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SONY LCD TVs

Price Includes 2 Year Warranty Parts and Labor

5yr Warranty available for only \$99.99 additional

***Prices subject to change updated 2/26//10.**

<u>Model</u>	<u>Description</u>	<u>Price</u>
KDL22BX300	720p 22" LCD Bravia Engine 2 2 HDMI inputs 60Hz Bravia Sync PC input H W D with stand H W D without stand Lbs.	299.99 March
KDL22BX308	Same features as KDL22BX300 with: Built-in Wifi Bravia Internet Video H W D with stand H W D without stand Lbs.	329.99 March
KDL32BX300	32" LCD with: 60Hz, Bravia Engine 2, Bravia Sync, 2 HDMI inputs, PC input H W D with stand H W D without stand Lbs.	449.99 March
KDL32BX308	Same features as KDL32BX300 with: Bravia Internet Video, Wifi-ready with supplied Dongle, Internet focused H W D with stand H W D without stand Lbs.	479.99 March

KDL32EX400	Same features as KDL32BX308 with: Full HD 1080p resolution, ambient sensor adjusts color based on room light Light sensor adjusts backlight with room light USB port for photos, music and video playback Bravia Sync controls compatible devices with one remote 7 HD inputs (4 HDMI, 2 component, 1 PC) H W D with stand H W D without stand Lbs.		549.99
KDL32EX500	Same features as KDL32EX400 with 120Hz, swivel base H W D with stand H W D without stand Lbs.	March	659.99
KDL32XBR9	16x9 full HD (1920 x 1080) Dynamic contrast (40,000:1) creates dynamic contrast level by working in real time to produce deep blacks in darker scenes, as well as fine details in shadows and other dark areas Motion flow 120Hz – engineered for fast action sports, movies, and games; reduces blurriness/jitter; overall motion is smoother sharper, more natural Bravia Engine 2 full digital video processor is designed to reduce noise, enhance overall image detail, and optimize contrast HD input x7, 4 HDMI, HD component, and PC input USB with photos and music, Bravia link compatibility Bravia Sync capable use with camcorder, digital still, and other CEC enabled Sony products Energy efficient, 24p Tru Cinema, favorite menus H23 x W31.5 x D9 with stand H21¼ x W31.5 x D3-5/8 without stand	1/3 – 1/16	899.99 -200.00(D) 699.99
KDL32EX40B	Same features as KDL32EX400 w/ built-in Blu-ray, Bravia Internet Video H W D with stand H W D without stand Lbs.	April	749.99
KDL40EX400	40" 1080p LCD, 60Hz Motion Flow Ambient sensor adjusts color based on room light Light sensor adjusts backlight with room light Bravia Engine 2 – full digital video processor USB port for photos, music and video playback Wifi adapter-read7 Bravia Sync controls compatible devices with one remote 7 HD inputs (4 HDMI, 2 component, 1 PC) H25 x W39-1/8 x D9-7/8 with stand H23-5/8 x W39-1/8 x D4 without stand Lbs.	March	699.99
KDL40V5100	Same features as KDL40S5100 with: Motionflow 120Hz technology 4 HDMI inputs, USB input (photos/MP4) W38-7/8 x H27 x D10-3/4 with pedestal – 41 lbs. W38-7/8 x H25-1/8 x D3-3/4 without pedestal – 37 lbs.		Below
	1,099.99 -200.00 899.88 1/3 – 2/6		

KDL40EX500	<p>Same features as KDL40EX400 with 120Hz Motion Flow, swivel base H25-1/8 x W39-1/8 x D10-1/4 with stand H23-5/8 x W39-1/8 x D4 without stand Lbs.</p>	March	859.99
KDL40EX40B	<p>Same features as KDL40EX400 with: Built-in Blu-ray, Bravia 3 Engine, Bravia Internet Video H W D with stand H W D without stand Lbs.</p>	March	949.99
KDL40Z5100	<p>Same features as KDL40W5100 with: Motionflow 240Hz Energy Star 3.0 compliant Scene Select, graphic menu interface, XMB with enhanced 3D favorites H26-1/8 x W37-7/8 x D12 with base – 32 lbs. H24¼ x W37-7/8 x D3-1/8 without base</p>	<p>1/3 – 2/6</p>	<p>1,599.99 <u>-500.00(J)</u> 1,099.99</p>
KDL40XBR7	<p>1080p 120Hz LCD HDTV Bravia Engine 2EX digital video processor Advanced contrast enhancer Live color creation with WCG-CCFC backlight X.V. Color, Deep Color technology Bravia Ssync/link capable DLNA compliant Dynamic noise reduction H25-5/8 x W44½ x D11 with stand – 59 lbs. H23¾ x W44½ x D5 without stand – 2 lbs.</p>		1,199.99
KDL46S5100	<p>16x9 1080p resolution (1920 x 1080p) Advanced contrast enhancer with dynamic backlight control creates a contrast ratio of 30,000:1 by adjusting the brightness of the backlight in real time, which optimizes contrast and reduces power Bravia Engine 2 - fully digital video processor uses unique Sony technology to reduce visual noise, improve color, and sharpen overall image detail 3 HDMI inputs, 2 component, 1 PC input, Audio power 20 watts (10 watts x2) Bravia link compatibility lets you expand your HDTV modules as DVD, wireless, and Bravia input link Bravia Sync gives you one-touch access and control of all your home theater devices, as well as compatible Sony camcorders and Cybershot still 24p Tru Cinema lets you enjoy films at their intended 24fps when using a Blu-ray player or other 24p device Advanced menu function Built-in ATSC/NTSC tuner with QUAM W44¼ x H30¼ x D12¾ with pedestal – 56 lbs. W44¼ x H28½ x D3-7/8 without pedestal – 50 lbs.</p>		<p>1,199.99 <u>- 300.00(I)</u> 899.99</p>

KDL46EX400 46" 1080p LCD, 60Hz Motion Flow 849.99
 Ambient sensor adjusts color based on room light
 Light sensor adjusts backlight with room light
 Bravia Engline 2 – full digital video processor
 USB port – for photos, music and video playback
 Wifi adapter-ready
 Bravia Ssync controls compatible devices with one remote
 7 HD inputs (4 HDMI, 2 component, 1 PC)
 H W D with stand
 H W D without stand
 Lbs.

KDL46EX500 Same features as KDL40EX with: 1,049.99
 120 Hz Motion Flow
 Swivel base
 H W D with stand
 H W D without stand
 Lbs.

KDL46XBR9 Same features as KDL46Z5100 with:
 X.V. Color/Deep Color
 Live Color creation with WCGCCFL backlight (wide color gamut)
 4 speakers with total wattage of 20 watts
 H28-5/8 x W43-1/8 x D13 with stand – 53 lbs.
 H25-7/8 x W43-1/8 x D3-3/8 without stand

 2,199.99

- 500.00
 1,699.99
1/17 – 2/6

KDL52S5100 16x9 1080p resolution (1920 x 1080p) 1,499.99
 Advanced contrast enhancer with dynamic backlight control - 450.00(M)
 creates a contrast ration of 30,000 to 1 by adjusting the brightness 1,049.99
 of the backlight in real time, which optimizes contrast and reduces **1/17 – 2/6**
 power
 Bravia Engine 2 – fully digital video processor uses unique Sony
 technology to reduce visual noise, improve color, and sharpen overall
 image detail
 3 HDMI inputs, 2 component, 1 PC input
 Audio power 20 watts (10 watts x2)
 Bravia link compatibility lets you expand your HDTV modules as DVD,
 wireless, and Bravia input link
 Bravia Sync gives you one-touch access and control of all your home
 theater devices, as well as compatible Sony camcorders and Cybershot still
 24p Tru Cinema lets you enjoy films at their intended 24fps when using
 a Blu-ray player or other 24p device
 Advanced menu function
 Built-in ATSC/NTSC tuner with QUAM
 W49¾ x H34¼ x D14-3/8 with pedestal – 76 lbs.
 W49¾ x H32-3/8 x D4-5/8 without pedestal – 66 lbs.

KDL52V5100	Same features as KDL52S5100 with: Motionflow 120Hz technology, 4 HDMI inputs USB input (photos/MP3) W49¾ x H34¼ x D14-3/8 with stand W49¾ x H32½ x D4-5/8 without stand	Below	
	1,499.99		
	<u>- 300.00(I)</u>		
	1,199.99		
	1/3 – 2/6		
KDL55EX500	55" full HD 1080p resolution 120Hz Motion Flow for smooth motion Bravia Engine 2 video processor Ambient sensor adjusts color based on room light Light sensor adjusts backlight with room light Bravia Sync controls compatible devices with one remote USB port for photos, music and video playback 7 HD inputs (4 HDMI, 2 component, 1 PC) H32-7/8 x W52-1/4 x D13-3/4 with base H31-3/8 x W52-1/4 x D4-1/8 without base 67.7 lbs.	Now	1,799.99
KDL60EX500	Same features as KDL55EX500 with 60" screen size H35-7/8 x W57-3/8 x D15.25 with base H34-3/8 x W57-3/8 x D4.75 without base 80.4 lbs.		2,299.99
KDL52Z5100	Same features as KDL52W5150 with: Motionflow 240Hz, Energy Star 3.0 compliant Scene Select, graphic menu interface, XMB with enhanced 3D favorites H33-1/8 x W49 x D14-1/8 with base – 66 lbs. H30-7/8 x W49 x D3-3/8 without base	Below	
	2,099.99		
	<u>- 300.00</u>		
	1,799.99		
	1/17 – 2/6		
KDL52XBR9	Same features as KDL52Z5100 with: XV Color/Deep Color Live color creation with WCGCCFL backlight 4 speakers with total wattage of 20 watts H32-3/8 x W49 x D14-1.8 with stand H29-3/8 x W49 x D3-3/8 without stand	Below	
	2,599.99		
	<u>- 600.00(O)</u>		
	1,999.99		
	1/17 – 2/6		

KDL55V5100	Same features as KDL52V5100 with 55" screen size H35-3/4 x W52-5/8 x D14-3/8 with stand – 85.3 lbs. H33-7/8 x W52-5/8 x D4-5/8 without stand 1,899.99 <u>- 300.00(I)</u> 1,599.99 1/3 – 2/6	Below
KDL65W5100	Same features as KD52W5100 with 65" screen size H40 x W61 x D16-3/4 with stand H37-7/8 x W61 x D4-5/8 without stand 124 lbs.	3,999.99
KDL70XBR7	TBA H41.8 x W77.8 x DTBA with stand – 15.8 lbs. H39.8 x W77.8 x DTBA without stand – 6.1 lbs.	14,999.99 Special Order

SONY LED TV

<u>Model</u>	<u>Description</u>	<u>Price</u>
KDL32EX600	32" LED Edge Lit 1080p Bravia Engine 2 4 HDMI inputs BDE2 H W D with stand H W D without stand Lbs.	849.99 March
KDL32EX700	Same features as KDL32EX600 with: 120Hz Eco Edge Lit LED backlight with power-saving presence sensor WiFi-ready Bravia Engine 3 Bravia Internet Video H W D with stand H W D without stand Lbs.	949.99 March
KDL 40EX600	40" LED Edge Lit 1080p, 60Hz, Bravia Engine 2 4 HDMI inputs, BDE2 H W D with stand H W D without stand Lbs.	1,149.99

KDL40EX700	<p>Same features as KDL40EX600 with: 120Hz Eco Edge Lit LED backlight with power-saving presence sensor WiFi-ready Bravia Engine 3 Bravia Internet Video H W D with stand H W D without stand Lbs.</p>	1,299.99
KDL40NX700	<p>Same features as KDL40EX700 with: Edge Lit LED Monolithic design with aluminum edges Built-in WiFi Bravia Internet Video and Widgets Bravia Engine 3 fully digital video processor Light sensor adjusts backlight with room light H W D with stand H W D without stand Lbs.</p>	1,599.99
KDL40HX800	<p>Same features as KDL40NX700 with: 3D-ready (need optional emitter) Dynamic Edge Lit LED with Local Dimming Motion Flo Pro 240Hz Deep black panel WiFi-ready with Dongle H W D with stand H W D without stand Lbs.</p>	June 1,599.99
XBR40LX900	<p>Same features as KDL40HX800 with: Integrated 3D Ships with 2 pairs of active shutter glasses, intelligent presence sensor, Motion Flo Pro 24Hz, integrated WiFi H W D with stand H W D without stand Lbs.</p>	July 1,899.99
KDL46EX600	<p>46" LED Edge Lit 1080p, 60Hz, Bravia Engine 2 4 HDMI input, BDE 2 H W D with stand H W D without stand Lbs.</p>	March 1,399.99
KDL46EX700	<p>Same features as KDL46EX600 with: Eco Edge Lit LED backlight with power-saving presence sensor WiFi-ready Bravia Engine 3 Bravia Internet Video H W D with stand</p>	March 1,599.99

	H	W	D	without stand		
	Lbs.					
KDL46NX700	Same features as KDL46EX700 with: Edge Lit LED Monolithic design with aluminum edge Built-in WiFi Bravia Internet Video and Widgets Bravia Engine 3 fully digital video processor Light sensor adjusts backlight with room light				March	1,899.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					
KDL46NX800	Same features as KDL46NX700 with 240Hz, black edge monolithic design				May	2,149.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					
KDL46HX800	Same features as KDL46NX800 with: 3D-ready (need optional emitter) Dynamic Edge Lit with local dimming				June	1,999.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					
XBR46HX900	Same features as KDL46NX800 with Intelligent dynamic LED with small local dimming OptiContrast panel with improved contrast Bravia 3 Engine with intelligent enhancer for smarter contrast, edge, and color enhancement				June	2,299.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					
XBR46HX909	Same features as XBR46HX900 with RS23 Other features TBA				July	2,399.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					
XBR46LX900	Same features as KDL46HX800 with: Integrated 3D shipped with 2 pairs of active shutter glasses, intelligent presence sensor, MoFlo Pro 240Hz, integrated WiFi				July	2,299.99
	H	W	D	with stand		
	H	W	D	without stand		
	Lbs.					

KDL52EX700	<p>52" LED full HD 1080p resolution Edge LED backlighting with slim design Bravia Internet Video Motion Flow 120Hz for smooth motion Ambient sensor adjusts color based on room light Light sensor adjusts backlight with room light USB port for photos, music, and video playback Presence sensor technology Energy-saving switch eliminated standby power H31.75 x W49.4 x D13-3/4 with stand H30.6 x W49.4 x D2.6 without stand 59.5 lbs.</p>	March	1,999.99
KDL52NX800	<p>Same features as KDL52EX700 with: Edge Lit LED Monolithic design with black edge Built-in WiFi Bravia Internet Video and Widgets Bravia Engine 3 fully digital video processor Light sensor adjusts backlight with room light 240Hz Motion Flow H32-1/4 x W49-3/4 x D15-3/4 with stand H31 x W49-3/4 x D2-5/8 without stand Lbs.</p>	March	2,599.99
XBR52HX900	<p>Same features as KDL52NX800 with: Intelligent dynamic LED with small local dimming OptiContrast panel with improved contrast Bravia 3 Engine with intelligent enhancer for smarter contrast edge and color enhancement WiFi-ready with Dongle H W D with stand H W D without stand Lbs.</p>	June	2,999.99
XBRHX909	<p>Same features as XBR52HX900 with RS23 Other features TBA H W D with stand H W D without stand Lbs.</p>		2,999.99
XBR52LX900	<p>Same features as KDL52HX800 with: Integrated 3D shipped with 2 pairs of active shutter glasses, intelligent presence sensor, MoFlo Pro 240Hz, integrated WiFi H W D with stand H W D without stand Lbs.</p>		July
KDL55HX800	<p>Same features as KDL52NX800 with: 55" screen size 3D ready (need optional emitter) Dynamic Edge Lit LED with local dimming H W D with stand H W D without stand Lbs.</p>	May	2,699.99

KDL60EX700	Same features as KDL52EX700 with 60" screen size H35.9 x W56.4 x D15.3 with stand H34.6 x W56.4 x D2.6 without stand 74.8 lbs.	March	2,699.99
KDL60NX800	Same features as KDL52NX800 with 60" screen size H36.4 x W56.75 x D15 with stand H35 x W56.75 x D2.7 without stand 112 lbs.	March	3,199.99
XBR60LX900	Same features as XBR52LX900 with 60" screen size H W D with stand H W D without stand Lbs.	July	3,599.99