



# SONY

77" BRAVIA XR A80L OLED 4K HDR  
Google TV (2023)

XR-77A80L

SKU: 149798    UPC: 27242927353

Sony BRAVIA XR A80L OLED 4K HDR Google TV (2023). Exceptional OLED picture and rich sound in perfect harmony, powered by the intelligent Cognitive Processor XR™. Billions of accurate colors and pure OLED black makes everything played come to life with natural hues and shades, powered by the intelligent Cognitive Processor XR™. Hear true immersive cinematic audio with sound produced from the entire screen delivering an elevated sound stage and clear dialogue. See every single detail, even in dazzling light or deep shadow. This OLED TV, powered by Cognitive Processor XR™, maximizes picture quality for incredible realism.

## Features

- The Cognitive Processor XR delivers a picture with wide dynamic contrast and natural colors, replicating how we see the real world.
- Pure black, lifelike brightness, and billions of accurate colors enhanced by XR OLED Contrast Pro and XR Triluminos Pro.
- Get access to all the top streaming apps in one place with Google TV, and use voice to search and ask questions with Google Assistant. Supports Apple Airplay.
- Get high-quality 4K UHD movies on us with the BRAVIA CORE app.
- Game Menu puts all gaming picture settings and exclusive assist features in one place.
- Get the advantage in high-performance gaming with HDMI 2.1 features like 4K/120, VRR, and ALLM.
- Take PlayStation 5 gaming to the next level with exclusive features that optimize picture quality for gaming and streaming.
- Enjoy engaging cinematic content the way the creators intended with support for Dolby Vision, IMAX Enhanced, Netflix Adaptive Calibrated Mode, and more.
- With Acoustic Surface Audio+ and support for Dolby Atmos, hear true immersive audio with actuators that vibrate to produce sound from the entire screen perfectly matching the action.
- Acoustic Center Sync synchronizes the TV speakers with select Sony soundbars, reinforcing the center speaker channel for clearer, fuller dialogue and more immersive sound.
- Bring back lost detail, with reduced noise, and see HD and digital content upscaled to near-4K resolution with XR Clear Image and XR 4K Upscaling.
- See blur-free picture quality in fast-moving sports and action-packed movies powered by XR OLED Motion.
- Multi-position stand with three variations of flexibility – standard low-profile setting for immersive viewing, narrow furniture setting, or raised to accommodate a soundbar.
- With the optional BRAVIA CAM, Ambient Optimization Pro automatically adjusts the picture and sound according to the room environment.
- The Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.

[2023 Sony TV Comparison Chart](#)