



# SONY

43" BRAVIA 3 LED 4K HDR Google TV  
(2024)

K43S30

SKU: 157242    UPC: 02724293013

Sony BRAVIA 3 LED 4K HDR Google TV (2024).

Triluminos Pro™ reproduces over a billion of them with enhanced saturation and hue for natural shades.

Watch old favorites in close to 4K quality. Our 4K X-Reality™ PRO analyzes, cleans and refines images using our unique 4K database so the viewer can indulge in stunning pictures from virtually any content.

Enhanced clearness and smoothness when watching fast-moving action. Motionflow XR increases the number of images seen every second for smoother motion while controlling LED backlighting and reducing image blur for clearer pictures.

Whether day or night, the viewer will always get the best possible picture. A light sensor optimizes brightness to room conditions, boosting brightness in light rooms and reducing it in dark ones.

## Features

- 4K HDR Processor X1™ intelligently enhances every scene in real-time boosting color, contrast, and clarity.
- With Triluminos Pro™, see over a billion accurate colors for lifelike picture quality that is vivid and bright.
- Get access to all the top streaming apps in one place with Google TV™. And with Google Assistant™, simply use your voice to search and ask questions.
- Get access to all the top streaming apps, including Netflix, Prime Video, Disney+, YouTube, the Apple TV app, Crunchyroll, and many more.
- Easily stream to the TV with support for AirPlay® 2 and Chromecast built-in™.
- Get movies included with the SONY PICTURES CORE app (formerly BRAVIA CORE).
- Get a truly cinematic viewing experience with support for 4K HDR, Dolby Vision® and Dolby Atmos®.
- Bring back lost detail and see content upscaled to near-4K resolution with 4K X-Reality™ PRO.
- See blur-free picture quality in fast-moving sports and movies powered by Motionflow XR™ technology.
- Our innovative X-Balanced Speaker™, and support for Dolby Atmos®, provides clear natural sound for all content.
- Pair BRAVIA TV with compatible Sony soundbars for the ultimate cinema-like experience at home.
- Take PS5® gaming to the next level with exclusive features – Auto HDR Tone Mapping and Auto Genre Picture Mode – that optimizes picture quality for gaming and streaming.
- Game Menu puts all gaming picture settings and exclusive assist features in one place.
- Minimal Flush Surface bezel and slim, sleek stand lets the viewer focus on the big picture.
- BRAVIA CAM (sold separately) automatically optimizes picture and sound according to the room environment.
- Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.