

**Sony BRAVIA |
KD-55X85L | Full
Array LED | 4K
HDR | Google TV
| ECO PACK |
BRAVIA CORE |
Seamless Edge
Design**



Model: KD55X85LB.CEI

Manufacturer: SONY

EAN: 4548736151024

Product Code: 809126

R15,233 ~~R16,176~~

Good for sports - smooth and bright. This is the Sony BRAVIA X85L Full Array LED TV.

Bring a slice of the stadium into your living room, with our Full Array LED display breathing brightness and contrast into every scene and making everything feel so real. Even if you're watching the match in daylight, you'll enjoy the same stunning picture quality.

High-speed sports are smooth, clear, and blur-free, thanks to our trusted X-Motion Clarity technology.

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Our X1 Processor is the power behind these bright, colourful pictures, analysing content in real-time, and enhancing everything you watch.

Our innovative X-Balanced Speaker units ensure crystal-clear sound quality, without compromising on the slimness of the television.

Dolby Atmos and Dolby Vision are two technologies often associated with big movie theatres, found on this X85L TV. Now just imagine your favourite sports given the all-star treatment!

Dolby Vision will unlock the full potential in everything you watch, infusing it with ultra-vivid colour, sharper contrast, and deep texture. With more detail revealed, you may even notice tackles and manoeuvres that you would have missed before.

Dolby Atmos is the immersive sound to match, giving every sport you watch and every commentary you listen to the surround sound treatment.

The Seamless Edge Bezel keeps your focus on what's important - the picture - and the two-way TV stand offers ultimate convenience.

Hundreds of movies are waiting for you on the BRAVIA CORE app! Exclusively for BRAVIA TV owners, you'll gain access to the Sony Pictures Entertainment library filled with the latest blockbusters and classics, watch in Pure Stream (the highest in streaming quality), enjoy the largest available collection of IMAX Enhanced movies, and be treated to behind-the-scenes Studio Access. When you buy the X85L, you can choose 5 movies to redeem in up to 4K HDR quality, and enjoy 12 months of unlimited streaming.

Also a great TV for gamers, the X85L recognises when a console is connected and powered on, automatically switching to Auto Low Latency Mode in HDMI 2.1 so you can enjoy smoother, more responsive gameplay. In high-contrast scenes, you'll be able to see the crucial details in the darkest and brightest parts of the screen, thanks to our Auto HDR Tone Mapping technology. With Auto Genre Picture Mode, you won't need to worry about adjusting your settings as you switch between different types of entertainment.

Our new dedicated Gaming Menu allows you to optimise your gaming performance - quickly. It

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includes Motion Blur Reduction, Black Equaliser, Crosshair (available in six different styles), and Custom Screen, that allows you to maximise your view when you need to see more detail in every corner of a game and minimise it when you need your eyes to focus on the enemy with laser vision!

You'll access 700,000+ movies and TV episodes from across your streaming services on this Google TV, and everything is organised into topics and genres to suit your personal interests.

Set aside your remote and control the X85L hands-free! Voice Search makes life so much easier - just ask to find a specific title, search by genre, get personalised recommendations... You can even use it to control your other smart home devices, and more.

You can even save up to 32% more energy with our TV! Our new Eco Dashboard puts all of your eco settings in one place that's intuitive and user-friendly, so you can save energy without hassle or jargon.*

BRAVIA CAM is compatible, allowing you to take your video chats to the big screen, and more.

Crunchyroll - the largest anime streaming service in the world - is included on the X85L too. With a vast library of anime, manga, and other original content, you can watch titles like ""Lupin the Third,"" ""Attack on Titan,"" and ""The God of High School"" on-demand on your Sony TV. The movies and shows are translated and subtitled or dubbed, so you can enjoy in a variety of languages.

*Default setting versus most energy efficient setting using Eco Dashboard. Consumption difference measured with 85X95L, percentage may differ by model.

PICTURE QUALITY

Perfect for sports fans, you can bring a slice of the stadium into your living room, with our Full Array LED display breathing brightness and contrast into every scene and making everything feel so real.

Full Array LED works by placing more LEDs across the entire screen, with each zone precisely controlled in real-time. This allows for truly accurate contrast, colour, and depth, giving you an undisturbed view.

Even if you're watching the match in daylight, you'll enjoy the same stunning picture quality, with

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the rich texture that makes every scene so lifelike.

High-speed sports are smooth, clear, and blur-free on the X85L.

The human eye sees a slight judder when frames don't quite match up or when the brightness drops, but our X-Motion Clarity technology uses intelligent motion processing for fast-moving objects across frames and keeps everything bright. This means you can see every sprint, jump, or cycle, without blur - just how you would if you were there at the event.

Our X1 Processor is the power behind these bright, colourful pictures. In fact, picture processing has always been at the core of Sony's TV philosophy, and the X1 Processor family is a culmination of decades of development and engineering.

Dolby Vision will unlock the full potential in everything you watch, infusing it with ultra-vivid colour, sharper contrast, and deep texture. With more detail revealed, you may even notice tackles and manoeuvres that you would have missed before.

SOUND QUALITY

Action, dialogue, music - everything - is crystal-clear on the X85L. Our X-Balanced Speaker units drive this audio experience, their unique shape maximising the sound quality whilst complementing the slim design of the television.

Dolby Atmos is the immersive sound to match, giving every sport you watch and every commentary you listen to the surround sound treatment.

DESIGN

The Seamless Edge Bezel keeps your focus on what's important - the picture - and the TV itself is modern and minimalist to suit any interior.

The two-way, black, slim wedge TV stand offers ultimate convenience, designed to fit both wide and narrow furniture surfaces.

THEMED CONTENT

With up to 120 frames per second (4K/120fps) for near instant on-screen action, the X85L is great for

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gaming too - take on any shooting, sports, or high-performance challenge!

The TV recognises when a console is connected and powered on. It then automatically switches to Auto Low Latency Mode in HDMI 2.1 so you can enjoy smoother, more responsive gameplay. This is a vital feature for those who want the competitive edge in fast-moving, high-intensity games.

In high-contrast scenes, you'll be able to see the crucial details in the darkest and brightest parts of the screen, thanks to our Auto HDR Tone Mapping technology.

To avoid stuttering delays and screen tearing, a Variable Refresh Rate (VRR) in HDMI 2.1 is featured. This means the TV dynamically adjusts the display refresh rate to match the variable frame rates of the gaming device for smoother gameplay.

You won't ever need to worry about adjusting your settings as you switch between different types of entertainment either. With Auto Genre Picture Mode, Sony BRAVIA TVs automatically enter Game Mode to minimise input lag and make the action more responsive. When watching movies on PlayStation 5, the X85L will automatically switch back to Standard Mode to focus on picture processing.

There's even a new dedicated Gaming Menu, accessible with one touch of a button on your remote! Here, you'll find all the settings you need to optimise your gaming performance in one place - quickly. This includes VRR (on or off), Motion Blur Reduction, which dims the screen to improve picture smoothness, Black Equaliser to make your screen brighter and reveal hidden objects in a game, and more. Also, we've included a customisable Crosshair feature that will help you perfect your aim, and there are six different styles to choose from. Our new Custom Screen feature could be the secret to your next win! Use this to change the size of the screen, maximising it when you need to see more detail in every corner of a game, and minimising it when you need your eyes to focus on the enemy with laser vision.

UX

You'll access 700,000+ movies and TV episodes from across your streaming services on this Google TV, and everything is organised into topics and genres to suit your personal interests.

Set aside your remote and control the X85L hands-free! Voice Search makes life so much easier -

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just ask to find a specific title, search by genre, get personalised recommendations...you can even use it to control your other smart home devices, and more.

The X85L is compatible with BRAVIA CAM (sold separately). From family catch-ups to important meetings on the big screen, it'll feel like you're in the same room, transforming your video chats, and so much more!

The X85L gives you the tools to lower your energy consumption, and possibly your energy bills too. Our new Eco Dashboard is super easy to use and understand; the more eco-friendly settings you activate, the more your virtual tree will grow! In fact, you could save up to 32% more energy with it! The menu includes an Easy Eco Set-up to guide you through your options, Auto Power Saving Mode (a BRAVIA CAM feature that dims the TV when you are not in front of it), Power Saving to automatically reduce brightness when needed, a Light Sensor that adjusts the brightness according to the amount of light in your room, and Idle TV Power Off, which intuitively turns the TV off when inactive for a certain period of time.

Naturally, Sony's Full Array LED backlight on the X85L uses less energy than a conventional full array local dimming TV. Our Full Array LED backlight places LEDs across the entire screen, each zone controlled with intelligent precision, using advanced backlight technology to reduce energy consumption.

BRAVIA CORE

Hundreds of movies are waiting for you on the BRAVIA CORE app! Drawing on the expertise of Sony's filmmakers to our engineers, brought-to-life by the incredible picture and sound technologies of BRAVIA, this is the ultimate movie app for true movie lovers. Gain access to the Sony Pictures Entertainment library filled with the latest blockbusters and classics, watch in Pure Stream (the highest in streaming quality) for more detail, colour, and contrast than you'll see anywhere else, enjoy the largest available collection of IMAX Enhanced movies, and be treated to behind-the-scenes Studio Access.

Exclusively for BRAVIA TV owners, you can choose 5 movies to redeem in up to 4K HDR quality, as well as 12 months of unlimited streaming.

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