

Key Features

- Full HD (1920 x 1080) Picture Resolution with SXR D™ chip
- 3 SXR D™ chips (R/G/B), Over 2 Million Pixels each.
- Contrast Ratio up to 10000:1 (with Advanced Iris)
- 1080p Input for Full HD via HDMI™ rear connections (x2)
- Black Paint finish: Sleek and Stylish Design
- 3 SXR D Full HD Resolution (1920 x 1080/0.61" SXR D chip)
- WEGA Engine™ System
- Advanced Iris function
- ATSC Integrated Tuner
- HDMI x 2 inputs for digital connectivity (1080p input)



Key Technologies

SXR D™ Chips SXR D technology is the latest display technology developed by the legendary television engineers at Sony to meet and exceed the demands of a High Definition image at its full 1080 line resolution. Digitally transmitted High Definition signals can contain over 2 million individual detail points that need to be displayed accurately and rapidly. SXR D displays those 2 million detail points per SXR D panel accurately since the 3 SXR D chips actually contain enough pixels to fully display a 1080 line picture without interlacing it.

SXR D has the speed to create a smooth, film like image. The SXR D chips have a blistering response time (less than 5ms total rise and fall time), which exceeds the demands of even the most rapidly moving High Definition images. And SXR D creates highly accurate, natural colors because the 3-chip design displays all the colors, all the time.

Advanced Iris Function The Advanced Iris function is a special Sony function designed to improve contrast expression especially in darker scenes. The Advanced Iris function is enabled by using either one of two modes - Auto and Manual. The Auto Mode has two settings designed to work best with video content such as movies that vary between bright scenes and dark scenes. Auto 1 is for programs that have a wide range of brightness from scene to scene. Auto 2 is for programs that have less variation between brightness levels from scene to scene.

The Manual mode is used to help deliver optimum contrast levels under different room lighting conditions. The High mode offers maximum screen brightness and works well when a room is brightly lit. The Medium mode is for average levels of light. And the Low mode offers the maximum amount of contrast and works best under low light conditions. The key benefits are deep blacks and improved brightness and overall contrast.

WEGA Engine™ Video Processor Leveraging Sony's TV heritage and engineering expertise, the latest generation of Sony's exclusive WEGA Engine™ is born. Its fully digital signal-processing path includes video processing functions that are designed to improve overall picture quality. Among the key functions that have been added to the WEGA Engine are: > Green, blue and white color enhancer circuit, which selectively adjusts common natural colors like green, white and blue color levels for a more vivid image,

> Digital MPEG Noise Reduction Circuit, which reduces MPEG artifacts such as "block noise" and mosquito noise" caused by compression used in digital broadcasts used to maximize bandwidth.

> 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.

The overall result of WEGA Engine has to be seen to be believed.

KDS-50A2020

50" Class SXRD–Rear Projection Television (49.5" diagonal)

Features

General

Video Label: Yes
 Closed Captions (CC): Yes

Video

Video Processing: Yes (WEGA Engine™ System)
 Noise Reduction: Yes
 Black Corrector: High, Medium, Low, Off
 Advanced Iris: Yes
 Auto Adjustment (PC): Yes
 Advanced Video Menu: Yes
 Picture Modes: Vivid, Standard, Custom
 Display Technology: SXRD™ Technology
 High Definition: Yes (Full HD 1080)

Audio

MTS Stereo Decoder: Yes
 A/V Synch: Off/1/2/3
 Audio Mute: Yes
 Auto SAP: Yes
 Steady Sound® Automatic Volume Control: Yes
 Dolby®: Dolby® Digital (AC3/ATSC only)

Convenience

Favorite Channel: Yes
 Speed Surf™ Channel Selection: Yes
 Program Guide Access: Yes
 Parental Control (V-Chip): Yes
 Programmable Timer: Yes
 Sleep Timer: 15, 30, 45, 60, 90, Off
 Timer Events: Timer 1, Timer 2
 Power Save Mode: Standard, Reduced, Picture Off
 Picture Freeze: Yes
 Remote Control: Yes
 ID-1 Detection: Yes

Specifications

General

Aspect Ratio: 16:9
 Television Type: Micro Display HDTV

Display

Screen Size (measured diagonally): 50" class (49.5")
 Native Resolution: 1920 x 1080
 Display Resolution: 1920 x 1080p (Full HD)

TV System

Tuner (Cable): hybrid with Clear QAM
 Tuner (Terrestrial): NTSC, ATSC (8 VSB)

Video

Display Response Time: 2.5ms (rise and fall)
 Vertical Size: Yes
 Vertical Center: Yes
 Horizontal Center: Yes

Audio

Audio Power Output: 24W (12W x2)

Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 3 (1 Front/2 Rear)
 Composite Video Input(s): 3 (1 Front/2 Rear)
 Digital Audio Output(s): 1 (Rear) Dolby® Digital Optical Output
 RF Connection Input(s): 1 (Rear)
 S-Video Input(s): 1 (Rear)
 PC Audio Input(s): 1 (Rear)⁵
 PC Video Input(s): 1 (Rear)⁵
 Analog Audio Input(s) (Total): 5 (1 Front/4 Rear)
 Audio Out: 1 (Rear)
 HDMI™ Connection(s) (Total): 2 (Rear)
 HDMI™ Connection(s) (w/ Analog Audio In): 1 rear input included L/R audio inputs

Power

Power Management: Yes
 Power Requirements (voltage): AC 120V, 60Hz

Regulation and Standard Compliance

Energy Star® Compliant: Yes

Service and Warranty Information

Limited Warranty: 1 Year Parts / 1 Year Labor⁴

Dimensions

Weight: 75lbs (34kg)

Supplied Accessories

Remote Control (RM-YD010)
 Operating Instructions
 Quick Start Guide
 Batteries (AA x2)
 Limited Warranty
 Product Registration Card

Optional Accessories

SU-RS11M (AV Stand)
 XL-5200 (120W Replacement Lamp)

Color: Black

UPC Code: 027242714816

1. With Auto Iris ON
2. Depending on usage, the lamp will require periodic replacement to maintain optimum picture quality. It is recommended that the lamp be exchanged after 8,000 hours of use.
3. Screen Size measured diagonally
4. For additional warranty terms and information please refer to the Limited Warranty Card included with this product or visit <http://esupport.sony.com/>
5. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV users manual and PC documentation for supported resolutions

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