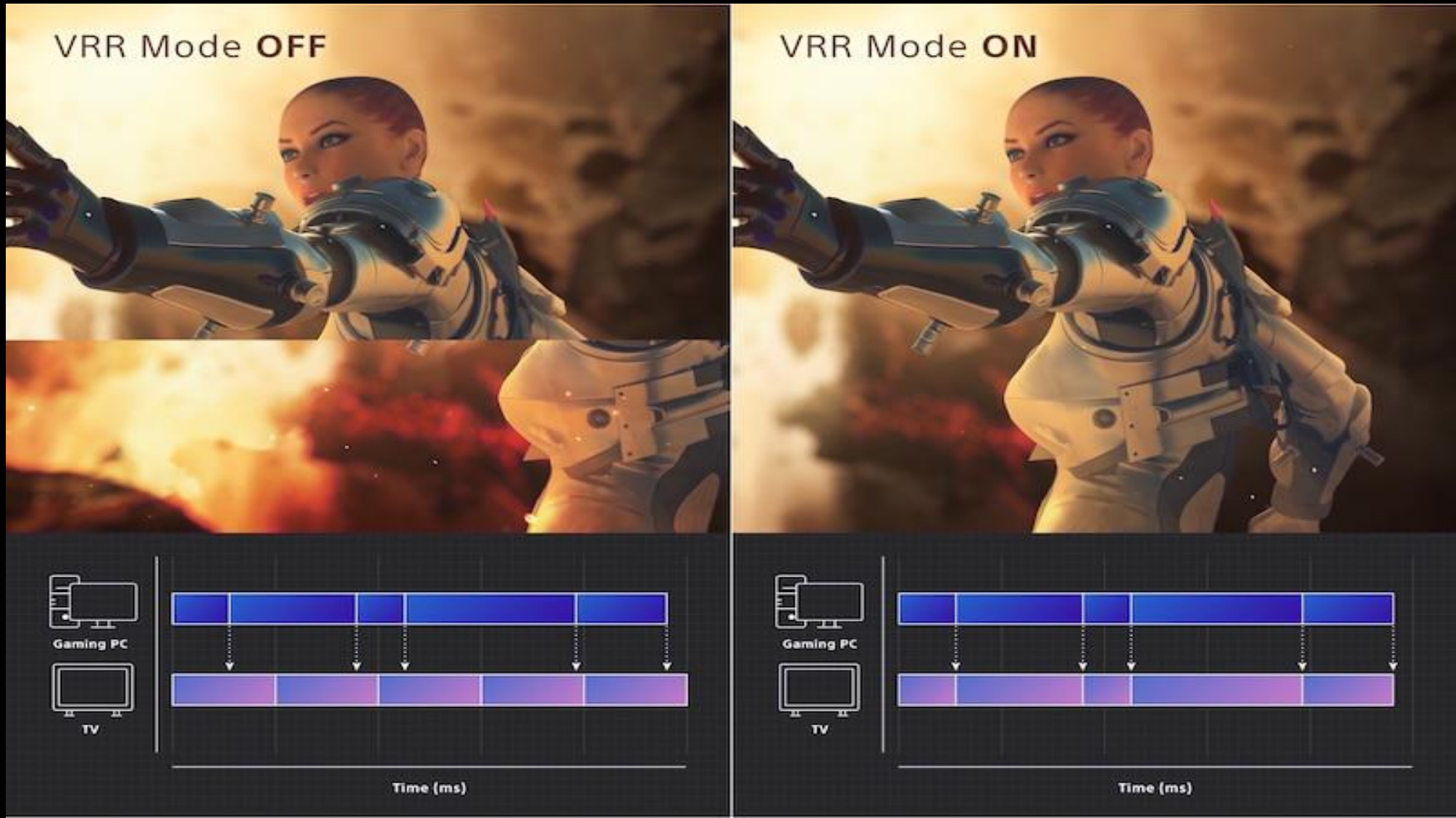
ALLM – Auto Low Latency Mode

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



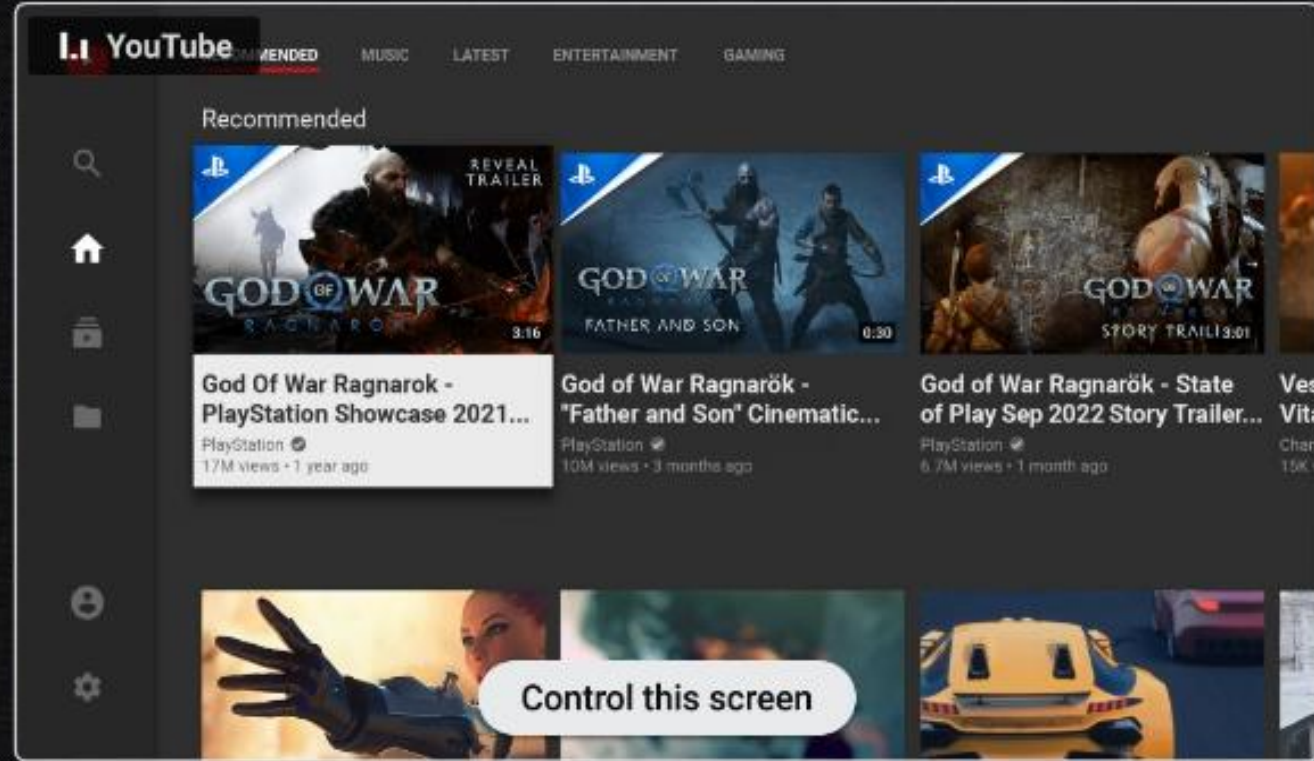
VRR – Variable Refresh Rate

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.



Easy multi-tasking on your TV

Multi View



Some features will be available via a future firmware update. Visual effects and UI are simulated. Captured on PS5™, mix of gameplay and in-game cinematics.

SDR



232 KM/H
117 M
00:21:07:21

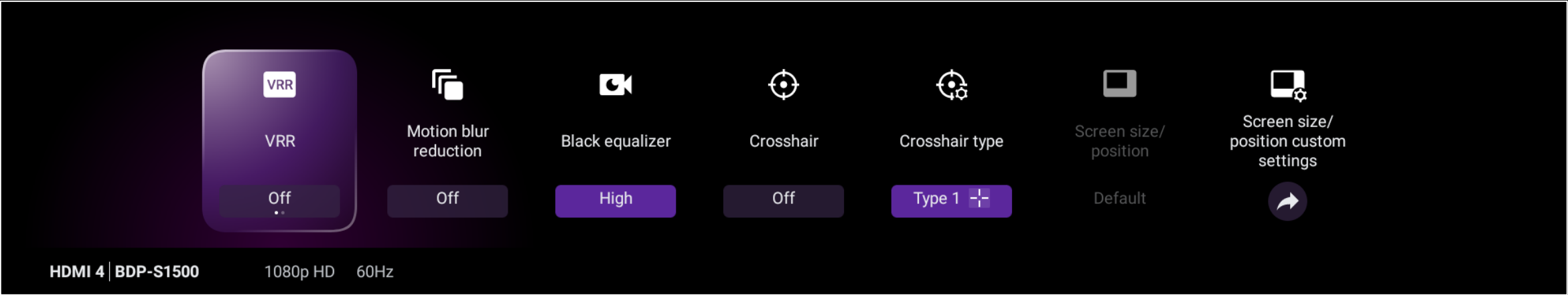
Dolby Vision

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

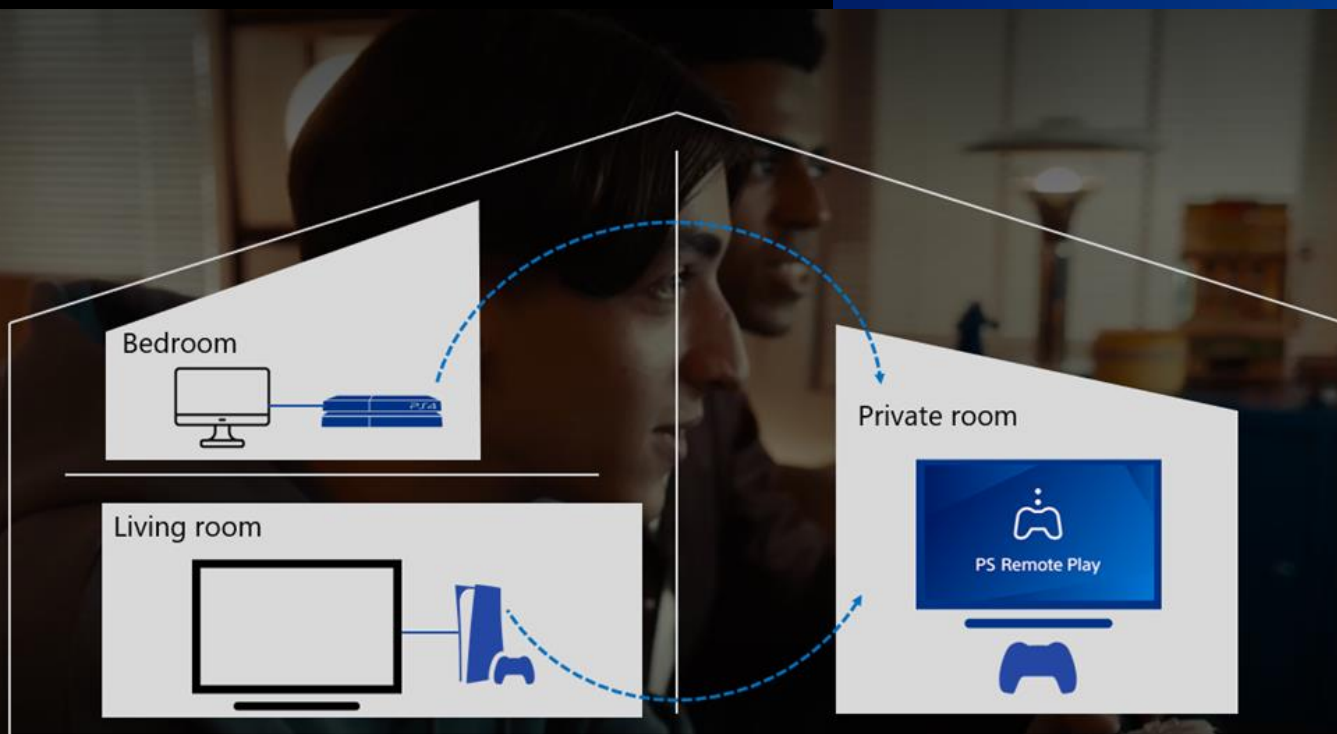


PS Remote Play

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.

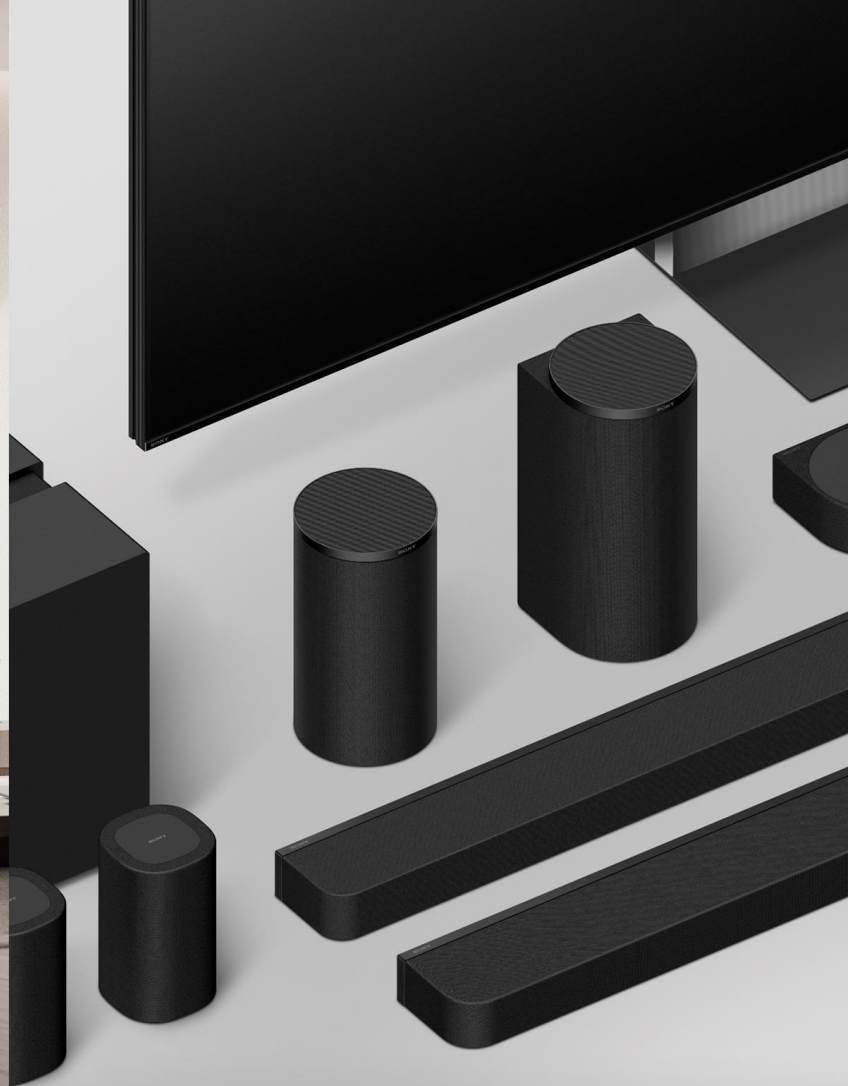
D e s i g n C o n c e p t

HARMONIC PRESENCE

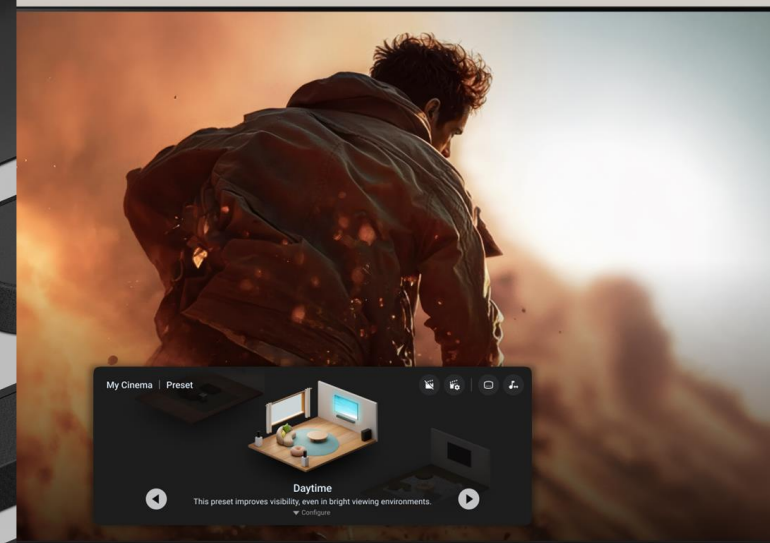
To provide a consolidated entertainment experience by connecting various devices,
it is important not just to make them disappear or assert themselves,
but to "harmonize" with the space with a comfortable presence.



Harmony with
the Space

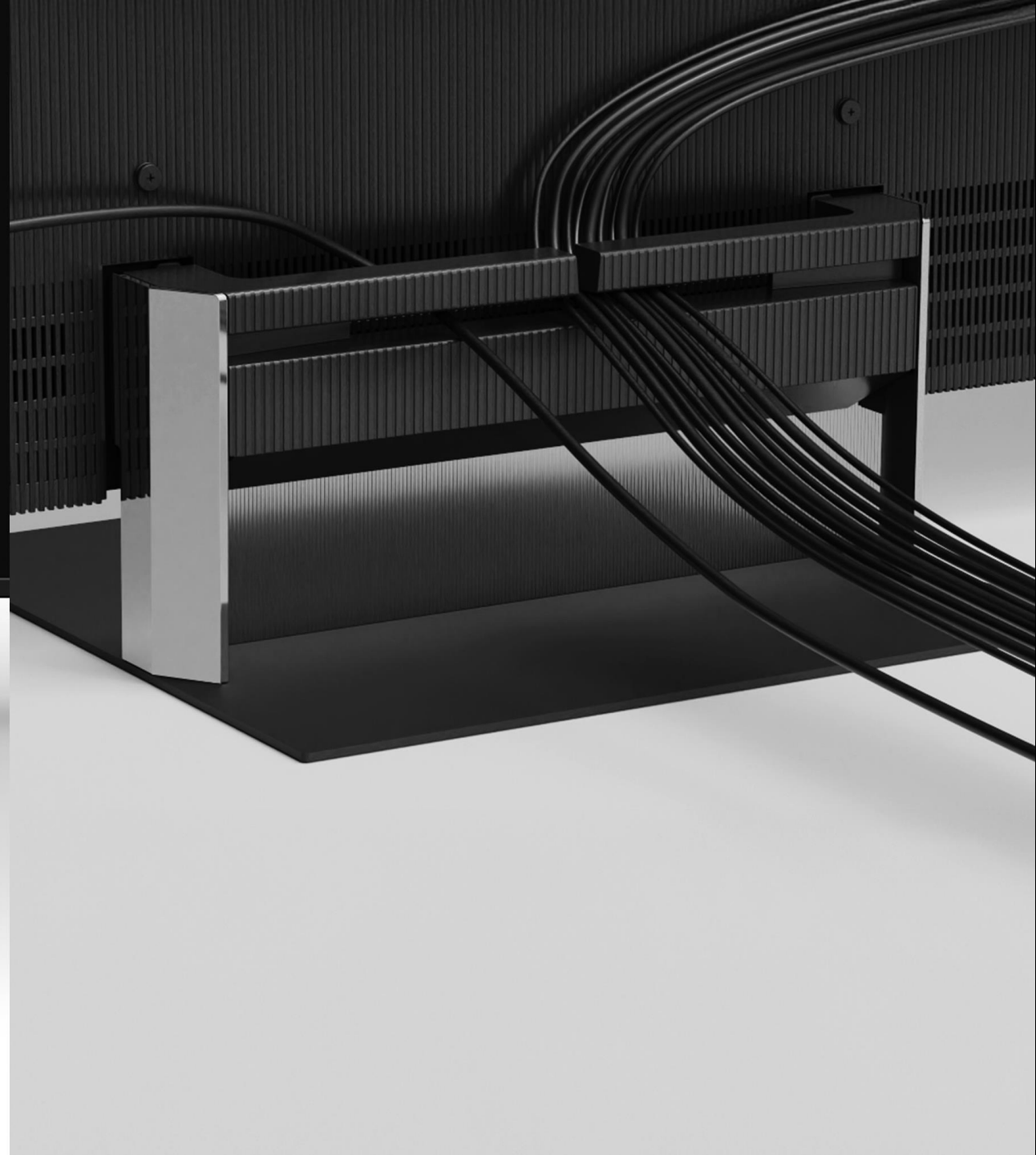
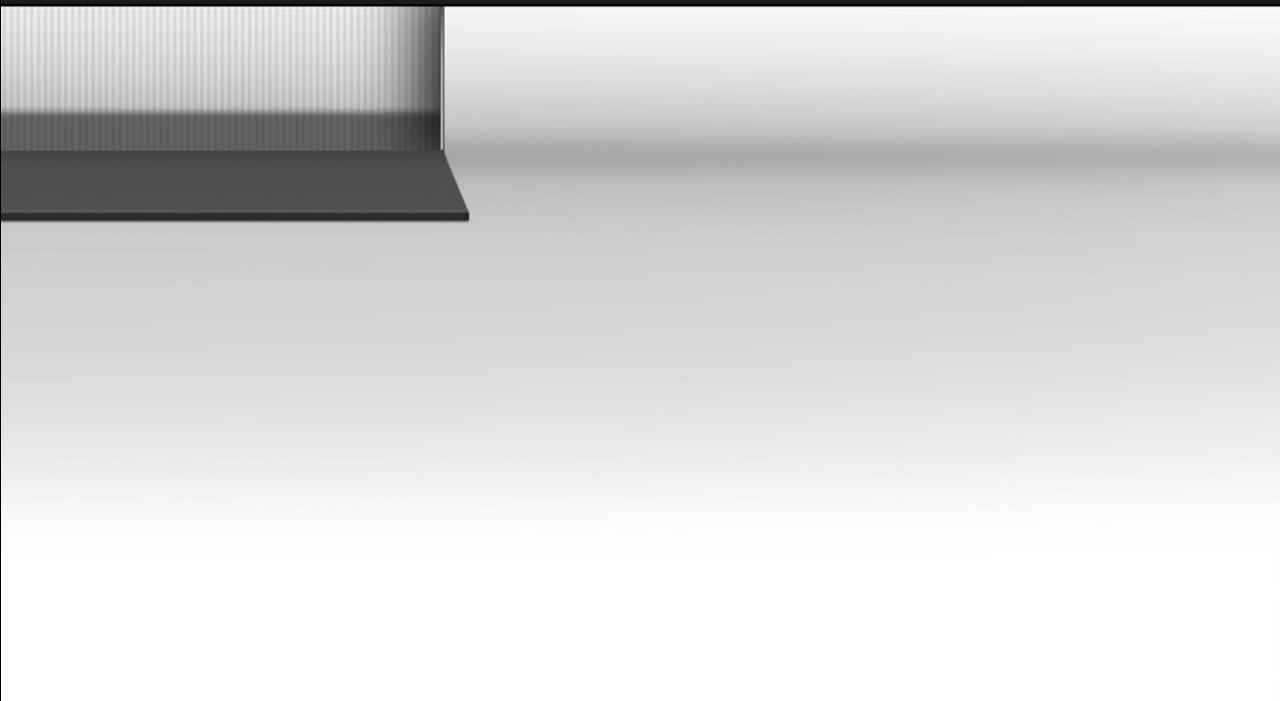


Harmony between
the Devices



Harmony with
the Experience

Mirage Stand makes the picture appear to float and vanishes the cables using an optical effect (BRAVIA 9II / 7II)



A Remote for Everyone: *Inclusive premium remote*

Type C Charging + backlit buttons + Find my remote



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

Sony | BRAVIA Connect / Sony | Home Entertainment Connect



BRAVIA Connect

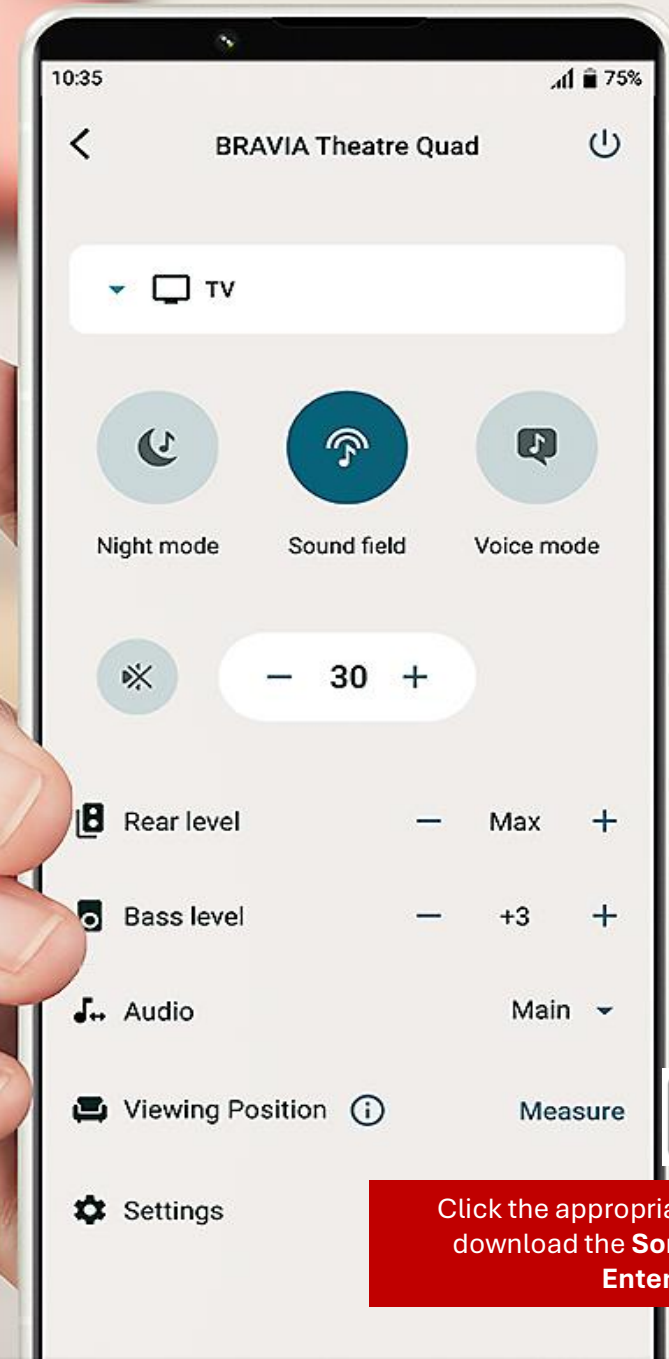
Smartphone Remote – Control your TV from your phone.

Easy Setup – Guided installation with animations.

Audio Optimization – Auto-calibrates sound to your seating position.

Picture & Sound Control – Adjust TV settings instantly.

One App Control – Manage compatible TVs and audio devices.



Click the appropriate button for either **Android** or **iOS** to download the **Sony | BRAVIA Connect / Sony | Home Entertainment Connect** app.

The background is a dynamic, abstract composition of flowing, liquid-like streaks in vibrant red, magenta, and blue. These streaks curve and swirl across the frame, creating a sense of motion and energy. The colors are most intense in the center and fade slightly towards the edges, which are dominated by deep black and dark blue tones. A solid red horizontal band is positioned across the middle of the image, serving as a backdrop for the word 'DESIGN'.

DESIGN

Design BRAVIA 9 II (75/85")

Harmonic Presence

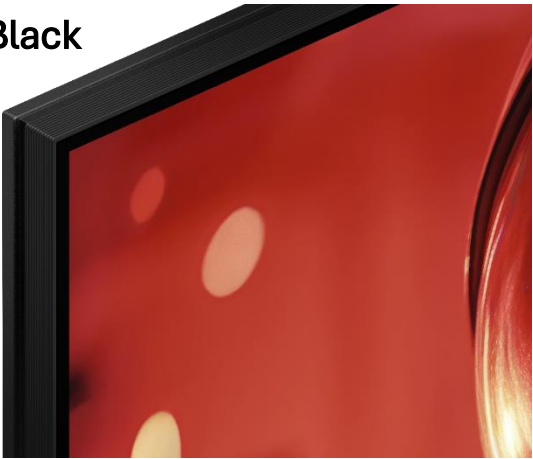


with Soundbar*

Rear Design



Aluminum
Black



Wave finish



Mirage Stand
Lenticular/Mirror finish

Immersive
Frame

85"

BRAVIA 9 II : Model Chart

Inclusive Premium remote



75



Picture Quality

Processor

- Processor XR

Light Source

- RGB LED

HDR compatibility

- HDR10 / HLG / Dolby Vision

Display Control

- RGB LED Backlight Master Drive Pro
- RGB Triluminos Max
- Luminance Booster Pro
- Smooth Color Gradation
- XR Contrast Booster (40)
- XR Clear Image
- XR Motion Clarity
- Immersive Black Screen Pro
- X-Wide Angle Pro
- Calm Mode (except for CN)
- Studio Calibrated

Others

- Netflix Adaptive Calibrated Mode
- SONY PICTURES CORE Calibrated Mode
- Prime Video Calibrated Mode *4

- IMAX Enhanced/Works with Calman

- Dolby Atmos

- DTS:X

- Voice Zoom 3

- Direct connect to BRAVIA Theatre Sub/Rear^{*4}

- Bluetooth (A2DP) simultaneous

- Acoustic Auto Calibration (Room and User position)

- Seamless Control UI (TV UI for soundbar)

Gaming & Usability

- My Cinema
- BRAVIA Gallery (only US/CA/JP)^{※4}
- Gaming multi view on YouTube
- Game Menu 2
- VRR/ALLM/eARC. 4K 120 input (HDMI 2.1 compatible)
- PS Remote Play
- Perfect for PS5
- (Auto Genre Picture Mode / Auto HDR Tone Mapping)
- FPS and RTS Game mode
- Dolby Vision for Gaming
- Gemini for Google TV^{※3}
- Built-in Mic(Hands free), Google Assistant^{*2}
- Apple Airplay2 / Apple HomeKit^{*2}
- Google Cast built-in, Works with Alexa^{*2}
- SONY PICTURES CORE^{*2}
- Ambient Optimization w/RGB sensor
- Find remote feature
- Time shift (only EU)^{*2}

Design

- Immersive Frame
- 65/75/85"
- Mirage Stand(Lenticular • Mirror finish)
- Aluminum Black • Wave finish bezel
- T Shape Stand(Mirror • Matt black finish)
- Aluminum Black • Wave finish bezel

Sound Quality

Feature

- Acoustic Multi Audio+ with Beam Tweeter
- 3D Surround Upscaling
- Ready for 360 Spatial Sound Personalizer without a dongle

Compatibility

- Dolby Atmos

- DTS:X

Others

- Speaker**

- 85/75(80W:2.2.2ch) Mid Range x2, Tweeter x2, Beam Tweeter x2, Subwoofer x 2
- Subwoofer x 2

Others

- **Inclusive Premium Remote***
- **ECO Dashboard 2**
- Kids Care (Google Kids profile)
 - 1.Sony Kids features
 - Calm picture setting
 - Proximity Alert by BRAVIA Cam
- 2.Google Kids profile* w/o EU)²
- BRAVIA Connect App^{*2}

**1 Availability may vary by region.*

***2 Available with BRAVIA Cam (Cam is optioned)**

*3 OTA Timing: TBD

*4 OTA Timing : Arrival at store

BRAVIA 9 II : Succession Chart

BRAVIA 9



BRAVIA 9 II True RGB

115 85 75



Picture & Sound	➤ XR Processor ➤ Mini LED ➤ XR Backlight Master Drive ➤ High Peak Luminance ➤ XR Contrast Booster (30) ➤ XR Clear Image ➤ XR Triluminos Pro ➤ XR Motion Clarity ➤ X-Anti Reflection ➤ X-Wide Angle ➤ 4K120	➤ Studio Calibrated *1 - Netflix Adaptive Calibrated Mode - SONY PICTURES CORE Calibrated Mode - Prime Video Calibrated Mode ➤ IMAX Enhanced/ Works with Calman ➤ Auto HDR Tone Mapping/ Auto Genre Picture Mode ➤ FPS and RTS Game mode/ Dolby Vision Gaming ➤ Acoustic Multi Audio+ with Beam Tweeter ➤ Acoustic Center Sync ➤ Voice Zoom 3 ➤ Dolby Atmos/DTS: X	➤ XR Processor ➤ RGB LED ➤ RGB LED Backlight Master Drive Pro ➤ RGB Triluminos Max ➤ Luminance Booster Pro ➤ Smooth Color Gradation ➤ XR Contrast Booster (40) ➤ XR Clear Image ➤ XR Motion Clarity ➤ Immersive Black Screen Pro ➤ X-Wide Angle Pro ➤ 4K120	➤ Studio Calibrated *1 - Netflix Adaptive Calibrated Mode - SONY PICTURES CORE Calibrated Mode - Prime Video Calibrated Mode ➤ IMAX Enhanced / Works with Calman ➤ Auto HDR Tone Mapping/ Auto Genre Picture Mode ➤ FPS and RTS Game mode/ Dolby Vision Gaming ➤ Acoustic Multi Audio+ with Beam Tweeter ➤ Acoustic Center Sync ➤ Voice Zoom 3 ➤ Direct connect to BRAVIA Theatre Sub/Rear *4 ➤ Dolby Atmos/DTS: X
Design	➤ Seamless Edge ➤ 4way stand ➤ Aluminum underlay Stand		➤ Immersive Frame ➤ Mirage Stand(Lenticular・Mirror finish)/ Aluminum Black・Wave finish bezel(65/75/85") ➤ T Shape Stand(Mirror・Matt black finish)	
Usability	➤ Google TV with Google Assistant *1 ➤ Built-in Mic(Hands free) ➤ Premium Eco Remote *1 ➤ Gaming multi view on YouTube ➤ Game Menu2/PS Remote Play ➤ Perfect for PS5 ➤ ECO Dashboard 2 ➤ Apple Airplay/ Apple HomeKit *1 ➤ Works with Alexa *1	➤ SONY PICTURES CORE*1 ➤ BRAVIA Cam features(Accessory) *2 ➤ Bluetooth(A2DP) simultaneous ➤ Ready for 360 Spatial Sound Personalizer without a dongle ➤ Ambient Optimization Pro2 *2 w/adjust for reflection (BRAVIA Cam option)	➤ My Cinema ➤ Gemini for Google TV *3 ➤ Built-in Mic(Hands free) ➤ Inclusive Premium remote* 1 ➤ Gaming multi view on YouTube ➤ Game Menu2/PS Remote Play ➤ Perfect for PS5 ➤ ECO Dashboard 2 ➤ Apple Airplay/ Apple HomeKit *1 ➤ Works with Alexa *1	➤ SONY PICTURES CORE*1 ➤ BRAVIA Gallery *4 (only US/CA/JP) ➤ Bluetooth(A2DP) simultaneous ➤ Ready for 360 Spatial Sound Personalizer without a dongle ➤ Ambient Optimization w/RGB sensor

*1 Availability may vary by region.
*2 Available with BRAVIA Cam (Cam is optioned)
*3 OTA Timing: TBD
*4 OTA Timing : Arrival at store

BRAVIA

Product Image

Cinematic Picture

Processor

Backlight control

Picture Features

Display

Color

Contrast

Clarity

Motion

HDR compatibility

Panel

Viewing Angle

Anti-Reflection

Studio Calibrated

SPC Calibrated mode

Netflix Adaptive Calibrated mode

Prime Video Calibrated mode

High quality film experience

IMAX Enhanced

Dolby Vision/Atmos

SONY PICTURES CORE



BRAVIA 9II



BRAVIA 9



Processor



RGB Backlight Master Drive Pro



Processor



XR Backlight Master Drive

RGB LED

Mini LED



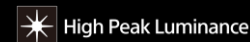
RGB Triluminos Max



XR Triluminos Pro



Luminance Booster Pro



High Peak Luminance



Smooth Color Gradation



XR Contrast Booster 40



XR Contrast Booster 30



XR Clear Image



XR Clear Image



XR Motion Clarity



XR Motion Clarity

HDR10/HLG/Dolby Vision

HDR10/HLG/Dolby Vision

4K 120
(Native 120/100Hz)4K 120
(Native 120/100Hz)

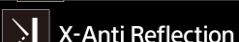
X-Wide Angle Pro



X-Wide Angle



Immersive Black Screen Pro



X-Anti Reflection

SONY PICTURES CORE
Calibrated
ModeSONY PICTURES CORE
Calibrated
ModeNetflix Adaptive
Calibrated
ModeNetflix Adaptive
Calibrated
ModePrime Video
Calibrated
ModePrime Video
Calibrated
ModeIMAX
ENHANCEDIMAX
ENHANCED

DOLBY VISION • ATMOS



DOLBY VISION • ATMOS

SONY PICTURES
CORE

BRAVIA

Product Image

Sound Features

Speaker Type

Speaker Type-2

Voice Zoom

3D Surround Upscaling

Dolby

DTS:X

Ready for 360 Spatial Sound
Personalizer

Bluetooth(A2DP)

Features
with Soundbar

BRAVIA Connect

Seamless Control



BRAVIA 9II



BRAVIA 9

Acoustic
Multi-Audio+Acoustic
Multi-Audio+Beam Tweeter x2
Subwoofer x2 Etc.

Beam Tweeter x2

Voice Zoom 3

Voice Zoom 3

3D Surround
Upscaling3D Surround
Upscaling

Dolby Atmos

Dolby Atmos

DTS X

DTS X

360 Spatial Sound
Personalizer360 Spatial Sound
Personalizer

Bluetooth(A2DP)

Bluetooth(A2DP)

BRAVIA Connect

BRAVIA Connect

Seamless Control UI
(TV UI for soundbar)
My Cinema

Why BRAVIA 9 II ?



01



RGB
Backlight Master Drive Pro

True RGB control brings richer color and depth, letting BRAVIA 9 II reveal a more lifelike picture.

02



RGB
Triluminos Max



Luminance Booster Pro

QD-OLED color and Mini LED brightness unite in Sony's True RGB, achieving our richest color volume.

03



Smooth Color Gradation

True RGB with Smooth Color Gradation reveals every nuance, sharpens contrast, and brings the story alive.

04



X-Wide Angle Pro



Immersive Black Screen Pro

Thanks to X-Wide Angle Pro, color and contrast stay vivid even off-axis, giving everyone in the room a true cinema view.

Even in bright rooms, BRAVIA minimizes reflections, letting you remain fully immersed in the film.

05

Acoustic
Multi-Audio+
with Beam Tweeter

Acoustic Multi-Audio+™ with Beam Tweeter at the top delivers cinematic surround sound. Every sound comes from exactly the right place.

The Flagship True RGB



BRAVIA 9_{II} True RGB

The Future of Color is Here

MODEL	MRP	DP	RRP
K-85XR90M2	989,900	669,990	636,490
K-75XR90M2	839,900	539,990	512,990



EOP