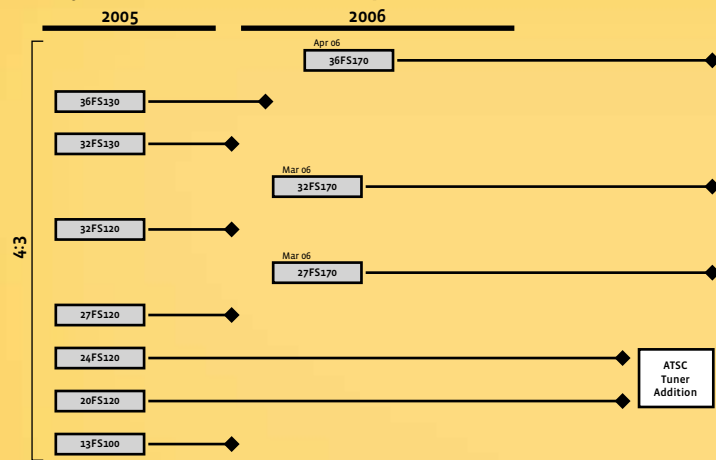


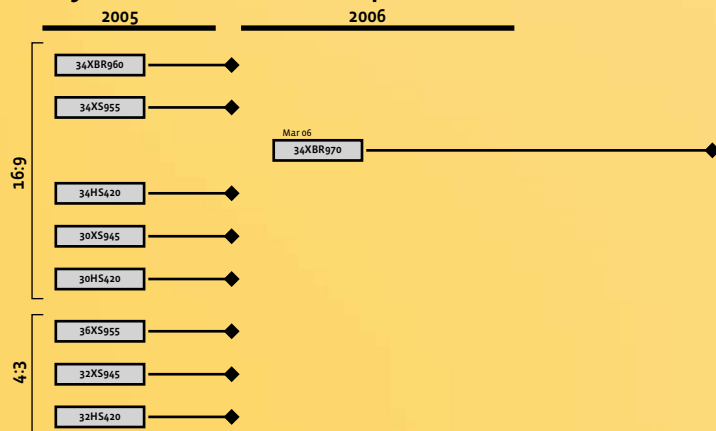
SONY®

CRT

Sony CRT FY06 Product Proposal – 480i



Sony CRT FY06 Product Proposal – 1080i



FD Trinitron® Flat Picture Tube	ATSC/NTSC Tuners	16:9 Aspect Ratio	FD Trinitron® Flat Picture Tube	ATSC/NTSC Tuners	ClearEdge VM®
ATSC/NTSC Tuners	DRC-MF Circuitry	CineMotion™	Clear Edge VM®	3-D Digital Comb Filter	Wide Screen Mode
Clear Edge VM®	Inverse 3-2 Pulldown	HD Detailer™	Wide Screen Mode	16:9 Enhanced Mode	Digital Comb Filter
Wide Screen Mode	HD Detailer™	ClearEdge VM®	Digital Comb Filter	Digital Program Guide	16:9 Enhanced Mode
Digital Comb Filter	ClearEdge VM®	3-D Digital Comb Filter	16:9 Enhanced Mode	HDMI Interface	Component Inputs (YPbPr)
16:9 Enhanced Mode	3-D Digital Comb Filter	BBE Audio	Component Inputs (YPbPr)	Component Inputs (YPbPr)	BBE Audio
Digital Program Guide	BBE Audio	Dolby Digital Decoding	Component Inputs (YPbPr)	Dolby Digital Decoding	Dolby Digital Decoding
Component Inputs (YPbPr)	Dolby Digital Decoding	Steady Sound	Dolby Digital Decoding	Steady Sound	Steady Sound
BBE Audio	Steady Sound	Simulated Surround	Steady Sound	Simulated Surround	Simulated Surround
Dolby Digital Decoding	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround
Steady Sound	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround
Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround	Simulated Surround
FS Series	KD Series	XBR Series	FS Series	KD Series	XBR Series

CRT Step Up Chart

SONY®

CRT



Decades of experience done right. Sony has set the benchmark for great CRT televisions. With an almost infinite amount of colors, deep black levels, bright picture quality, wide viewing angles and excellent response to motion, the advantages of CRT are clear. Beginning with Sony's award winning FD Trinitron® flat screen technology, these televisions offer incredible image accuracy, wide viewing angles and corner-to-corner detail. Experience the performance, style and connectivity of CRT with Sony's line of FD Trinitron® televisions.

FD Trinitron® WEGA® Product Specifications

Model Numbers (by category)	UPC	Product Dimensions (Inches)			Product Weight LBS	Carton Dimensions (Inches)			Carton Weight LBS	Optional Accessories	Panel Information	
		W	H	D		W	H	D			Stand or Wall Bracket	Type
FD Trinitron® WEGA® Hi-Scan® TV												
KV-20FS120	027242641761	28.25	20.75	18.875	72 lbs. 5 oz.	27.05	31.65	39.84	181.0	–	FD Trinitron CRT	1080i
KV-24FS120	027242641785	24.875	18.375	19.25	55 lbs. 9 oz.	32.09	36.77	44.29	220.0	–	FD Trinitron CRT	1080i
KD-27FS170	027242693630	30.25	23.25	19.625	98.00	23.35	27.4	33.39	110.20	SU-27FS4	FD Trinitron CRT	1080i
KD-32FS170	027242693647	35.375	27.375	22.625	158.50	27.05	31.65	39.84	176.40	SU-32FS3	FD Trinitron CRT	1080i
KD-36FS170	027242693661	38.75	30.5	24.875	215.50	32.09	36.77	44.29	242.50	SU-36FS2	FD Trinitron CRT	1080i
FD Trinitron® WEGA® XBR Hi-Scan® TV												
KD-34XBR970	027242693654	39.125	25.75	23.75	190.0	29.37	32.05	43.62	220.50	SU-34XBR4	FD Trinitron CRT	1080i

FD Trinitron
WEGA
XBR

©2006 Sony Electronics Inc. All rights reserved. Reproduction prohibited without written permission from Sony. Features and specifications are subject to change without notice. Non-metric weights and measures are approximate. Screen images simulated.

ALL PRODUCT SPECIFICATIONS ARE TENTATIVE AND SUBJECT TO CHANGE. Please visit the Dealer Network for more information at www.sony.com/dn

like.no.other™

SONY®

CRT

FD Trinitron® WEGA® HI-SCAN® TV

KV-20FS120, KV-24FS120, KV-27FS170, KV-32FS170, KV-36FS170



FD Trinitron® technology is the basis of Sony's award-winning line of visually flat screen televisions. The new FS170 FD Trinitron TVs offer affordable excellence without compromising picture quality. Signal processing such as ClearEdge VM™ found on the 32" and 36" models sharpens picture definition to give objects a crisp, clear edge. Built-in tuners allow you to tune in analog (NTSC) and digital (ATSC) video signals. And when coupled with their optional stands, the new FS170 models compliment just about any decor. It's all in the details and FD Trinitron® WEGA® technology delivers.

- FD Trinitron® picture tube
- ATSC digital tuner
- 3-Line digital comb filter
- Component video input (Y/PB/PR)
- Program Palette™ presets (Vivid/Standard/Movie/Pro)
- Composite Input (rear)
- S-video input (rear)
- Front composite input
- Dolby® Digital decoding
- 10W (5W x 2)
- Clock/timer

FD Trinitron® WEGA® XBR HI-SCAN® TV

KD-34XBR970



It's hard to beat the picture quality of CRT TV done right with its deep blacks and wide viewing angles. And Sony's XBR FD Trinitron® WEGA® TVs have been doing it right for decades. Renowned as best in class, the FD Trinitron flat panel CRT technology is the basis for delivering a dimensional, 16:9 wide screen image with seemingly endless colors and sharp detail. Step-up features such as DRC-MF (Digital Reality Creation Multi-Function) technology, which doubles horizontal and vertical lines for a picture with four times the density, are found. HD Detailer technology sends more video information to the screen for finer picture quality, especially with HD sources. CineMotion™ inverse 3-2 pulldown processing provides optimal picture quality for film-based video. And ample inputs and outputs offer flexible connection options and the optional matching stand shows that the KD-34XBR970 is a true XBR statement.

- FD Trinitron® picture tube
- **ATSC/QAM tuner**
- 3-D digital comb filter
- **CineMotion® inverse 3:2 pulldown**
- DRC-MF® circuitry (Digital Reality Creation Multi Function) circuitry
- BBE Audio
- HD Detailer™ circuitry
- Dolby® Digital decoding
- **HDMI™ (High-Definition Multimedia Interface)**
- Program Palette™ Presets (Vivid/Standard/Movie/Pro)
- 20W (10W x 2)
- (3) Composite inputs
- (2) Component inputs
- (3) S-video inputs

Step up features are indicated in **bold** text.

SONY®

CRT

**Key Technology Stories**

FD Trinitron
WEGA

FD Trinitron® Flat Picture Tube — FD Trinitron® Flat picture tube technology is the basis of Sony's award-winning line of visually flat televisions. The FD Trinitron sets deliver incredible image accuracy, wide viewing angles, outstanding contrast, and corner-to-corner detail. The visually flat FD Trinitron® tube minimizes annoying glare from light sources, which enhances contrast. Detail, corner-to-corner, is rendered more accurately because images aren't distorted by a curved screen. Squares are square, straight lines appear straight, and circles are circular.

CineMotion
Reverse 3-2 Pulldown

CineMotion® Reverse 3-2 Pulldown — improves the display of video programs originally shot on 24 frames per second film preserving the integrity of the original film frames for more fluid motion and more fine detail.

DRC
Digital Reality Creation

Digital Reality Creation® MultiFunction V1 Circuitry — enhances standard definition (480i) signals by using a digital bit mapping process to provide a picture with four times the density of the original picture. The end result? Clear and crisp picture quality.

BBE

BBE® Audio Technology — Technically, BBE® audio processing technology corrects distortion and phase delay but the true benefits realized are the delivery of natural clarity and crisp definition to dialogue.