



SONY

77" BRAVIA XR A95L QD-OLED 4K HDR
Google TV (2023)

XR-77A95L

SKU: 149813 UPC: 027242927476

Our brightest and widest range of shades and hues, complimented by pure black, all beautifully displayed on a QD-OLED screen powered by Cognitive Processor XR. Hear true immersive cinematic audio with sound produced from the entire screen delivering an elevated sound stage and clear dialogue. Google TV brings content from across all apps and subscriptions and organizes them. Our BRAVIA XR TVs capture the awesome graphics and soundscapes of today's games. Pair with PlayStation5 for absolute immersion.

Our brightest ever OLED. With a temperature sensor, high luminance panel, and heat diffusion sheet for dissipating heat, this TV detects screen temperature and precisely controls light to deliver 200% as much brightness as its predecessor.

Features

- The Cognitive Processor XR delivers a picture with wide dynamic contrast and natural colors, replicating how we see the real world.
- The QD-OLED screen delivers our widest-ever palette of shades and hues, pure OLED black, and high brightness.
- Get access to all the top streaming apps in one place with Google TV, and simply 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.
- Use Multi View to split the screen and watch content from two different sources at the same time.
- 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 all 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 two variations of flexibility – standard low-profile setting for immersive viewing or raised to accommodate a soundbar.
- With the included 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.