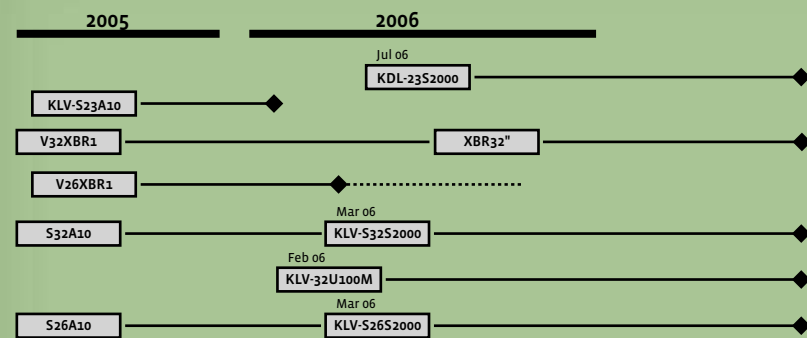


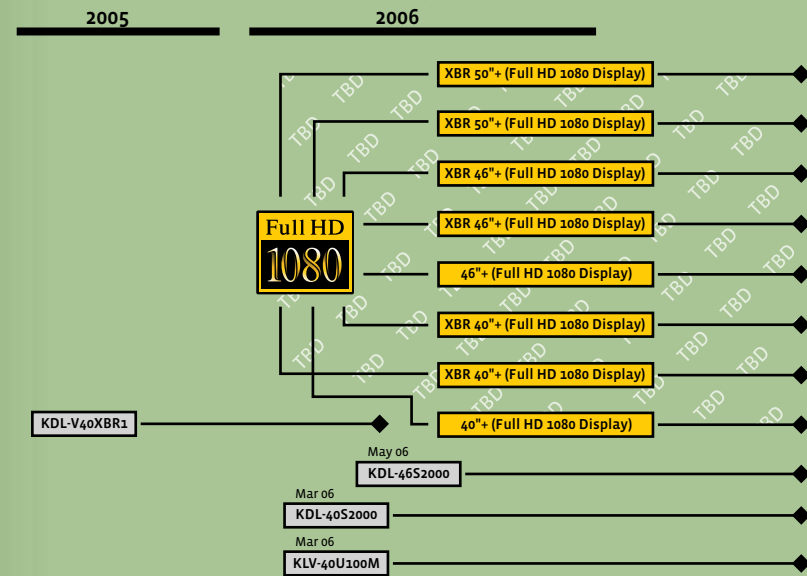
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**BRAVIA™ Model Transition (23" – 32")**



**BRAVIA™ Model Transition (40"+)**



**BRAVIA™ Step Up Chart (23" – 32")**

	U-Series 32" Value	S-Series 06 23"/26" Step Up Digital	S-Series 06 32" Step Up Digital	XBR Series 32" XBR
Picture	•1366 x 768 •1-chip Video Processor	•1366 x 768 •Sony Display Panel •BRAVIA Engine •PVA	•1366 x 768 •Sony Display Panel •BRAVIA Engine •S-PVA	•1366 x 768 •Sony Display Panel •BRAVIA Engine •S-PVA •Wide Color Gamut CCFL
Connectivity	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 1 •S-Video x 2 w/ID-1	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 2 •S-Video x 2 w/ID-1	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 2 •S-Video x 2 w/ID-1	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 2 •S-Video x 2 w/ID-1
Tuner		•ATSC	•ATSC	•ATSC
Sound	•20W (10W x2) •Digital Amplifier •SRS WOW •BBE	•20W (10W x2) •Digital Amplifier •SRS TruSurround XT •BBE Digital	•20W (10W x2) •Digital Amplifier •SRS TruSurround XT •BBE Digital	•20W (10W x2) •Digital Amplifier •SRS TruSurround XT •BBE Digital
Design	•Hidden Speaker	•Hidden Speaker	•Hidden Speaker	•Hidden Speaker

**BRAVIA™ Step Up Chart (40" – 46")**

	U-Series 40" Value	S-Series 06 40"/46" Step Up Digital
Picture	•1366 x 768 •1-chip Video Processor	•1366 x 768 •Sony Display Panel •BRAVIA Engine •S-PVA
Connectivity	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 1 •S-Video x 2 w/ID-1	•HDMI x 1 •PC Input (D-Sub) •Component YPbPr x 2 •S-Video x 2 w/ID-1
Tuner		•ATSC
Sound	•20W (10W x2) •Digital Amplifier •SRS WOW •BBE	•20W (10W x2) •Digital Amplifier •SRS TruSurround XT •BBE Digital
Design	•Hidden Speaker	•Hidden Speaker

**BRAVIA™ Product Specifications**

Model Numbers (by category)	UPC		Product Dimensions (Inches)				Product Weight (LBS)	Carton Dimensions (Inches)			Carton Weight (LBS)	Optional Accessories		Panel Specs				
			W	H	D	LBS		W	H	D		LBS	Wall Bracket	Type	Panel Resolution	Response (gray to gray)	Brightness (cd/m <sup>2</sup> )	Contrast
<b>BRAVIA™ U-Series LCD TV</b>																		
KLV-40U100M	027242689633	Pedestal No Pedestal	38.94 38.94	26.97 25.71	10.63 4.63	63.9 55.1	46.06	33.03	14.96	81.57	SU-WL51	PVA LCD	1366 x 768	NA	NA	NA	NA	NA
KLV-32U100M	027242689657	Pedestal No Pedestal	31.42 31.42	22.84 21.56	8.66 4.72	38.6 34.2	35.75	27.95	11.02	48.50	SU-WL31	PVA LCD	1366 x 768	NA	NA	NA	NA	NA
<b>BRAVIA™ S-Series Digital LCD TV</b>																		
KDL-46S2000	027242693913	Pedestal No Pedestal	44.09 44.09	31.69 29.69	13.15 4.57	74.96 61.73	48.82	35.83	14.96	88.18	SU-WL51, SU-PW2	S-PVA LCD	TBD	TBD	TBD	TBD	TBD	TBD
KDL-40S2000	027242690462	Pedestal No Pedestal	38.90 38.90	28.19 26.14	13.15 4.06	59.5 46.3	15.35	33.07	43.31	73.85	SU-WL51, SU-PW2	S-PVA LCD	1366 x 768	8ms	Typical 500	1300:1	178	72%
KDL-32S2000	027242690455	Pedestal No Pedestal	31.18 31.18	23.35 21.50	8.62 3.9	37.5 33.1	34.96	27.09	10.83	44.09	SU-WL31	S-PVA LCD	1366 x 768	8ms	Typical 500	1300:1	178	72%
KDL-26S2000	027242690448	Pedestal No Pedestal	25.91 25.91	20.31 18.50	8.62 3.70	28.7 24.3	29.92	24.8	11.02	38.58	SU-WL31	PVA LCD	1366 x 768	8ms	Typical 500	1200:1	178	72%
KDL-23S2000	TBD	Pedestal No Pedestal	TBD TBD	TBD TBD	TBD TBD	TBD TBD	TBD	TBD	TBD	TBD	TBD	PVA LCD	TBD	TBD	TBD	TBD	TBD	TBD

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Introducing BRAVIA™ LCD TV. The world's first television for men and women.™ BRAVIA was strategically engineered to please both genders by combining stunning design with proprietary picture technology. All BRAVIA LCD TVs have lightning-fast response times that keep up with sports and movies alike. Plus, a broader color spectrum delivers deeper reds, more vivid greens and clearer blues for stunning high-definition performance. And with 178° viewing angles, everyone gets the same great HD picture no matter where they sit. So, even though men and women don't always see eye to eye on what to watch, they will certainly agree on what to buy.

The 2006 LCD product line fulfils this demand with 15 new HD models, eight of which are Full High Definition 1080p Display (1920 x 1080) models. With anticipated growth in the LCD market for BRAVIA of 80%, we will continue our momentum and number one market leadership position. Considerable efforts will be needed to support and enhance sales, and Sony is ready! Key initiatives will include 52 weeks of active, aggressive promotion, increased consumer education efforts, brand building and a strong focus on creating awareness, amongst women and men, on the power and benefits of Sony's HD technology.

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**BRAVIA U-Series LCD Monitor<sup>1</sup>**

KLV-40U100M, KLV-32U100M



Not everyone needs an embedded tuner in their flat panel LCD TV, and the U-Series “tuner less” feature gives customers flexibility to use their own set top box in conjunction with the KLV-U100M monitor from Sony. Offered in two popular sizes (32” and 40”), these monitors feature high style and performance along with HDMI connectivity in a popular space saving bottom speaker design, to enhance even the most sophisticated decor.

- 1366 x 768 HD LCD panel resolution (720p native resolution)
- 1-Chip Digital Video Processor
- 3D Digital Comb Filter
- Space-Saving Bottom Speaker Design
- HDMI (High Definition Multimedia Interface) Connection

<sup>1</sup> For television viewing, requires separate cable, satellite, or other tuner box sold or rented separately.

**BRAVIA S-Series Digital LCD TV**

KDL-46S2000, KDL-40S2000, KDL-32S2000, KDL-26S2000, KDL-23S2000



The S-Series is the latest offering from the Sony BRAVIA line of high performance and sleek styling LCD TVs. Ranging in size from 23” to 46”, each features a host of great features and technologies. The PVA display panel technology used in the 23” and 26” models deliver ultra wide viewing angles. And the S-PVA display panels used in the 32”, 40” and 46” models not only provide the same ultra wide viewing angles but also provides outstanding off-axis contrast. Both panels offer blazing fast 8ms response times. The BRAVIA Engine video processor offers new technologies designed to reduce digital artifacts and improve overall picture quality; plus you can sit just about anywhere in the room and see the picture thanks to the wide 178 degree viewing angles. An ample number of inputs featuring HDMI (High Definition Multimedia Interface) inputs and a PC connection offers the flexibility you need. The affordable S-Series offers an elegant design that fits into just about anywhere in your home.

- 1366 x 768 HD LCD panel resolution (720p native resolution)
- HDTV with ATSC Digital Tuner
- **BRAVIA Engine™ full digital video processor**
- Digital Audio Amplifier
- **Light Sensor backlighting control**
- Space Saving Bottom Speaker Design
- HDMI (High Definition Multimedia Interface) connection
- **SRS® TruSurround XT Audio Technology**
- **BBE Digital Audio Enhancement Technology**

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

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**BRAVIA™ Engine (S-Series & V-Series) Video Processor Improvements for 2006**

Previous Function	➔	Upgraded Functionality
3D Noise Reduction	➔	3D plus MEG Noise Reduction
N/A	➔	Contrast Enhancer
Blue Enhancer	➔	Green and Blue Enhancer
Motion Adaptive I/P Converter	➔	Motion and Edge Adaptive I/P Converter

**S-Series Improvements for 2006**

S-Series
S-PVA LCD display panel for wide viewing angles and excellent contrast. (V-Series used PVA panels in '05)
BEE Digital Sound
SRS® TruSurround XT Audio Technology

**Key Technology Stories**



**BRAVIA Engine** — The BRAVIA Engine™ technology is the core video processing system that was designed based on Sony’s expertise and long heritage in bringing cutting-edge picture quality to TVs for consumers. Its fully digital signal-processing path includes video processing functions that have been designed and optimized using Sony’s video experience to improve overall picture quality.

The BRAVIA Engine™ includes:

- **High-speed A/D (analog-to-digital) converters** for wide-range gradation capture of analog signals
- **3-D Y/C Comb Filter** for minimizing cross color and dot structure artifacts
- **Digital MPEG Noise Reduction Circuit**, which reduces MPEG artifacts such as “block noise” and mosquito noise” caused by the compression used to maximize bandwidth in digital broadcasts
- **Digital Temporal 3-D Noise Reduction** (pixel-by-pixel basis)
- **Digital Motion Adaptive I/P** (interlace-to-progressive), as well as Edge Adaptive I/P deinterlacing conversion, which improves resolution in video with motion and reduces jagged edges sometimes seen in diagonal lines in video (“jaggies”)
- **Digital Contrast Enhancer** circuit processes every field automatically selecting out details and optimizing contrast for each scene. Adaptive processing improves the low contrast parts of the picture providing crisp and vivid images with high contrast.
- **Digital Green, Blue, White Enhancer** processing which selectively adjusts common natural colors like green, white and blue color levels for a more vivid image

**PVA and S-PVA LCD Displays** — The Sony BRAVIA™ S-Series uses one of the world’s first 7th generation Sony LCD panels for truly matchless image quality and performance. The 1 Mega Pixel PVA HD display (1366 x 768) that is used in some models offers an astounding 178 degree viewing angle, very fast response times (8 ms total rise and fall time) and a spectacular contrast ratio. The S-PVA HD display panel offers further refinement that yields excellent off-axis color and contrast stability that has to be seen to be believed.



**HDMI and PC Connectivity** — Designed for maximum versatility, Sony’s BRAVIA TVs are equipped with a generous number of input interfaces. The HDMI™ (High-Definition Multimedia Interface) is the first industry-supported, uncompressed, all-digital audio/video interface. HDMI supports enhanced or High Definition video, together with multi-channel digital audio to provide matchless image and sound reproduction. The PC input (HD-15-pin) offers easy connection to your PC, allowing you to use your high resolution BRAVIA TV as a computer monitor.



**SRS® TruSurround® XT** — Building on the success of TruSurround technology, TruSurround XT audio adds three new audio enhancement technologies to produce an amazingly immersive sound experience. **Dialog Clarity** — brings movie dialog into “focus” during the playback of any surround-encoded material to make speech much clearer and crisper. **TruBass** creates incredible deep rich bass allowing a person to perceive significantly deeper, richer low bass tones that are far beyond the physical low frequency capabilities of the speaker itself. And **WOW** widens the soundstage by processing standard two-channel stereo material as well as multi-channel encoded material for a dramatic improvement in the playback of any stereo audio over a two-speaker system.



**BBE Digital Audio Enhancement 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.