

KDL-50R550A

Sony® LED R550A Internet TV

Enter a world of dazzling picture quality and unlimited entertainment. This elegantly slim LED TV boasts Full HD 1080p for incredible detail and Edge LED backlighting for boosted contrast. Internet connectivity is at your fingertips, so you can watch YouTube™ clips and access online HD movies, music and more.



Bullets

- Edge LED backlight for a bright picture & thin design
- Lifelike movement with Motionflow™ XR 240
- Receiver-less TV for DirecTV customers²
- Movies, music & apps w/ Sony Entertainment Network
- Stream HD entertainment wirelessly with built-in Wi-Fi®
- See your smartphone's screen on TV w/ wireless mirroring¹
- Enjoy 3D with 4 pairs of passive glasses³
- Crisp detail & contrast w/ Clear Resolution Enhancer
- Smartphone ready - TV that's made for your smartphone⁴

Features

So bright and so thin.

Powerful yet thin LEDs deliver a radically brighter picture than conventional LCD backlighting. They also help achieve an ultra-slim TV design that looks beautiful in your home. What's more, Sony's Edge LED Backlight technology delivers outstanding contrast, rich colors and enhanced dark-scene detail.

Lifelike motion.

Watch the football retain its detail during a kickoff and move smoothly as the camera follows it from left to right. Even quick motion seen in action movies appears amazingly realistic as Motionflow™ XR 240 technology, which takes motion clarity beyond refresh rates, smoothes out the picture where the camera can't for clearer and more natural movement.

Receiver-less TV

For DIRECTV customers with a Genie™ Whole-Home HD DVR, the Sony R550 series allows you to enjoy full DIRECTV service and HD DVR functionality without an additional receiver. Place the Genie™ Whole-Home HD DVR in any room of the house and enjoy the clean look of your big screen on the wall without the clutter of connecting a DIRECTV receiver to it².

Go beyond cable with Internet TV

Welcome to the endless entertainment of the Sony Entertainment Network, where thousands of movies, TV shows, online videos, games and music are always at your fingertips. By connecting to the Internet and touching the 'SEN' button the TV remote, you can access Full HD 1080p entertainment, and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.

Goodbye wires, hello Wi-Fi®.

Maximize your entertainment while reducing cable clutter. Wirelessly stream beautiful, HD entertainment straight from the internet or your home network using built-in Wi-Fi® connectivity.

Your smartphone, now on TV

Movies, music and apps from your smartphone can now be viewed big on your TV. With two ways to connect Android phones and tablets to the R550, Sony is helping you add value to the entertainment you already own.

1. Using a Mobile High Definition Link cable, you can connect your smartphone to the TV to literally “mirror” what’s seen on the smartphone screen. Video, photos and apps are re-sized and scaled to fit the larger TV screen. You can then use the TV remote to navigate the phone, while it’s charging from the TV⁴.

2. Using screen mirroring technology, you can connect phones that are Miracast™ enabled to the TV¹.

Theater-like 3D

Using the same passive 3D technology used in movie theaters, feel the explosive excitement of theater-like 3D. Even the sound profile is enhanced for 3D viewing to provide a more immersive experience³. Slip on the latest generation of light, comfortable 3D glasses to enjoy your favorite 3D movies. Four pair of glasses included.

Clearly different.

Fine details and textures appear in whatever you’re watching, even in flat areas. Powered by Sony’s advanced noise reduction algorithm, this technology boosts image clarity with heightened contrast and depth that you won’t find on most televisions.

Against the grain.

Dazzle the whole family with ultra-crisp HD clarity and less grain. Digital Noise Reduction enhances detail in whatever you're watching with meticulous processing. It even helps clean up video from USB and other PC sources so the picture looks pristine and vivid.

Specifications

3D Features		Convenience Features		USB Play (Contents)	MPEG1 /MPEG2TS/ MPEG2PS/MPEG4Visual/ MPEG4AVC/H.264/ WMV/Xvid/MP3/ LPCM/AAC/HE-AAC/ DolbyDigitalAC3/DTS/ WMA/Jpeg	
3D	Passive	Auto Shut-off	Yes		USB Super Multi-Format Play	Yes
3D Format Support	HDMI: Frame Packing/ Side-By-Side/Over-Under USB/MHL: Side-By-Side/ Over-Under	BRAVIA® Sync™	Yes			
		Channel Block (with password)	Yes			
Simulated 3D	Yes	Channel Jump	Yes			
Audio		Channel Surf	Yes			
Audio Power Output	10W + 10W	Edit Channel Labels	Yes			
Speaker Configuration	Full Range (45x200mm) x2	Favorites (Simple UI)	Yes			
Speaker Position	Bottom	Info Banner	Yes			
Audio Features		Input Skip	Yes			
5.1 Channel Audio Out	Yes	Label Inputs	Yes			
5.1ch Through Out (Handycam)	Yes	Multiple Language Display	English/Spanish /French			
Alternate Audio (Digital)	Yes	On/Off Timer	Yes			
Audio Out	Variable/Fixed	On-Screen Clock	Yes			
Dolby®	MS10 (Dolby Digital Plus, Dolby Pulse)	On-Screen Display for External Input	Yes			
Invisible Speaker	Yes	Parental Control	Yes			
Sound Booster	Yes	Photo Frame Mode	Yes			
Sound Mode	Standard Music Cinema Game Sports	Picture Adjustments Lock	Yes			
SteadySound®		Scene Select	Music Cinema Game Graphics Sports			
Automatic Volume Control	Yes	Show/Hide Channels	Yes			
Stereo System	MTS(AUTO SAP)	Sleep Timer	Yes			
		Twin Picture	PAP(Fixed),PIP			
		USB Play	Yes			

Design Features	
Stand Design	Steel Rod / Chrome Plating
Display Features	
Backlight Type	Edge LED
Dimming Type	Frame Dimming
Display Device	LCD
Display	
Aspect Ratio	16:9
Display Resolution	Full HD
Dynamic Contrast Ratio	over 1 million
Screen Size (cm)	125.7 cm
Screen Size (measured diagonally)	50"(49.5")
Viewing Angle (Right/ Left)	178(89/89)
Viewing Angle (Up/ Down)	178(89/89)
Energy Saving & Efficiency	

Backlight Off Mode	Yes	Power Consumption (in Operation) max.	121W	Clear Resolution Enhancer	Yes		
Dynamic Backlight Control	Yes			Power Consumption (in Standby)	0.2W	Digital Noise Reduction	Yes
Energy Star® compliant	Ver6			Power Requirements (frequency)	60Hz	Intelligent Picture Plus with Signal Booster	Yes
Power Consumption (On Mode) for Energy Star	62.1W			Power Requirements (voltage)	AC120V	LED Motion Mode	Yes
Power Consumption (Standby Mode) for Energy Star	0.136W			Recycled & Recyclable Materials		Live Color™ Technology	Yes
General Features		Packaging Materials	Recycled Carton (more than 40%)	Motionflow™ Technology	Motionflow XR 240		
Audio Return Channel		Regulation and Standards Compliance					
Closed Captions (CC)	Yes	VESA® Hole Pitch	300x300 mm /11 7/8x11 7/8 inch	MPEG Noise Reduction	Yes		
Demo Mode	Yes	VESA® Hole Spacing Compatible	Yes	Picture Mode	Vivid Standard Custom Cinema Graphics		
Finish (Surface Color)	Black	Sensing Features					
Hotel Mode Menu	Yes	LightSensor™ Technology	Yes	SimulView™	Yes		
Start Up Sony Logo Display	Yes	TV System					
Inputs and Outputs		Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/ CATV: 1-135	Wide Mode	Full Normal Wide Zoom Zoom Caption Normal/ Full1/Full2 for PC		
AC Power Input	1 (Rear)	Channel Coverage (Digital Cable)	CATV: 1-135				
Analog Audio Input(s) (Total)	1(Rear)	Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69				
Audio Out	1(Rear)	Color System	NTSC				
Component Video (Y/ Pb/Pr) Input(s)	1 (Rear Hybrid w/ Component)	Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)				
Composite Video Input(s)	1 (Rear Hybrid w/ Component)	TV System (Analog)	M	Weights and Measurements			
Digital Audio Output(s)	1(Rear)	TV System (Digital Cable)	Clear QAM	Dimensions (Approx.)	TV Only: 44 5/8x26 1/2x3 3/8(2) inch (1131x671x84(50.8) mm)		
Ethernet Connection(s)	1 (Rear)	TV System (Digital Terrestrial)	ATSC		TV with Stand: 44 5/8x27 3/4x9 1/4 inch (1131x702x233 mm)		
HDMI™ Connection(s) (Total)	4 (2Rear,2Side)	Measurements (Approx.)					
HDMI™ PC Input	Yes	Video	1080/24p (HDMI only) 1080/60i 1080/60p(HDMI / Component) 480/60i 480/60p 720/60p 1080/30p (HDMI™ only) 720/30p (HDMI™ only) 720/24p (HDMI™ only)	Package Carton (W x H x D)	1310 x775 x 170 mm/ 51 5/8 x 30 5/8 x 6 3/4 inches		
MHL	Yes			TV only (W x H x D)	1131x671x84(50.8) mm/ 44 5/8x26 1/2x3 3/8(2) inch		
RF Connection Input(s)	1 (Rear)			TV with Stand (W x H x D)	1131x702x233 mm/ 44 5/8x27 3/4x9 1/4 inch		
USB 2.0	2 (Side)			Supplied Accessories			
Network Features				3D Glasses			
BIVL (System)	Yes	Video Signal		AC Power Cord	US 2 Pin, Pig-tail		
DLNA Content	JPG/ MP3/ LPCM/ WMA/ MPEG1/ MPEG2PS/ MPEG2TS/ AVCHD/ MP4/ WMV	Video Features		Batteries	R03(Type AAA) x 2		
		24p True Cinema™ Technology	Yes	Operating Instructions	US		
		3D Comb Filter	Yes	Quick Setup Guide / Supplement CUE (GA)	Yes		
		4:3 Default	Yes	Remote Control	RM-YD094		
		Advanced Contrast Enhancer (ACE)	Yes	Screws	Yes		
Internet_Browser	Yes (Opera)	Auto Wide	Yes	Table Top Stand	Separate (assembly required)		
Opera Apps (System)	Yes	Blinking Type	Frame Blinking	Warranty Card	Yes		
Screen mirroring	Yes	CineMotion® Reverse 3:2 Pulldown Technology	Yes	Optional Accessories			
Sony Entertainment Network	Yes	3D Glasses				TDG-500P/TDG-SV5P	
TV Tweet	Yes (Opera)						
Wi-Fi Certified	Yes						
Wi-Fi Direct	Yes						
Wireless LAN	Integrated						
Power							

1. Requires smartphone with Wi-Fi® certified Miracast™ technology. Certain formats are not supported.
2. Requires compatible DIRECTV Genie™ Whole Home HD DVR and TV be connected to the same wireless home network.
3. Requires 3D content, 3D player, HDMI® cable (at least 10.2 Gbps) and 3D active glasses sold separately.
4. Requires Mobile High Definition Link-compatible smartphone to be connected to the TV with a Mobile High Definition Link cable, sold separately.
5. Requires active internet connection and devices connected to the same wireless home network.

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