



KFE50A10

KFE50A10 50" GRAND WEGA (available Nov)
KFE42A10 42" GRAND WEGA (available Dec)



KFE42A10

with optional cabinet SU-RG11

The latest generation Grand WEGA feature new innovative technologies taking conventional TV viewing to even more unconventional new levels. With improved high definition triple LCD panels for unbeatable picture detail, the Grand WEGA is also fully equipped with HDMI, PC inputs and a "technician-free" user-replaceable lamp.

- New improved triple W-XGA HD LCD panels – 56% higher resolution than SD plasma
- 2.8 million total pixels for superior picture detail
- >2000:1 contrast ratio – new Cinema Black Pro technology
- Compact All Screen Design – 42" narrower than Sony 36" CRT TV
- Compact All Screen Design – 50" narrower than most conventional 42" plasma with side speakers
- DCI (Digital Constant Imaging) technology to eradicate image flicker
- WEGA ENGINE technology - 4 trillion colours equivalent
- Digital Reality Creation enhancement technology with DRC Palette
- 100% fully resistant to screen burn
- No convergence necessary
- Ultra-low power consumption design
- HD (High Definition) 1080i signal compatible
- Invisible speaker with unique horizontal multi-speaker array for superior sound
- Sony digital audio amplifier technology
- TruSurround XT and BBE sound enhancements
- Integrated TV tuner with NICAM Stereo and Fastext
- New WEGA GATE easy on screen menu system
- Twin tuner Picture and Picture
- Picture Freeze
- "Technician-free" user-replaceable UHP lamp – restore your Grand WEGA's performance for years of entertainment
- HDMI input
- PC input (MAC and PC)



WS60 60" GRAND WEGA

The WS60 60-inch Sony Grand WEGA features three high resolution LCD panels with over 3 million total pixels for unbelievable picture detail and superior colour reproduction. To clearly and vividly reproduce even the tiniest picture detail regardless of video sources, the WS60 features Sony's WEGA Engine picture processing circuit for superior results.

- High definition W-XGA HD LCD panels
- 3.15 million total pixels for incredible picture detail
- Superior contrast ratio – UV and green trim filter
- Compact All Screen Design
- DCI (Digital Constant Imaging) technology to eradicate image flicker
- WEGA ENGINE technology - 4 trillion colours equivalent
- Digital Reality Creation enhancement technology with DRC Palette
- 100% fully resistant to screen burn
- No convergence necessary
- Ultra-low power consumption design
- HD (High Definition) 1080i signal compatible
- Unique vertical multi-speaker system with integrated subwoofer for superior sound reproduction
- S-Master digital amplification technology
- TruSurround sound enhancement
- Integrated TV tuner with NICAM Stereo and Fastext
- Twin tuner Picture and Picture
- Picture Freeze
- Memory Stick slot
- "Technician-free" user-replaceable UHP lamp – restore your Grand WEGA's performance for years of entertainment



with optional cabinet SU-GW12





BRAVIA - The LCD Revolution Begins

Grand V



1 million pixels



Sony S-LCD



Conventional LCD



1300:1
LCD contrast ratio



Detail like no other - true, one million pixel, high definition LCD panels

The number of effective pixels makes all the difference. Sony's S- and V-Series BRAVIA LCD TVs deliver mesmerizing picture detail thanks to Sony's high definition LCD panels with over one million pixels - 61% more than standard definition plasmas.

Sony's 7th generation S-LCD technology - world first

These LCD panels feature Sony's groundbreaking S-PVA technology where the individual LCD pixels on the screen are twin-segmented rather than single segmented as found in conventional LCD TVs. This enables more precise control of the LCD crystals, improved colour reproduction, unbelievable response times and astounding horizontal and vertical viewing angles of up to 178 degrees.

Colour like no other

Sony V-Series BRAVIA LCD TVs feature a newly developed Wide Colour Gamut WCG-CCFL LCD backlight system. The WCG backlight incorporates a new type of luminescent material to produce deeper, more accurate reds and greens. It allows V-Series BRAVIA TVs to achieve approximately 95% of the challenging NTSC video signal colour gamut - a 140% improvement on regular LCD TVs and surpassing even conventional plasma and CRT TV technologies.

A devotion to motion

The remarkable 8ms high speed motion response in Sony's BRAVIA televisions is a direct benefit from the unique twin-segment liquid crystal sub-pixels in the Sony LCD panel. Working with Sony's DCCII technology which pre-tilts and overshoots the LCD pixels while they are in use, viewers can enjoy images with faster, smoother and clearer image motion.

Clarity like no other - Outstanding 1300:1 LCD contrast ratio - perfect in any environment

Brighter than equivalent sized plasmas, the S-LCD technology inside Sony's BRAVIA televisions improves the contrast ratio up to 1300:1. BRAVIA TVs also include an integrated light sensor that continually adjusts the LCD backlight brightness according to the ambient lighting conditions so that superior contrast is always optimised.

Sony WEGA Engine circuit - 4 trillion colours

Sony V-Series BRAVIA LCD televisions include Sony's award-winning WEGA picture processing circuit which is capable of processing all incoming video signals in true 100% digital, reducing unnecessary analogue-to-digital conversion steps that would otherwise degrade the picture quality. WEGA Engine also features 14bit panel processor, capable of delivering over 4 trillion colours for unbelievable colour reproduction.



195W
Low power

Grand WEGA - Taking The World By Storm



New improved 3LCD technology

The new 42- and 50-inch Grand WEGA feature next generation 720P 3LCD panels with reduced inter-pixel spacing for precise imaging as well as high definition signal compatibility.

Colour breaking? Never

Unlike conventional projection TVs that use a colour wheel, Sony's 3LCD technology uses one LCD per colour to create all the colours at once for stable, vibrant picture reproduction without colour breaking.

Outstanding contrast ratio beyond 2000:1

New improved 3LCD optical engine is not only 30% more compact (giving the TV its slim proportions) but incorporates Sony's Cinema Black Pro technology. This technology uses an advanced iris to automatically adjust the light output according to the video signal.

Sony invisible speaker technology – a world first

The 42- and 50-inch Grand WEGA feature a new speaker technology that uses sound projection principles directed from the bottom of the TV. This technology uses a high quality multi-speaker array to evenly distribute sound towards and around the viewer for crystal clear audio.

"Technician free" user replaceable UHP lamp

Every model of Grand WEGA features a user-replaceable UHP lamp, allowing you to regenerate the picture of the set to its original condition after many years of TV viewing. Only one lamp to replace and lasts up to 8000 – 10000 hours, equivalent to 8 – 10 years of TV viewing.

Evidently better than plasma

Completely immune to screen burn, Sony Grand WEGA TVs are highly power efficient, making it cheaper to run in the long run. The KFE50A10 Grand WEGA consumes around 195W of energy, half the power consumption of some equivalent-sized plasma TVs.

More style in less space

Featuring a new ultra-compact all screen design, the KFE42A10 42-inch Grand WEGA is no wider than Sony's 36-inch CRT TV while the KFE50A10 50-inch Grand WEGA is no wider than conventional 42-inch plasma TVs with side speakers.