Sony K-55S3 138.7 cm (54.6") 4K Ultra HD Smart TV Wi-Fi Black

Model: K55S35B.CEI

Manufacturer: SONY

EAN: 4548736167902

Product Code: 1596064

R31,606

Introducing the BRAVIA 3, with natural, bright colour for real-life pictures.

See billions of bright, natural colours on this TV, as our Triluminos Pro display unleashes vibrant colour in your living room, complete with real-life texture. Using the power of AI, our 4K HDR X1 Processor upscales even old movies to near 4K quality and our 4K X-Reality Pro technology breathes new life into every pixel.

Dolby Vision is a technology you'd usually find at the cinema, available on the BRAVIA 3, so you can enjoy cinematic detail, contrast, and colour - at home.

And to experience its full cinematic prowess from the get-go, you're invited to redeem 5 movies and 12 months of unlimited streaming on SONY PICTURES CORE - our exclusive movie app that features

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high-quality Pure Stream technology, a vast IMAX Enhanced library, and more(1).

The sound on this Direct LED TV is powerful too, with our innovative X-Balanced Speaker ensuring crystal-clear dialogue and deep bass that is perfect for movies, as well as sports, games, and music.

For gamers, our Game Menu puts everything needed to win in one place(2). ALLM and eARC are included, and if you want more, pair with a PlayStation 5 to unlock extra gaming features(3).

With its sleek look and compact screen sizes, the BRAVIA 3 is designed to suit any room. The PS Remote Play app allows you to use the BRAVIA 3 as a gaming TV, without physically needing to move your console(4).

Browse 400,000+ movies and TV episodes from across your streaming services on this Google TV, along with 10,000+ apps and games(5). Enjoy Voice Control(6) with Google Assistant and share content from your other devices on the big screen using Google Cast built-in(7) and Apple AirPlay 2(8).

The Eco Dashboard 2 will give you full control over your energy settings - and could even help save money on your energy bills(9).

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