



# SONY

77" BRAVIA 8 OLED 4K HDR Google TV  
(2024)

K77XR80

SKU: 157724    UPC: 27242929937

Sony XR80 BRAVIA 8 OLED 4K HDR Google TV (2024).

The pinnacle of precision. Our OLED screen individually and expertly controls 8 million self-illuminating pixels, turning each one on or off to dark and light for deeper blacks and more dazzling colors.

More color and contrast in highlights. With a high luminance panel and temperature sensor, this TV with XR Contrast Booster precisely controls light for brighter pure black pictures. See the world's colors with all the vibrance of real life. Our XR Triluminos Pro™ reproduces over a billion of them with the subtle differences from saturation and hue that enables natural shades in every detail.

Powered for precision. Our XR Processor™ features a scene recognition system that detects and analyzes data with flawless accuracy, then optimizes the picture for ultimate realism. Watching TV from the sides is now as satisfying as from the center. Our OLED panel keeps colors consistent and true, wherever the viewer is watching from.

Bring cinema to the home theater. Actuators behind the screen vibrate and turn it into a speaker that delivers clear and immersive sound from the center with the same sound structure as the cinema. The newly equipped tweeter brings out the surround feel to provide a cinema-like experience.

## Features

- Over 8 million self-lit pixels are precisely controlled to produce pure black with high brightness.
- Access billions of accurate real-world colors XR Triluminos Pro.
- XR Processor intelligently enhances every scene in real-time boosting color, contrast, and clarity.
- Get access to all the top streaming apps in one place with Google TV. And with Google Assistant, simply use 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, and access to the largest IMAX Enhanced collection, with the SONY PICTURES CORE app (formerly BRAVIA CORE).
- See a studio calibrated picture with modes specially designed for Netflix, Prime Video, and SONY PICTURES CORE (formerly BRAVIA CORE).
- Get a truly cinematic viewing experience with support for Dolby Vision and Atmos, IMAX Enhanced, and DTS:X.
- Upscale all your HD and digital content and bring back lost detail with XR Clear Image.
- See blur-free picture quality in fast-moving sports and action-packed movies powered by XR OLED Motion.
- With Acoustic Surface Audio+, hear true immersive audio from the entire screen, perfectly matching sound to the action.
- Always hear clear dialog, even in loud action scenes, with Voice Zoom 3.
- Pair BRAVIA TV with a compatible BRAVIA Theater sound system to unlock Acoustic Center Sync for elevated audio and clearer dialog.
- Use BRAVIA Connect app to easily control the BRAVIA TV from any smartphone and change volume, picture settings, and even troubleshoot issues.

- Take PlayStation 5 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.
- Get the advantage in high-performance gaming with HDMI 2.1 features 4K/120, VRR, ALLM and the newly added Source-based Tone Mapping (SBTM).
- Premium four-way stand – two low-profile positions for wide or narrow furniture, or two raised positions to accommodate a soundbar.
- BRAVIA CAM (sold separately) automatically optimizes picture and sound according to your room environment.
- Eco Dashboard keeps all the energy efficiency settings in one place, making it easier to change them individually or in one go.