



216 Tuckerton Rd  
 Medford NJ 08053  
 856-983-5676



## SONY LCD & LED TVs

**Price Includes 2 Year Warranty Parts and Labor**

**5yr Warranty available for only \$99.99 additional**

**\*Prices subject to change updated 7/22/10.**

<u>Model</u>	<u>Description</u>	<u>Price</u>
KDL22BX300	720p 22" LCD Bravia Engine 2 2 HDMI inputs 60Hz Bravia Sync PC input H15-3/4 x W22-3/4 x D8-1/2 with stand H14-1/4 x W22-3/4 x D3-1/2 without stand	299.99
KDL22BX308	Same features as 22BX300 with: Wifi-ready Bravia sync H      W      D      with stand H      W      D      without stand	329.99
KDL32BX300	32" LCD with: 60Hz, Bravia Engine 2, Bravia Sync, 2 HDMI inputs, PC input      Refer to 32EX400 H21 x W31-3/4 x D8-3/4 with stand H19-5/8 x W31-3/4 x D4 without stand	399.99
KDL32EX400	Same features as KDL32BX300 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 7 HD inputs (4 HDMI, 2 component, 1 PC) H21 x W31-1/2 x D8-3/4 with stand H19-5/8 x W31-1/2 x D4 without stand	499.99
KDL32EX40B	Same features as KDL32EX400 with built-in Blu-ray, Bravia Internet Video H21 x W31-1/2 x D10      with stand H19-5/8 x W31-1/2 x D4-1/2 without stand	749.99

KDL32EX500	Same features as KDL32EX400 with 120Hz, swivel base H21 x W31-1/2 x D10 with stand H19-5/8 x W31-1/2 x D4 without stand	599.99
KDL32EX600	LED edge backlight Full HD 1080p 60Hz motion flow Ambient sensor adjusts color on room light 4 HDMI inputs Bravia Engine 2 USB port for photos, music/video Bravia Sync controls compatible devices 7HD inputs (4 HDMI, 2 component, 1 PC) H20 x W30-1/8 x D9-7/8 with base H18-3/4 x W30-1/8 x D2 without base	799.99 <del>-100.00(A)</del> 699.99
		<b>8/8 – 8/21</b> Refer to KDL32EX700
KDL32EX700	Same features as KDL32EX600 with: 120Hz motion flow Eco edge lit LED with power saving presence sensor, Wifi-ready Bravia Engine 3, Bravia Internet video DLNA – access and share photos, videos, music that are stored on your DLNA server-compatible devices like your PC or Playstation Energy Saving Switch – eliminate stand-by power consumption without unplugging TV Presence Sensor – minimizes unnecessary power usage when no one is in the room and shuts the picture off when no motion is detected after 30 minutes H21 x W32 x D9.8 with base H20 x W32 x D2.62 without base 23.6 lbs.	849.99 <del>-100.00(A)</del> 749.99
		<b>8/8 – 8/21</b>
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 30.7 lbs.	659.99
KDL40EX500	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 31 lbs.	799.99
KDL40EX40B	Same features as KDL40EX400 with: Built-in Blu-ray, Bravia 3 Engine, Bravia Internet Video H25-1/8 x W39-1/8 x D11-1/8 with stand H23-5/8 x W39-1/8 x D4-5/8 without stand	949.99

KDL40EX600	Edge LED backlighting with slim design Full 1080p resolution 60Hz motion flow, Bravia Internet video Ambient sensor adjusts color based on room light Light sensor adjusts backlight with room light USB port for photos, music/video playback Presence sensor technology 7 HD inputs (4 HDMI, 2 component, 1 PC) Energy savings switch eliminates standby power H24-1/4 x W37-1/2 x D9-7/8 with stand 28 lbs. H22-7/8 x W37-1/2 x D3	Refer to KDL40EX700	1,079.99
KDL40EX700	Same features as KDL40EX600 with: 120Hz motion flow Eco Edge Lit LED backlight with power-saving presence sensor WiFi-ready, Bravia Engine 3, Bravia Internet Video DLNA – access and share photos, videos, music that are stored on your DLNA server-compatible devices like your PC or Playstation Energy Saving Switch – eliminate stand-by power consumption without unplugging TV Presence Sensor – minimizes unnecessary power usage when no one is in the room and shuts the picture off when no motion is detected after 30 minutes H25.9 x W38.9 x D11.2 with stand 39 lbs. H24.6 x W38.9 x D2.6 without stand	8/8 – 8/21	1,249.99 <u>- 100.00(A)</u> 1,149.99
KDL40NX700	Same features as KDL40EX700 with: Edge Lit LED with deep black panel Monolithic design with aluminum edges Integrated built-in WiFi, Bravia Internet Video and Widgets Bravia Engine 3 fully digital video processor Light sensor adjusts backlight with room light H25.2 x W39.2 x D11.5 with stand 42 lbs. H23.2 x W39.2 x D2.58 without stand	7/8 – 7/31	1,449.99 <u>- 145.00(J)</u> 1,354.99
KDL40HX800	Same features as KDL40NX700 with: 3D-ready (need optional emitter) Dynamic Edge Lit LED with Local Dimming Motion Flo Pro 240Hz WiFi-ready with Dongle H24-1/4 x W37-1/2 x D9-7/8 with stand H22-7/8 x W37-1/2 x D3 without stand Lbs. 36.2 lbs.	TMRBR100 TDGBR100/BX2 7/4 – 7/31	1,799.99 49.99 299.99 <u>- 349.99(F)</u> 1,799.99
KDL46EX400	46" 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-ready Bravia Ssync controls compatible devices with one remote 7 HD inputs (4 HDMI, 2 component, 1 PC) H28 x W44-3/8 x D11-5/8 with stand H26-5/8 x W44-3/8 x D4-1/8 without stand		799.99
KDL46EX500	Same features as KDL40EX400 with: 120 Hz Motion Flow Swivel base H28-1/8 x W44-3/8 x D11.125 with stand H26-5/8 x W44-3/8 x D4 without stand 47.6 lbs.		959.99

KDL46EX700 Same features as KDL40EX600 with: Below  
 120Hz motion flow  
 Eco Edge Lit LED backlight with power-saving presence sensor  
 WiFi-ready  
 LED with edge backlighting with slim design  
 Full 1080p resolution  
 Ambient sensor adjusts color based on room light  
 Motion flow 120Hz for smooth motion  
 Bravia 3 Engine with Internet video instantly streams a wide variety of movies  
 TV, video, and music from a large selection of entertainment, including Netflix,  
 You Tube, Slacker, and many others  
 Light sensor automatically increases or decreases the level of brightness of  
 your TV backlight based on room's lighting conditions  
 USB input – share your home videos or photos on the big screen, or listen  
 to your favorite music  
 Presence sensor saves energy with a HD TV that turns picture off when  
 you're not in the room and leaves only the audio on; after 30 minutes of  
 no motion the audio is off and TV is in standby mode  
 Energy Saving Switch eliminates power consumption without having to unplug TV  
 DLNA – support for streaming photo, video, Wifi-ready  
 H28.8 x W44.1 x D11.1 with stand 47 lbs.  
 H27.5 x W44.1 x D2.7 without stand

1,499.99	1,499.99
549.99 BDVE570	649.99 BDVE770W
<del>- 549.99(G)</del>	<del>- 549.99(G)</del>
1,499.99	1,599.99
<b>7/18 – 8/14</b>	<b>7/18 – 8/14</b>

KDL46NX700 Same features as KDL46EX700 with: 1,799.99  
 Edge Lit LED with deep black panel BDPS370 179.99  
 Monolithic design with aluminum edges HTSS370 349.99  
 Integrated built-in WiFi, Bravia Internet Video and Widgets ~~- 529.98(I)~~  
 Bravia Internet widgets personalize your viewing experience and 1,799.99  
 gives access to the latest local news, weather, sports, and Twitter **7/18 – 7/31**  
 Light sensor adjusts backlight with room light  
 H29-1/2 x W44.4 x D12.9 with stand 52.9 lbs.  
 H28-1/4 x W44.4 x D2.65 without stand

KDL46HX800 Same features as KDL46NX700 with: 2,299.99  
 Dynamic Edge LED backlight with local dimming for BDVE570 549.99  
 higher contrast TMRB100 49.99  
 3D-ready with optional transmitter TMRBR100 TDGBR100Bx2 299.99  
 converts 3D personal content into 3D ~~- 899.97(E)~~  
 Motionflow Pro 240 technology – Sony's highest level of 2,299.99  
 smooth motion detail and clarity **7/4 – 7/17**  
 Wifi adapter-ready only  
 H27-1/8 x W42-3/4 x D10-1/4 with stand  
 H25-7/8 x W42-3/4 x D3 without stand

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 H30-7/8 x W49 x D3-3/8 without base 66 lbs.	TV Only	1,599.99
------------	---	---------	----------

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	TV Only	1,799.99
-----------	---	---------	----------

KDL52EX700	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.	Below	
------------	--	-------	--

1,899.99	1,899.99
549.99 BDVE570	649.99 BDVE770W (wireless rear speakers)
<u>- 549.99(G)</u>	<u>- 549.99(G)</u>
1,899.99	1,999.99
<b>7/18 – 8/14</b>	<b>7/18 – 8/14</b>

KDL52NX800	Same features as KDL52EX700 with: Edge LED backlighting for a dynamic contrast with monolithic design 240Hz technology quadruples frame rate from standard 60 and applies image blur reduction to deliver a crisp, fluid, and realistic viewing experience during fast action scenes Built-in Wifi – enjoy the convenience of built-in wireless connectivity to your home entertainment network, and access your online entertainment, including movies, photos, music, video, and more Bravia Internet video and widgets – personalize your viewing experience by adding information apps to your screen so you can instantly access the latest local news, weather, sports headlines, and Twitter updates Light sensor technology – with integrated sensors, automatically increases and decreases the level of your TV's backlight based on room's lighting conditions USB input – share your photos on big screen or listen to favorite music Energy saving switch eliminates standby consumption without having to unplug your TV; simply turn the energy saving switch to off position and TV no longer draws energy from the power source 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.	BDPS370 HTSS370	2,199.99 179.99 349.99 <u>- 529.99(I)</u> 2,199.99
------------	---	--------------------	--

**7/8 – 7/31**

XBR52HX909	<p>Same features as KDL52NX800 with:  Pro 240HZ technology – Sony’s highest level for more  crisp, fluid, and realistic viewing during fast  action scenes</p> <p>3D in full HD – experience full HD 1080p using Sony’s optional  3D sync and 3D active glasses</p> <p>Converts standard 2D personal content into 3D with the push of a  button on your remote</p> <p>Intelligent dynamic LED backlight offers high contrast levels for true blacks  and bright white plus sharp, vibrant colors in every frame with full  array of local dimming</p> <p>Intelligent Image Enhancer – experience exceptional color contrast and  picture accuracy in every frame</p> <p>Monolithic Design with Opti-Contrast Panel – enjoy a vanishing edge  monolithic design when it is off, plus improved picture accuracy and  deeper blacks</p> <p>DLNA support for streaming photos, videos, and music  Wifi-ready – requires Wifi adapter; UWABR100 is not built-in like 50NX800  3D Sync Transmitter (TMRBR100 - \$49.99) and 3D glasses  (TDGBR100 - \$149.99) are optional  H31-7/8 x W49-3/4 x D15-3/4 with base  H30-5/8 x W49-3/4 x D2-3/4 without base</p>	<p>2,999.99  49.99  299.99  <u>- 349.99(F)</u>  2,999.99</p> <p><b>7/4 – 7/17</b></p>
KDL55EX500	<p>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</p>	<p>1,599.99</p> <p>67.7 lbs.</p>
KDL55HX800	<p>Same features as KDL52NX800 with:  55” screen size, Wifi-ready  3D ready (need optional emitter)  Dynamic Edge Lit LED with local dimming</p>	<p>2,899.99  549.99  49.99  299.99  <u>- 899.97(E)</u>  2,899.99</p> <p><b>7/4 – 7/17</b></p>
KDL60EX500	<p>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</p>	<p>1,999.99</p> <p>80.4 lbs.</p>
KDL60EX700	<p>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</p>	<p>Below</p> <p>74.8 lbs.</p>
	<p>2,599.99  549.99 BDVE570  <u>- 549.99(H)</u>  2,599.99  <b>7/18 – 7/31</b></p>	<p>2,599.99  649.99 BDVE770W  <u>- 549.99(H)</u>  2,699.99  <b>7/18 – 7/31</b></p>

.XBR60LX900	Same features as XBR52LX900 with: 60" screen size 3D glasses included (2 pairs) Intelligent Presence Sensor and Face Detection Built-in Wifi H37 x W56-3/4 x D15 with stand H35-3/4 x W56-3/4 x D2-5/8 without stand 109.7 lbs.	July	3,899.99
-------------	--	------	----------

### SONY BLU-RAY DVD

BDPS370	1080p Blu-ray disc player HDMI input Netflix streaming iPhone/iTouch remote app Dolby Tru-HD, DTS-HD Bravia Sync compatible Wireless LAN via USB* *optional UWA-BR100 (\$79.99)		179.99 Refer to BDPS470
BDPS470	Same as BDPS370 3D-ready		199.99
BDPS570	Same as BDPS470 with built-in Wifi		299.99
BDPS1000ES	Same as BDPS560 with: ***NO NETFLIX STREAMING*** 4GB storage included 7.1 analog audio out XV Color technology 5 year ES warranty Super bit mapping and HD reality enhancer Film grain reduction chip		699.99
BDPS5000ES	Same as BDPS1000ES with: Isolated audio circuit board, high grade parts Rigid beam chassis and dual shield construction 1080p DVD upscaling R-core transformer RS232 and IR input control Matching design to ES receivers		1,599.99
BDPCX7000ES	400 disc ES Blu-ray mega changer Super bit mapping and HD reality enhancer Download disc (title art, metadata) via Internet Search/sort by genre, title, director, and more RS232 control, 7.1 audio out USB input for added storage for BD live ES design No Wi-Fi 5 year ES warranty		1,899.99

## SONY TV/BD COMBOS

KDL32EX40B	32" LCD TV Built-in Blu-ray DVD player 1080p 3 HDMI inputs Bravia Engine 3 Bravia Internet Video Wifi-ready				719.99
	W	H	D	with stand	
	W	H	D	without stand	
KDL40EX40B	Same features as KDL32EX40B with 40: screen size				899.99
	W	H	D	with stand	
	W	H	D	without stand	