

Sony Adds Two Super Slim Edge-Lit LED HDTVs

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Sony today introduced a new line of ultra-thin BRAVIA LCD HDTVs featuring an advanced edge-lit LED backlight and exceptional contrast ratio of over 1,000,000:1.

The XBR10-series models also deliver full 1080p wireless transmission of high definition signals from a separate media box to a receiver embedded in the TV, allowing source components to be placed out of sight.

The XBR10 models also feature an Ethernet connection allowing them

to directly access Sony BRAVIA Internet Video content using an existing broadband network. The platform offers one of the largest selections of free and premium movies, TV shows, sports, music and more from an array of partners like, Amazon Video on Demand, YouTube, Slacker Internet Radio, and, later this fall, Netflix.

Bravia Internet Widgets, powered by the Yahoo! Widget Engine, also expand and personalize the TV experience by adding on-screen applications that provide such information as weather reports, stock information, financial news, [Twitter](#), and additional content.

The full HD 1920 x 1080 progressive (1080p) models also feature Sony's Motionflow 240Hz technology, which delivers exceptionally crisp and detailed images with natural motion. The Motionflow algorithm goes beyond traditional 120Hz technology by quadrupling the frame rate of conventional [LCD TVs](#) and interpolating three new frames.

The models are Digital Living Network Alliance (DLNA) compliant, enabling easy access to digital photos, music, and video stored on a PC or other DLNA server using the XMB interface and the TV's remote control. They also offer a USB input for displaying digital photos or playing digital video and music files from a USB storage device.

The XBR10 models exceed Energy Star 3.0 guidelines for energy efficiency and use [Sony's Light Sensor](#) technology to adjust backlight intensity based on ambient room light helping to save energy and reduce the user's overall carbon footprint.

The KDL-52XBR10 and KDL-46XBR10 models will be available this October for about \$5,000 and \$4,500, respectively.

Source: Sony

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