

SONY[®]

Television

Reference Guide

BRAVIA

KDL-50W950D / 43W950D

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Introduction

Thank you for choosing this Sony product. Before operating the TV, please read this manual thoroughly and retain it for future reference.

Note

- Before operating the TV, please read "Safety Information" (page 2).
- Instructions about "Installing the TV to the Wall" are included within this TV's instructions manual.
- Images and illustrations used in Startup Guide and this manual are for reference only and may differ from actual product appearance.

Location of the identification label

Labels for the TV Model No. and Power Supply rating are located on the rear of the TV.

Labels for the AC adapter Model No. and Serial No. are located on the bottom of the AC adapter.

Safety Information

WARNING

Batteries must not be exposed to excessive heat such as sunshine, fire or the like.

Never place a television set in an unstable location. A television set may fall, causing serious personal injury or death. Many injuries, particularly to children, can be avoided by taking simple precautions such as:

- Using cabinets or stands recommended by the manufacturer of the television set.
- Only using furniture that can safely support the television set.
- Ensuring the television set is not overhanging the edge of the supporting furniture.
- Not placing the television set on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the television set to a suitable support.
- Not placing the television set on cloth or other materials that may be located between the television set and supporting furniture.
- Educating children about the dangers of climbing on furniture to reach the television set or its controls.

If your existing television set is being retained and relocated, the same considerations as above should be applied.

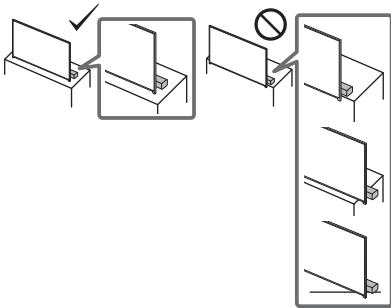
Installation/Set-up

Install and use the TV set in accordance with the instructions below in order to avoid any risk of fire, electric shock or damage and/or injuries.

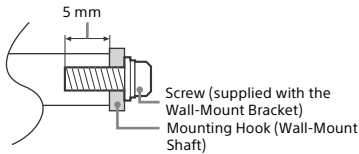
Installation

- The TV set should be installed near an easily accessible AC power outlet (mains socket).
- Place the TV set on a stable, level surface to avoid it from falling down and cause personal injury or damage to the TV.
- Install the TV where it cannot be pulled, pushed, or knocked over.
- Install the TV so that the TV's Table-Top Stand does not protrudes out from the TV stand (not supplied).

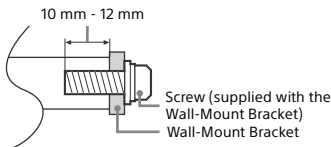
If the Table-Top Stand protrudes out from the TV stand, it may cause TV set to topple over, fall down, and cause personal injury or damage to the TV.



- Install the TV where it cannot be pulled, pushed, or knocked over.
- Only qualified service personnel should carry out Wall-Mount Bracket installations.
- For safety reasons, it is strongly recommended that you use Sony accessories, including:
 - Wall-Mount Bracket (supplied)
 - Wall-Mount Bracket SU-WL450
- Be sure to use the screws supplied with the Wall-Mount Bracket when attaching the Mounting Hooks (Wall-Mount Shaft)/Wall-Mount Bracket to the TV set. The supplied screws are designed as indicated by illustration when measured from the attaching surface of the Mounting Hooks (Wall-Mount Shaft)/Wall-Mount Bracket. The diameter and length of the screws differ depending on the Wall-Mount Bracket model. Use of screws other than those supplied may result in internal damage to the TV set or cause it to fall, etc.
 - Wall-Mount Bracket (supplied)

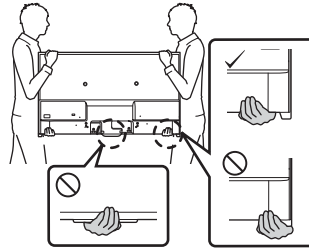


Wall-Mount Bracket SU-WL450



Transporting

- Before transporting the TV set, disconnect all cables.
- Two or three people are needed to transport a large TV set.
- When transporting the TV set by hand, hold it as shown below. Do not put stress on the LCD panel and the frame around the screen.
- Correct hand placement while carrying the TV is very important for safety and to avoid damage.

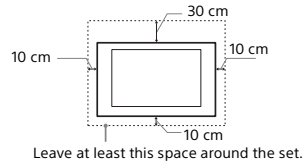


- When transporting the TV set, do not subject it to jolts or excessive vibration.
- When transporting the TV set for repairs or when moving, pack it using the original carton and packing material.

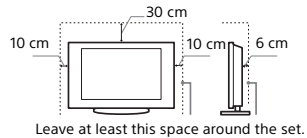
Ventilation

- Never cover the ventilation holes or insert anything in the cabinet.
- Leave space around the TV set as shown below.
- It is strongly recommended that you use a Sony Wall-Mount Bracket in order to provide adequate air circulation.

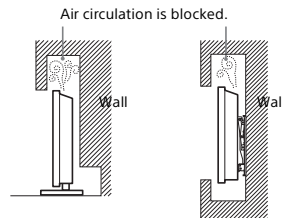
Installed on the wall



Installed with stand



- To ensure proper ventilation and prevent the collection of dirt or dust:
 - Do not lay the TV set flat, install upside down, backwards, or sideways.
 - Do not place the TV set on a shelf, rug, bed or in a closet.
 - Do not cover the TV set with a cloth, such as curtains, or items such as newspapers, etc.
 - Do not install the TV set as shown below.



AC power cord (mains lead)

- Handle the AC power cord (mains lead) and outlet (mains socket) as follows in order to avoid any risk of fire, electric shock or damage and/or injuries:
- The shape of AC power plug (mains plug), which is supplied with the TV set, varies depending on the regions. Be sure to connect the appropriate supplied AC power cord (mains lead) with the plug that fits into the AC power outlet (mains socket).
 - Use only Sony supplied AC power cords (mains lead), not those of other brands.
 - Insert the plug fully into the AC power outlet (mains socket).
 - Operate the TV set on a 100 V-240 V AC supply only.

- When wiring cables, be sure to unplug the AC power cord (mains lead) for your safety and take care not to catch your feet on the cables.
- Disconnect the AC power cord (mains lead) from the AC power outlet (mains socket) before working on or moving the TV set.
- Keep the AC power cord (mains lead) away from heat sources.
- Unplug the AC power plug (mains plug) and clean it regularly. If the plug is covered with dust and it picks up moisture, its insulation may deteriorate, which could result in a fire.
- Unplug the AC power plug (mains plug) from AC power outlet (mains socket) when detaching or re-attaching the connector of External Speaker.

Notes

- Do not use the supplied AC power cord (mains lead) on any other equipment.
- Do not pinch, bend, or twist the AC power cord (mains lead) excessively. The core conductors may be exposed or broken.
- Do not modify the AC power cord (mains lead).
- Do not put anything heavy on the AC power cord (mains lead).
- Do not pull on the AC power cord (mains lead) itself when disconnecting the AC power cord (mains lead).
- Do not connect too many appliances to the same AC power outlet (mains socket).
- Do not use a poor fitting AC power outlet (mains socket).

NOTE ON AC ADAPTER

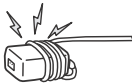
Warning

To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture.

To prevent fire or shock hazard, do not place objects filled with liquids, such as vases, on the apparatus.

Do not install this equipment in a confined space, such as a bookshelf or similar unit.

- Please ensure that the AC power outlet (mains socket) is installed near the equipment and shall be easily accessible.
- Be sure to use the supplied AC adapter and AC power cord (mains lead). Otherwise it may cause a malfunction.
- Connect the AC adapter to an easily accessible AC power outlet (mains socket).
- Do not coil the AC power cord (mains lead) around the AC adapter. The core wire may be cut and/or it may cause a malfunction of the TV.
- Do not touch the AC adapter with wet hands.
- If you notice an abnormality in the AC adapter, disconnect it from the AC power outlet (mains socket) immediately.
- The set is not disconnected from the AC source as long as it is connected to the AC power outlet (mains socket), even if the set itself has been turned off.
- As the AC adapter will become warm when it is used for a long time, you may feel hot when touching it by hand.



Prohibited Usage

Do not install/use the TV set in locations, environments or situations such as those listed below, or the TV set may malfunction and cause a fire, electric shock, damage and/or injuries.

Locations:

- Outdoors (in direct sunlight), at the seashore, on a ship or other vessel, inside a vehicle, in medical institutions, unstable locations, near water, rain, moisture or smoke.

Environments:

- Places that are hot, humid, or excessively dusty; where insects may enter; where it might be exposed to mechanical vibration, near flammable objects (candles, etc.). The TV set shall not be exposed to dripping or splashing and no objects filled with liquids, such as vases, shall be placed on the TV.

Situations:

- Use when your hands are wet, with the cabinet removed, or with attachments not recommended by the manufacturer. Disconnect the TV set from AC power outlet (mains socket) and antenna (aerial) during lightning storms.

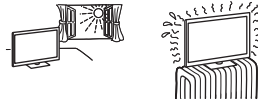
- Install the TV so that it sticks out into an open space. Injury or damage from a person or object bumping into the TV may result.



- Place the TV in a humid or dusty space, or in a room with oily smoke or steam (near cooking tables or humidifiers). Fire, electric shock, or warping may result.



- Install the TV in places subject to extreme temperature, such as in direct sunlight, near a radiator or a heating vent. The TV may overheat in such conditions which can cause deformation of the enclosure and/or TV malfunction.



- If the TV is placed in the changing room of a public bath or hot spring, the TV may be damaged by airborne sulphur, etc.



- For best picture quality, do not expose the screen to direct illumination or sunlight.
- Avoid moving the TV from a cold area to a warm area. Sudden room temperature changes may cause moisture condensation. This may cause the TV to show poor picture and/or poor colour. Should this occur, allow moisture to evaporate completely before powering the TV on.

Broken pieces:

- Do not throw anything at the TV set. The screen glass may break by the impact and cause serious injury.
- If the surface of the TV set cracks, do not touch it until you have unplugged the AC power cord (mains lead). Otherwise electric shock may result.

When not in use

- If you will not be using the TV set for several days, the TV set should be disconnected from the AC power (mains) for environmental and safety reasons.
- As the TV set is not disconnected from the AC power (mains) when the TV set is just turned off, pull the plug from the AC power outlet (mains socket) to disconnect the TV set completely.
- However, some TV sets may have features that require the TV set to be left in standby to work correctly.

For children

- Do not allow children to climb on the TV set.
- Keep small accessories out of the reach of children, so that they are not mistakenly swallowed.

If the following problems occur...

Turn off the TV set and unplug the AC power cord (mains lead) immediately if any of the following problems occur.

Ask your dealer or Sony service centre to have it checked by qualified service personnel.

When:

- AC power cord (mains lead) is damaged.
- Poor fitting of AC power outlet (mains socket).
- TV set is damaged by being dropped, hit or having something thrown at it.
- Any liquid or solid object falls through openings in the cabinet.

About LCD Monitor Temperature

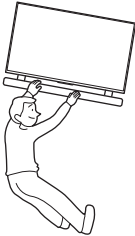
When the LCD Monitor is used for an extended period, the panel surrounds become warm. You may feel hot when touching there by the hand.

WALL-MOUNT BRACKET

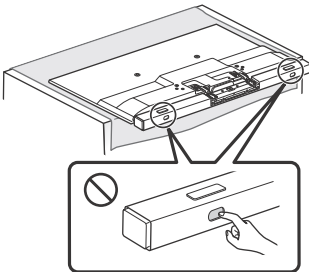
Below information shows the correct handling of the Wall-Mount Bracket. Be sure to read this information thoroughly and use the Wall-Mount Bracket correctly.

To Customers:

- Be sure to observe the following precautions for safety to prevent a serious injury through fire, electric shock, the product toppling over, or the product dropping.
- Be sure to subcontract the installation to licensed contractors and keep small children away during installation.
- Be sure to subcontract moving or dismantling of the TV to licensed contractors.
- Do not remove screws, etc., after mounting the TV.
- Do not make alterations to the parts of the Wall-Mount Bracket.
- Do not mount any equipment other than the specified product.
- Do not apply any load other than the TV on the Wall-Mount Bracket.
- Do not lean on or hang from the TV.
- Do not handle the TV with excessive force during cleaning or maintenance.
- Do not hang holding External Speaker.



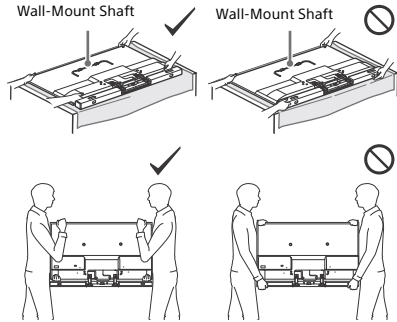
- Do not put and hang anything on External Speaker.
- Please do not put finger in the hole.



To Sony Dealers and Contractors:

The following instructions are for Sony dealers and contractors only. Be sure to read safety precautions described below and pay special attention to safety during the installation, maintenance and checking of this product.

- When handling or mounting the TV set, hold it on the sides. Do not lift the TV by Wall-Mount Shaft/Bracket.



- Do not install the Wall-Mount Bracket on wall surfaces where the corners or the sides of the TV are protruding away from the wall surface.
- Do not install the TV over or under an air conditioner.



- Be sure to install the Wall-Mount Bracket securely to the wall following the instructions in this instruction manual. If any of the screws are loose or fall out, the Wall-Mount Bracket may fall and cause injury or property damage.
- Be sure to use the supplied screws and attachment parts properly following the instructions given in this instruction manual. If you use substitute items, the TV may fall and cause bodily injury to someone or damage to the TV.
- Be sure to assemble the bracket properly following the instructed procedure explained in this instruction manual.
- Be sure to tighten the screws securely in the designated position.
- Be careful not to subject the TV to shock during installation.
- Be sure to install the TV on a wall that is both perpendicular and flat.
- After proper installation of the TV, secure the cables properly.
- Do not allow the AC power cord (mains lead) or the connecting cables to be pinched as the internal conductors may become exposed and cause a short circuit or an electrical break.



Precautions

Viewing the TV


- Some people may experience discomfort (such as eye strain, fatigue, or nausea) while watching 3D video images or playing stereoscopic 3D games. Sony recommends that all viewers take regular breaks while watching 3D video images or playing stereoscopic 3D games. The length and frequency of necessary breaks will vary from person to person. You must decide what works best. If you experience any discomfort, you should stop watching the 3D video images or playing stereoscopic 3D games until the discomfort ends; consult a doctor if you believe necessary. You should also review (i) the instruction manual of any other device or media used with this television and (ii) our website (<http://www.sony-asia.com/support>) for the latest information. The vision of young children (especially those under six years old) is still under development. Consult your doctor (such as a paediatrician or eye doctor) before allowing young children to watch 3D video images or play stereoscopic 3D games. Adults should supervise young children to ensure they follow the recommendations listed above.
- Do not use, store, or leave the 3D Glasses or battery near a fire, or in places with a high temperature, e.g., in direct sunlight, or in sun-heated cars.
- View the TV in moderate light, as viewing the TV in poor light or during long period of time, strains your eyes.
- When using headphones, adjust the volume so as to avoid excessive levels, as hearing damage may result.

LCD Screen

- Although the LCD screen is made with high-precision technology and 99.99% or more of the pixels are effective, black dots may appear or bright points of light (red, blue, or green) may appear constantly on the LCD screen. This is a structural property of the LCD screen and is not a malfunction.
- Do not push or scratch the front filter, or place objects on top of this TV set. The image may be uneven or the LCD screen may be damaged.
- If this TV set is used in a cold place, a smear may occur in the picture or the picture may become dark. This does not indicate a failure. These phenomena disappear as the temperature rises.
- Ghosting may occur when still pictures are displayed continuously. It may disappear after a few moments.
- The screen and cabinet get warm when this TV set is in use. This is not a malfunction.
- The LCD screen contains a small amount of liquid crystal. Follow your local ordinances and regulations for disposal.

Handling and cleaning the screen surface/cabinet of the TV set

Be sure to unplug the AC power cord (mains lead) connected to the TV set from AC power outlet (mains socket) before cleaning. To avoid material degradation or screen coating degradation, observe the following precautions.

- To remove dust from the screen surface/cabinet, wipe gently with a soft cloth. If dust is persistent, wipe with a soft cloth slightly moistened with a diluted mild detergent solution.
 - Never spray water or detergent directly on the TV set. It may drip to the bottom of the screen or exterior parts and enter the TV set, and may cause damage to the TV set.
- 
- Never use any type of abrasive pad, alkaline/acid cleaner, scouring powder, or volatile solvent, such as alcohol, benzene, thinner or insecticide. Using such materials or maintaining prolonged contact with rubber or vinyl materials may result in damage to the screen surface and cabinet material.
 - Periodic vacuuming of the ventilation openings is recommended to ensure to proper ventilation.
 - When adjusting the angle of the TV set, move it slowly so as to prevent the TV set from moving or slipping off from its table stand.

Optional Equipment

Keep optional components or any equipment emitting electromagnetic radiation away from the TV set. Otherwise picture distortion and/or noisy sound may occur.

Wireless Function of the unit

- Do not operate this unit near medical equipment (pacemaker, etc.), as malfunction of the medical equipment may result.
- Although this unit transmits/receives scrambled signals, be careful of unauthorised interception. We cannot be responsible for any trouble as a result.

Caution about handling the remote control

- Observe the correct polarity when inserting batteries.
- Do not use different types of batteries together or mix old and new batteries.
- Dispose of batteries in an environmentally friendly way. Certain regions may regulate the disposal of batteries. Please consult your local authority.
- Handle the remote control with care. Do not drop or step on it, or spill liquid of any kind onto it.
- Do not place the remote control in a location near a heat source, a place subject to direct sunlight, or a damp room.

WALL-MOUNT BRACKET

- If you use the TV installed on the Wall-Mount Bracket for a long time, the wall behind or above the TV may become discoloured or the wallpaper may come unglued, depending on the material of the wall.
- If the Wall-Mount Bracket is removed after installing it on the wall, the screw holes remain.
- Do not use the Wall-Mount Bracket in a place where it is subjected to mechanical vibration.

Disposal of the TV set



Disposal of Old Electrical & Electronic Equipment (Applicable in the European Union and other European countries with separate collection systems)



Disposal of Old Electrical & Electronic Equipment (Applicable in Republic of India)

This symbol and its variations indicate that this product and its components, consumables, parts or spares thereof shall not be treated as household waste and may not be dropped in garbage bins. Product owners are advised to deposit their product at the nearest collection

point for the recycling of electrical and electronic equipment. Your co-operation shall facilitate proper disposal and help prevent potential negative consequences/hazards to the environment and human health, which could otherwise be caused by inappropriate waste disposal including improper handling, accidental breakage, damage and/or improper recycling of e-waste. The recycling of materials will help to conserve natural resources. For more detailed information about recycling of this product, please contact your local civic office, your household waste disposal service provider or the store where you made the purchase. You may contact our company's toll free number in India for assistance.

Toll Free: 1800-103-7799

Visit: www.sony.co.in for product recycling

Reduction in the Use of Hazardous Substances in Electrical & Electronic Equipment (Applicable in Republic of India)

This product and its components, consumables, parts or spares comply with the hazardous substances restriction of India's E-Waste (Management) Rules. The maximum allowable concentrations of the restricted substances are 0.1% by weight in homogenous materials for Lead, Mercury, Hexavalent Chromium, Polybrominated Biphenyls (PBB) and Polybrominated Diphenyl Ethers (PBDE), and 0.01% by weight in homogenous materials for Cadmium, except for the exemptions specified in Schedule II of the aforesaid Rules.

ATTENTION:

This product is qualified for the BEE Star rating in the 'Home' Mode.

The Objectives of Star Labeling Program is designed to promote energy efficient products and practices.

When the television is initially set up, it is designed to meet the BEE Star Labeling requirements while maintaining optimum picture quality.

- Changes to certain functionalities of this television (TV Guide, Picture/sound etc) may change the power consumption.
- Depending upon such changed setting (eg., Retail mode), the power consumption may vary which possibly could exceed the stated energy consumption.

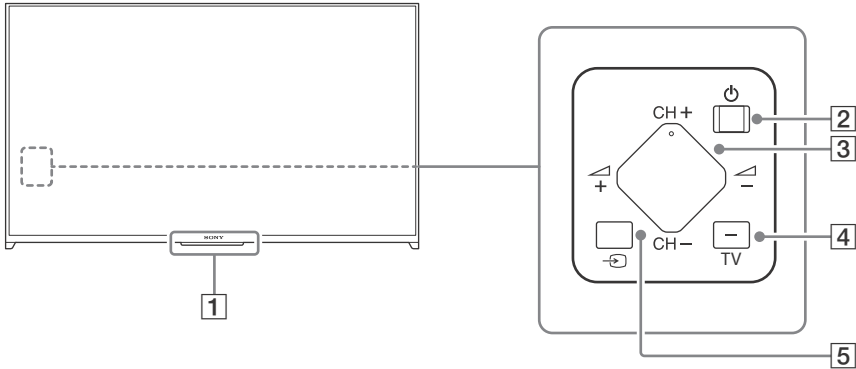
To reset the television to Star rating qualified settings, select 'Home' mode from the initial set-up procedure in 'factory settings' under the 'Set-up' menu.

* Attention statement is subject matter of BEE, and applicable if functions is available. For "Factory Settings", go to "Customer Support" menu.

** "Home mode" conditions are as per BEE guideline only.

Parts and Controls


Controls and Indicators




1 Remote Control sensor* / Light sensor* / Illumination LED / 3D Sync Transmitter*

The Illumination LED lights up or blinks according to the status of the TV.

- White
When turning on the TV/picture off mode/software update, etc.
- Cyan
When connecting with a mobile device wirelessly.
- Amber
Timer is set.

2  (Power)

**3 CH +/- (Channel)
 +/- (Volume)**

4 TV

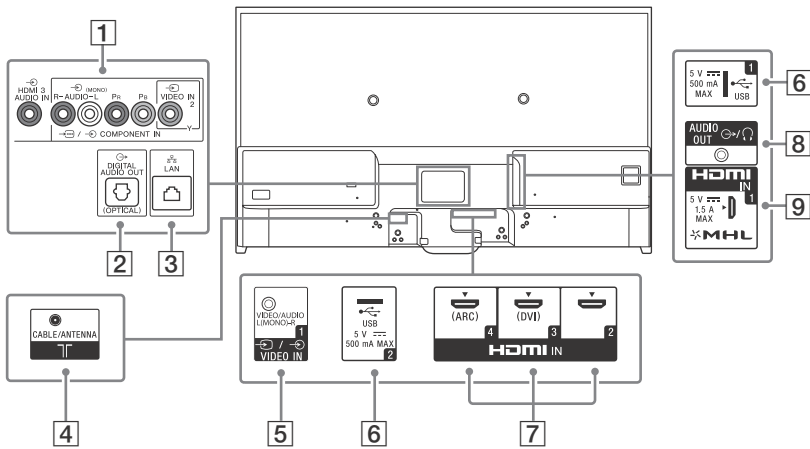
Switch to a TV channel or input from other applications.

5  (Input select)

Display and select the input source.

* Do not place anything near the sensor.

Inputs and Outputs



GB

1 VIDEO IN 2, AUDIO IN / COMPONENT IN

- For a composite connection:
Use VIDEO IN 2, and (L/R) of AUDIO IN.
- For a component connection:
Use Y, Pb, Pr, and (L/R).

HDMI 3 AUDIO IN

For HDMI 3 analogue audio connection.

2 DIGITAL AUDIO OUT (OPTICAL)

3 LAN

4 CABLE/ANTENNA

Connect to your cable or antenna (aerial).

5 VIDEO IN 1

For a composite connection, use the supplied analogue extension cable*.

6 USB 1/2

- Connecting a large USB device may interfere with other connected devices beside it.
- When connecting a large USB device, connect to the USB 1 socket.

7 HDMI IN 2/3/4

- If the device has a DVI jack, connect it to HDMI IN 3 through a DVI - HDMI adaptor interface (not supplied), and connect the device's audio out jacks (sockets) to HDMI 3 AUDIO IN.
- If connecting a digital audio system that is compatible with Audio Return Channel (ARC) technology, use HDMI IN 4. If not, an additional connection with DIGITAL AUDIO OUT (OPTICAL) is necessary.

8 AUDIO OUT

To listen to the TV's sound through the connected equipment, press **HOME**. Select [Settings] → [Sound] → [Headphone/Audio out] and then select the desired item.

9 HDMI IN 1/MHL

You can connect your MHL (Mobile High-definition Link) device using an HD quality MHL cable.

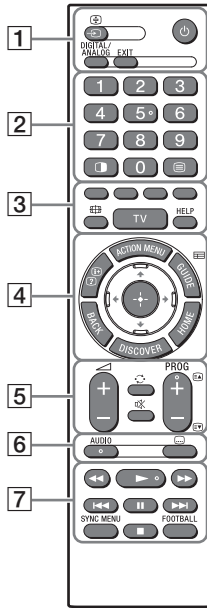
* When connecting mono equipment, connect to the L (MONO) audio jack.

Note

- When connecting with an HDMI cable, be sure to use HighSpeed HDMI Cable with Cable Type Logo (Recommended SONY Cable).

Using Remote Control

Remote Control Parts Description



1 (Input select/Text hold)

In TV mode: Display and select the input source.

In Text mode: Hold the current page.

(TV standby)

Turn on or turn off the TV (standby mode).

DIGITAL/ANALOG

Switch between digital and analogue mode.

EXIT*¹

Return to the previous screen or exit from the menu. When an Interactive Application service is available, press to exit from the service.

2 Number buttons

(Text)

Display text information.

3 Colour buttons

Execute corresponding function at that time.

(Wide mode)*¹

Change the screen format.

NETFLIX*¹

Access the "NETFLIX" online service.

TV*¹

Switch to a TV channel or input from other applications.

HELP

Display Help Menu.

4 ACTION MENU

Display a list of contextual functions.

 **(Info/Text reveal)*¹**

Display information.

GUIDE *¹

Display the digital programme guide.

BACK

Return to previous screen.


HOME

Display the TV Home Menu.


DISCOVER

Bring up the Content Bar to search for content.

 **(Item select/Enter)**

5  **+/- (Volume)**



Adjust the volume.

 **(Jump)**



Jump back and forth between two channels or inputs. The TV alternates between the current channel or input and the last channel or input that was selected.

 **(Muting)**

Mute the sound. Press again to restore the sound.

PROG +/-  

In TV mode: Select the channel.

In Text mode: Select the next () or previous () page.

6 **AUDIO**

Change the language for the programme currently being viewed.

 **(Subtitle setting)**

Turn subtitles on or off (when the feature is available).

7 

Operate media contents on TV and connected BRAVIA Sync compatible device.

SYNC MENU

Display the BRAVIA Sync Menu.

FOOTBALL*¹

Turn Live Football Mode on or off (when the feature is available).

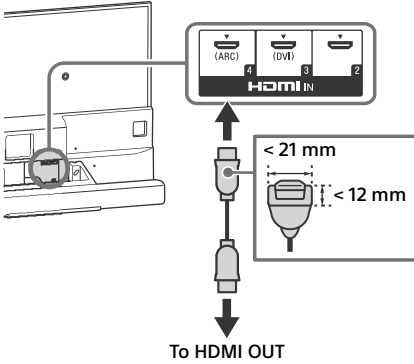
*¹ The location, availability and function of remote control button may vary depending on your country/region/TV model.

Connecting the TV

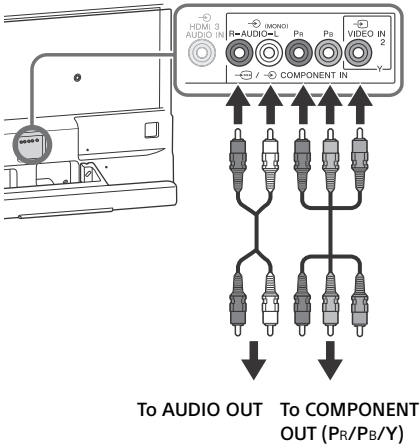
Note

- When connecting the cable to the Cable/Antenna, input finger tighten only, over-tightening the connection can damage the TV.

To connect with an HDMI cable

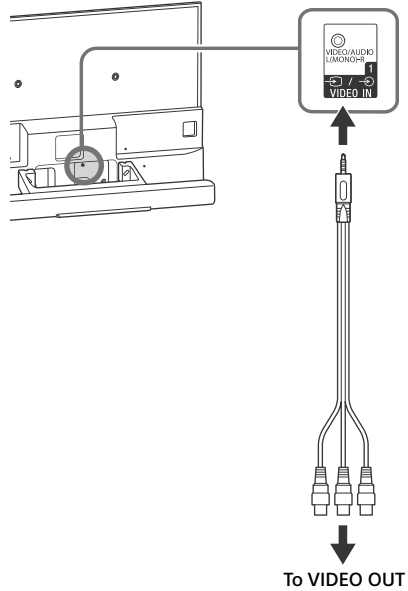


To connect with component cables



To connect with Analogue Extension Cable

Availability depends on countries/regions/TV models.



Picture Quality

- AV composite cable
- Antenna (aerial) cable
- Component cable
- HDMI cable

SD



Standard definition (SD) videos have picture signals with a vertical resolution of 480 (NTSC) or 576 (PAL/SECAM) lines.

HD



High definition (HD) videos have picture signals with a vertical resolution of 720 or 1,080 lines.

GB

Installing the TV to the Wall

To Customers

Sufficient expertise is required for installing this product. Be sure to subcontract the installation to Sony dealers or licensed contractors and pay special attention to safety during the installation. Sony is not liable for any damages or injury caused by mishandling or improper installation, or installing any other than the specified product. Your Statutory Rights (if any) are not affected.

To Sony Dealers and Contractors

Sufficient expertise is required for installing this product. Be sure to read this instruction manual thoroughly to do the installation work safely. Sony is not liable for any damages or injury caused by mishandling or improper installation.

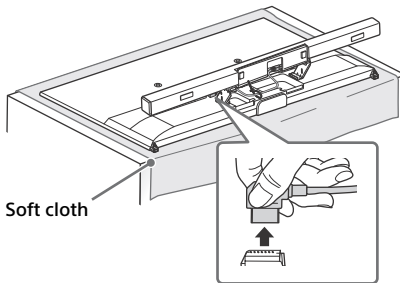
Your TV's External Speaker will be used as a part of the Wall-Mount Bracket.

Note

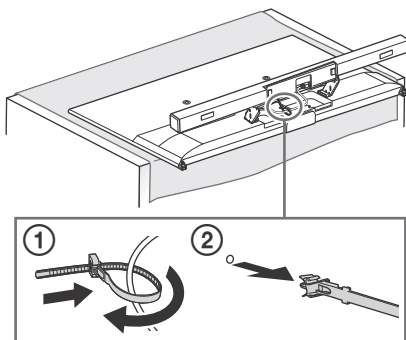
- See page 2 (Safety Information) and page 6 (Precautions) on WALL-MOUNT BRACKET before carrying out Wall-Mount Bracket installation.
- If the External Speaker is attached to the TV, detach the Table-Top Stand and External Speaker from the TV beforehand.
- Place the TV with its screen facing down on a flat and stable surface covered with a thick and soft cloth that is larger than the TV, when securing the Stand or when removing the Table-Top Stand from the TV to prevent damaging the surface of the LCD display.
- Once the Table-Top Stand are detached from External Speaker, be sure to keep the Table-Top stand and screws in a safe place.
- When attaching the Table-Top Stand again, be sure to fasten the screws (previously removed) to the original holes on the rear of the TV.

Detaching the Table-Top Stand from the TV

- 1 Detach the cable from the TV.

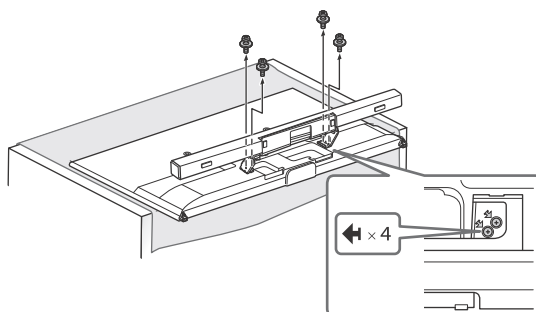


2 Detach the cable holder from the TV.

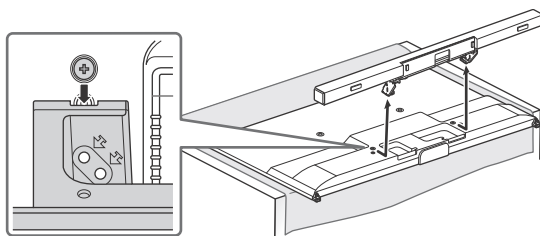


GB

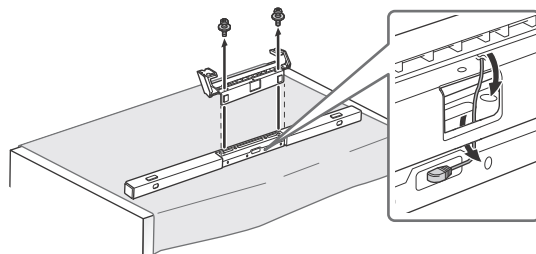
3 Remove the screws from the TV.



4 Detach the Table-Top Stand from the TV.



5 Detach the Table-Top Stand from External Speaker.

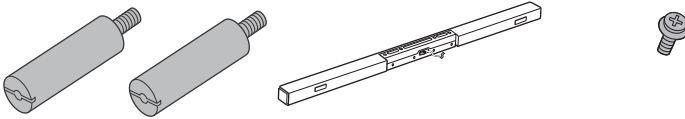


Preparing for the installation of the TV

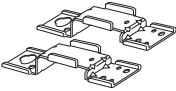
1 Prepare necessary items (supplied).

Wall-Mount Attachment (2) **H** External Speaker (1) **C**

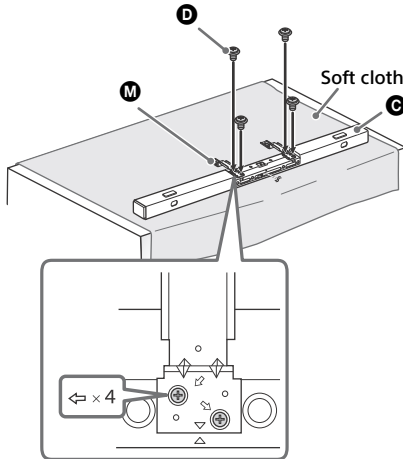
Screw (+PSW 4 x 12) (8) **D**



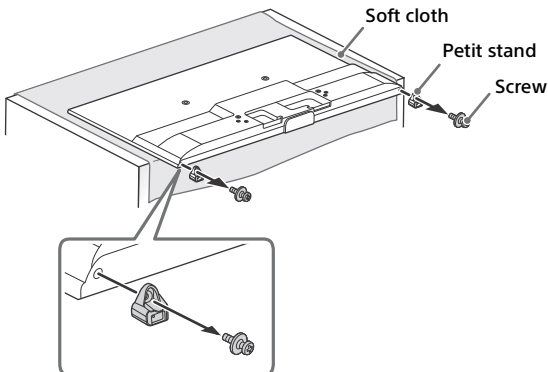
Wall-Mount Arm (2) **M**



2 Attach Wall-Mount Arm **M** to the External Speaker **C** using the supplied screws **D**.



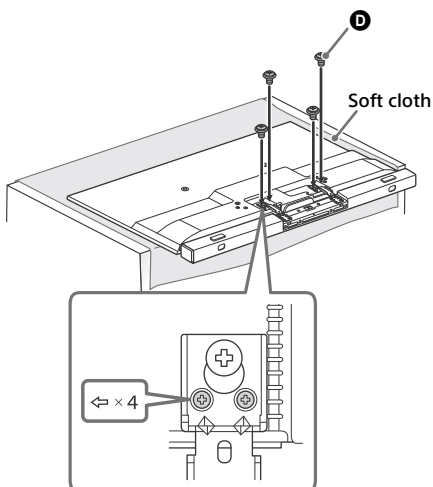
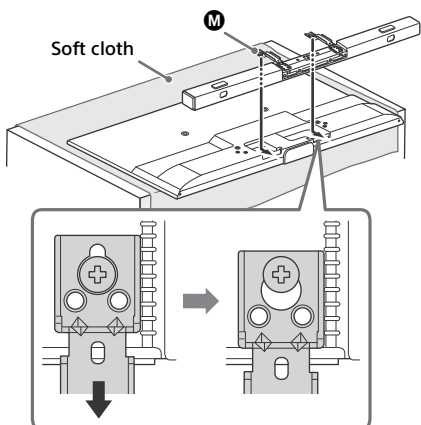
3 Remove the screws and petit stand from the bottom of the TV. Be sure to store the removed parts in a safe place, keeping them away from children.



4 Attach the Wall-Mount Arm **M** with External Speaker to the TV using the supplied screws **D**.

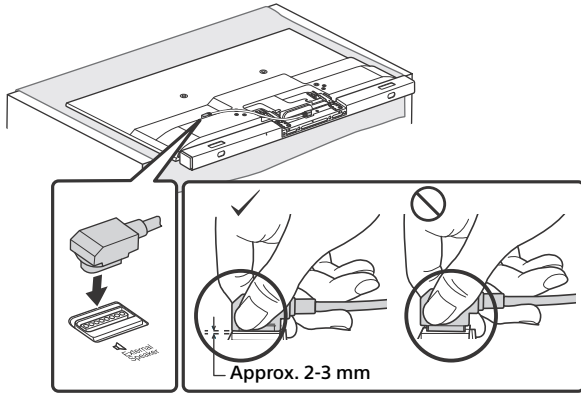
Note

- Keep away External Speaker from the flat surface for placing the TV, when attach the Wall-Mount Arm to the TV.



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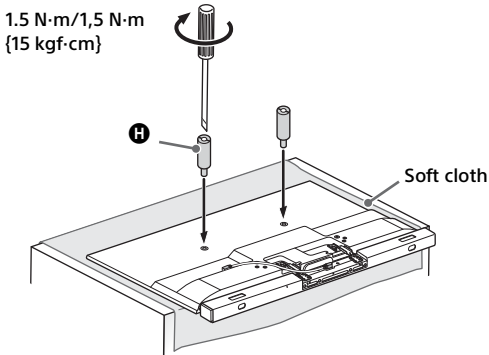
5 Connect the cable of External Speaker.



6 Attach the Wall-Mount Attachment **H** (supplied with the TV) to the rear of the TV (to make it parallel with the wall).



Note

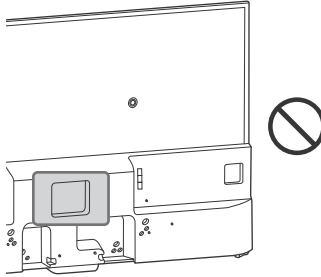
- If using an electric screwdriver, set the torque at approximately 1.5 N·m {15 kgf·cm}.
- Be sure to fasten the Wall-Mount Attachment when attaching them to the TV.
- Use only a flat head screwdriver to install the Wall-Mount Attachment. Use of another tool might result in over torquing the Wall-Mount Attachment and damaging the TV.



Using the Wall-Mount Bracket (Supplied)

Note

- See page 5 (WALL-MOUNT BRACKET) and page 6 (WALL-MOUNT BRACKET) on WALL-MOUNT BRACKET before carrying out Wall-Mount Bracket installation.
- You cannot use some of the terminals on the rear of the TV when using this mounting style.
- Connect the Analog Extension Cable (supplied) if you need to use the /  VIDEO IN 1 jack.

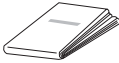


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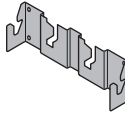
1 Prepare necessary items.

Wall-Mount Bracket accessories (supplied)

Ⓐ Paper Template



Ⓑ Wall-Mount Base (1)



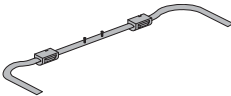
Ⓒ Spacers (2)




Ⓓ Screw (+PSW 6 × 12) (2)



Wall-Mount Shaft 

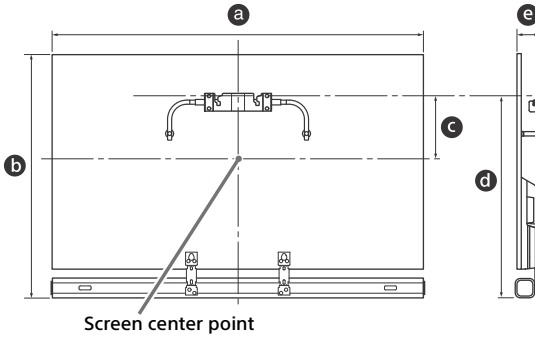


Cable holder 



Screws for Wall-Mount Base (8 mm in diameter, not supplied) (4)

- 2** Make sure that the wall has enough space for the TV and is capable of supporting a weight of at least four times that of the TV.
Refer to the following table on installing the TV to the wall. See page 30-32 (Specifications) for the TV's weight.



Unit: mm

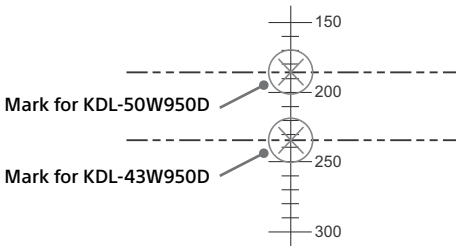
Model Name KDL-	Display dimensions		Screen center dimension	Length for mounting	
	a	b	c	d	e
50W950D	1,116	733	187	603	69
43W950D	962	643	233	601	69

Note

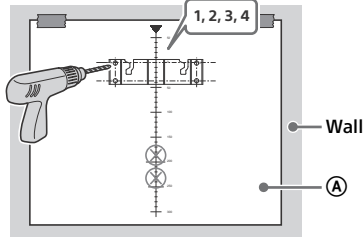
- Figures in the table may differ slightly depending on the installation.

- 3** Make a mark on the Paper Template (A) that indicates the center of the screen for your TV.

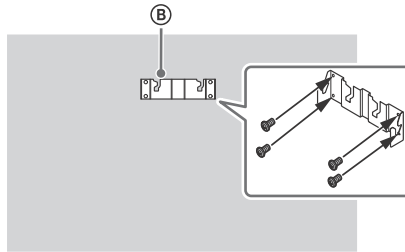
Scale on Paper Template (A)



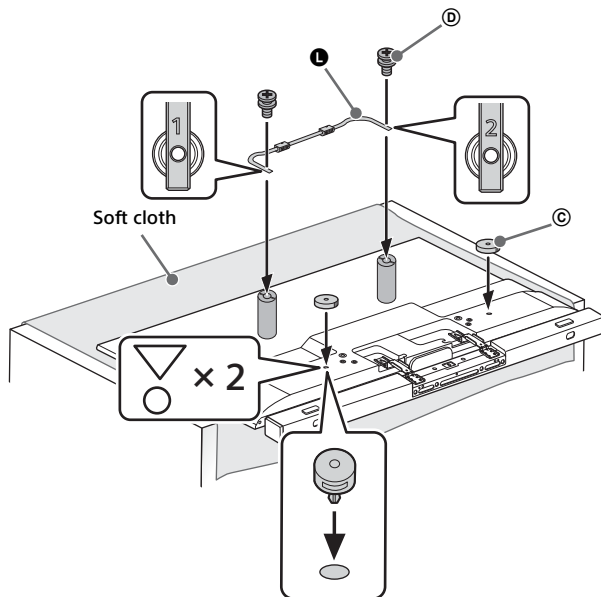
- 4** Tape the Paper Template **(A)** to the wall and drill holes according to the numbering on the Paper Template **(A)** using an electric drill.



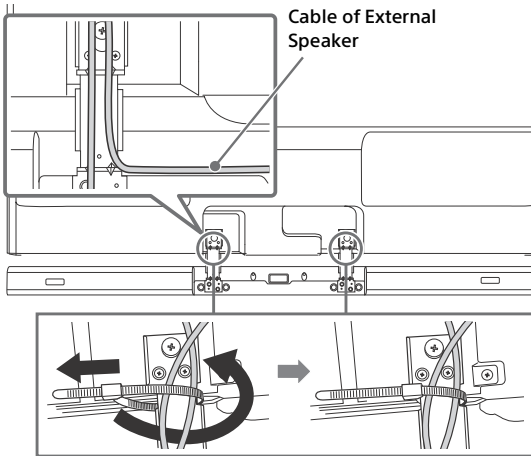
- 5** Remove the Paper Template **(A)** from the wall.
- 6** Attach the Wall-Mount Base **(B)** to the wall correctly using the screws (8 mm in diameter, not supplied).



- 7 Attach the Wall-Mount Shaft **L** to the TV using the supplied screws **D**.
Attach the Spacers **C** to the holes indicated by the triangle marks Δ .

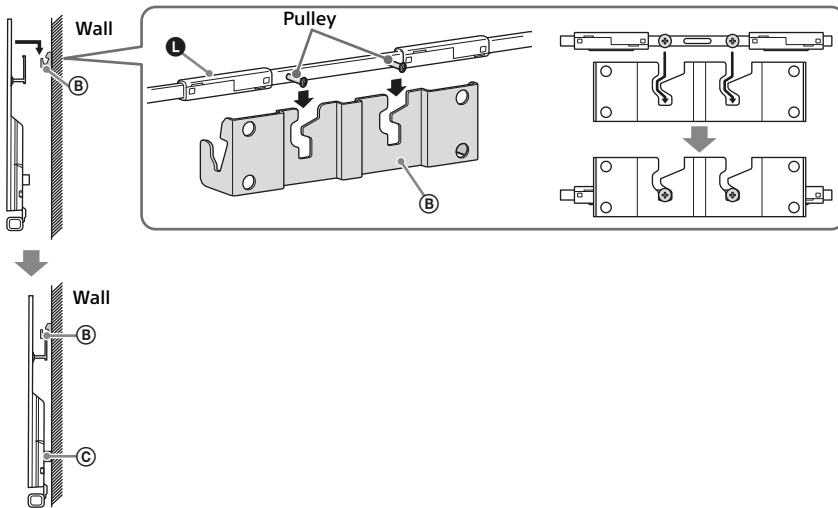


- 8** Make sure to connect and bundle the cables before installing the TV on the wall. Fix cables to the Wall-Mount Arm using the cable holder **1**.



GB

- 9** Install the TV on the wall. Then, confirm the Pulley (on the Wall-Mount Shaft **1**) is firmly latched into the Wall-Mount Base **B** and the Spacers **C** touch the wall.

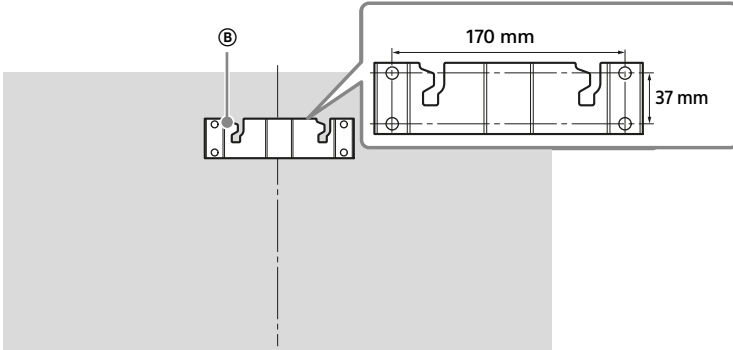


Dimensions of the hole positions on the wall

Provide the following information to the licensed contractors if necessary.

Use screws (8 mm in diameter, not supplied) to install the Wall-Mount Base ② on the wall.

Be sure to use the supplied Paper Template ① that shows the actual position of Wall-Mount Base ② for easy installation.



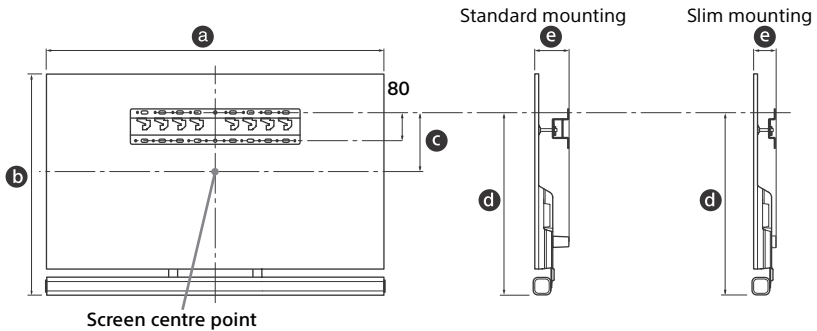
Using an Optional Wall-Mount Bracket

This TV's instruction manual only shows the steps on preparing the installation of the TV before installing to the wall.

Use the Wall-Mount Bracket SU-WL450 (not supplied) to install the TV to the wall. When installing the Wall-Mount Bracket, also refer to the Operating Instructions and Installation Guide supplied with the Wall-Mount Bracket.

SU-WL450

- 1 Make sure that the wall has enough space for the TV and is capable of supporting a weight of at least four times that of the TV. Refer to the following table on installing the TV to the wall. See page 30-32 (Specifications) for the TV's weight.



Unit: mm

Model Name	Display dimensions		Screen centre dimension	Length for mounting		
	a	b	c	d	e	
KDL-					Standard mounting	Slim mounting
50W950D	1,116	733	127	543	122	80
43W950D	962	643	173	543	122	80

Note

- Figures in the table may differ slightly depending on the installation.
- When your TV is installed on the wall, the upper side of the TV slightly leans forward.

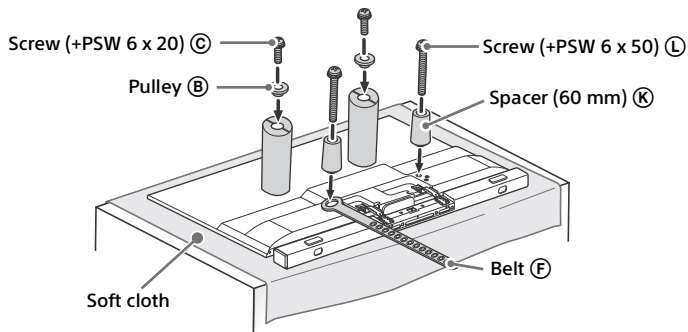
GB

2 Attach the Attachment parts for Wall-Mount Bracket. Check the Attachment parts by referring to "1" of the Wall-Mount Bracket Installation Guide.

Note


- If using an electric screwdriver, set the torque at approximately 1.5 N·m (15 kgf·cm).
- Be sure to store the unused parts in a safe place for future use. Retain this manual for future reference.

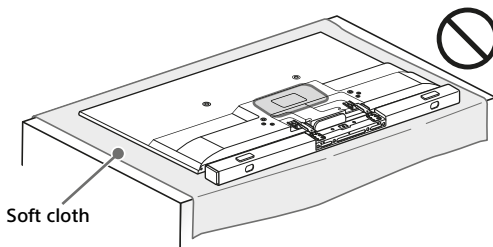
Standard mounting

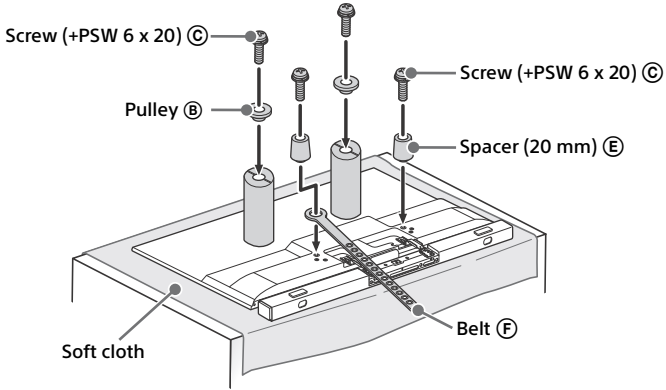


Slim mounting

Note

- You cannot use some of the terminals on the rear of the TV when using this mounting style.
- Connect the Analogue Extension Cable (supplied) if you need to use the  VIDEO IN 1 socket.



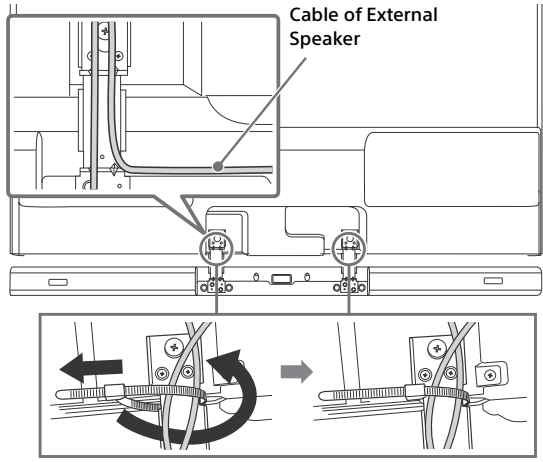


3 Connect necessary cables to the TV.

Note

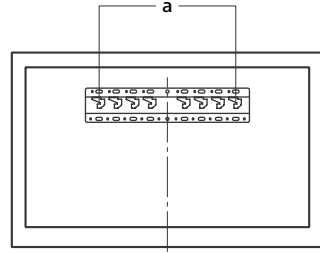
- You cannot access to any terminal after installing the TV to the wall.

4 Make sure to connect and bundle the cables before installing the TV on the wall. Fix cables to the Wall-Mount Arm using the **1**.



- 5 Install the TV to the Base. Refer to "5" of Installation Guide and "Installing the TV to the Wall" of Operating Instructions supplied with the Wall-Mount Bracket.

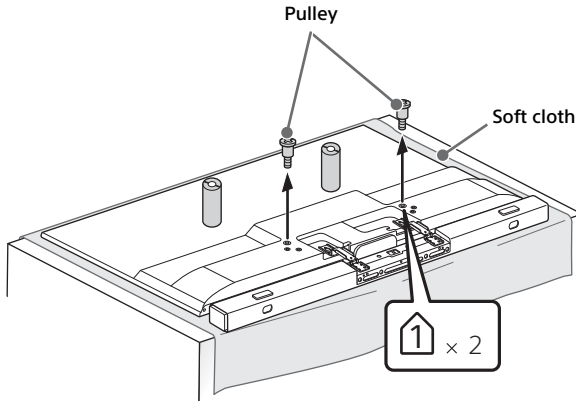
Model Name KDL-	Hook location
50W950D / 43W950D	a



Refer to the instructions supplied with the Wall-Mount Bracket for your model to install the TV on the wall.

Using the Wall-Mount Bracket (Not Supplied / Not Optional)

- 1 Remove Pulley from the rear of the TV to use Wall-Mount Bracket (not supplied or not optional). Be sure to store the removed parts in a safe place, keeping them away from children.



Troubleshooting

In order to keep your TV software up-to-date, it is necessary to download the latest software information via the digital broadcasting system or internet and to update the software. Select [Update Now] to start a software update. The illumination LED flashes white while the software is updating. Do not unplug the AC power cord during the software update. If you do, the software update may not finish completely, and it may cause a software malfunction. Software updates can take up to 30 minutes. If you do not wish to update the software automatically, press **HOME** select [Help] → [System software update] → [Automatic software download] → [Off].

When you unplug the TV and plug it in again, the TV may not be able to turn on for a while even if you press the power button on the remote control or the TV because it takes time to initialize the system. Wait for about 10 to 20 seconds, then operate it again.

When the illumination LED is flashing red, count how many times it flashes (interval time is three seconds).

If the illumination LED flashes red, reset the TV by disconnecting the AC power cord (mains lead) for two minutes, then turn on the TV. If the problem persists, contact your dealer or Sony service centre with the number of times the illumination LED flashes red (interval time is three seconds). Disconnect the AC power cord (mains lead), and inform your dealer or Sony service centre.

When the illumination LED is not flashing, check the items as follows.

You can also refer to [Troubleshooting] in the Help Guide or perform self-diagnosis by selecting [Help] → [Self diagnostics]. If the problem persists, have your TV serviced by qualified service personnel.

Troubles and Solutions

There is no picture (screen is dark) and no sound.

- Check the antenna (aerial)/cable connection.
- Connect the TV to the AC power (mains), and press \odot on the TV or remote control.

Some programmes cannot be tuned.

- Check the antenna (aerial)/cable connection.

The remote control does not function.

- Replace the batteries.

The [Parent lock] password has been forgotten.

- Enter 9999 for the PIN code. (PIN code 9999 is always accepted.)

The TV surrounds become warm.

- When the TV is used for an extended period, the TV surrounds become warm.
You may feel hot when touching there by the hand.

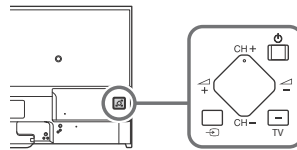
Frozen audio or video, a blank screen, or the TV does not respond to TV or remote control buttons.

- Perform a simple reset of the TV by unplugging the AC power cord (mains lead) for two minutes, then plug it in again.

The \odot , CH+/-, \triangle +/-, \square and TV buttons cannot be located on the TV.

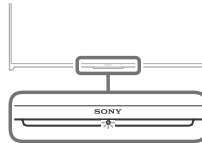
- See below illustration for location of the buttons on the TV.

Rear of TV



The illumination LED is turned on.

- If you do not wish to light up the illumination LED, you can turn it off.
Press **HOME**, then select [Settings] → [Illumination LED] → [Off].



Cannot connect to a wireless router by WPS (Wi-Fi Protected Setup).

- If you use WEP security, select [Easy] → [Wi-Fi] → [Connect by scan list]. Then, select the network name (SSID) you want to connect.

Cannot find the required network name in network setup.

- Select [[Manual entry]] and press \oplus to enter network name.

Specifications

System

Panel system

LCD (Liquid Crystal Display) Panel, LED Backlight

TV system

Analogue: B/G, I, D/K, M

Digital: DVB-T/DVB-T2

Colour/video system

Analogue: PAL, SECAM, NTSC3.58, NTSC4.43

Digital: Refer to the Help Guide

Channel coverage

Analogue: UHF/VHF/Cable, Depending on your country/area selection.

Digital: UHF/VHF, Depending on your country/area selection.

Sound output

10 W + 10 W + 10 W + 10 W

Wireless technology

Protocol IEEE802.11a/b/g/n

Bluetooth Version 4.1

Input/Output jacks

Antenna (aerial)/cable

75 ohm external terminal for VHF/UHF

VIDEO IN 1

Video/Audio input (mini jack)

COMPONENT IN

YPbPr (Component Video): 1080p (50, 60 Hz), 1080i (50, 60 Hz), 720p (50, 60 Hz), 576p, 576i, 480p, 480i

Audio input (phono pin jack)

VIDEO IN 2

Video input (common phono pin with Y input)

HDMI IN 1, 2, 3, 4

Video (2D): 1080p (30, 50, 60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p, 576p, 576i, 480p, 480i, PC Formats

Video (3D):

Frame Packing: 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p

Side-by-Side: 1080p (50, 60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz)

Over-Under: 1080p (30, 50, 60 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz)

Audio: 5.1 channel linear PCM: 32, 44.1, 48, 88.2, 96, 176.4 and 192 kHz, 16, 20 and 24 bits, Dolby Digital and DTS

ARC (Audio Return Channel) (HDMI IN 4 only)

MHL (common with HDMI IN 1)

Video (2D): 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (30, 50, 60 Hz), 720/24p, 576p, 576i, 480p, 480i

Video (3D):

Side-by-Side: 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz)

Over-Under: 1080p (30 Hz), 1080/24p, 1080i (50, 60 Hz), 720p (50, 60 Hz)

Audio: 5.1 channel linear PCM: 32, 44.1, 48, 88.2, 96, 176.4 and 192 kHz, 16, 20 and 24 bits, Dolby Digital and DTS

DIGITAL AUDIO OUT (OPTICAL)

Digital optical jack (Two channel linear PCM, Dolby Digital, DTS)

HDMI 3 AUDIO IN

Analogue audio input (Stereo mini jack)

AUDIO OUT (Stereo mini jack)

Headphone, Audio Output, Subwoofer

USB

USB port

DC IN 19.5 V

AC adapter input

LAN

10BASE-T/100BASE-TX connector (Depending on the operating environment of the network, connection speed may differ. 10BASE-T/100BASE-TX communication rate and communication quality are not guaranteed for this TV.)

Others

Optional accessories

Touchpad Remote Control: RMF-TX100E

Wall-Mount Bracket: SU-WL450

MHL Cable: DLC-MC10/DLC-MC20

Camera and Microphone Unit: CMU-BR300

Active 3D Glasses: TDG-BT500A



Operating temperature

0 °C – 40 °C

Power and others

Power requirements

19.5 V DC with AC adapter

Rating: Input 100 V - 240 V AC, 50/60 Hz

Screen size (measured diagonally) (Approx.)

KDL-50W950D: 50 inches / 125.7 cm

KDL-43W950D: 43 inches / 108.0 cm

Display resolution

1,920 dots (horizontal) × 1,080 lines (vertical)

Power consumption
KDL-50W950D: 131 W
KDL-43W950D: 111 W

Dimensions (Approx.) (w × h × d)

with Table Top-Stand and External Speaker
(Table-top condition)

KDL-50W950D: 1,122 × 663 × 200 mm
KDL-43W950D: 968 × 574 × 200 mm

with External Speaker (Wall-Mount condition)

KDL-50W950D: 1,122 × 733 × 70 mm
KDL-43W950D: 968 × 643 × 70 mm

Mass (Approx.)

with Table Top-Stand and External Speaker
(Table-top condition)

KDL-50W950D: 19.8 Kg
KDL-43W950D: 15.4 Kg

with External Speaker (Wall-Mount condition)

KDL-50W950D: 17.3 Kg
KDL-43W950D: 13.9 Kg

Note

- Optional accessories availability depends on country/region/TV model/stock.
- Design and specifications are subject to change without notice.
- This TV set incorporates MHL 2.

Notes on Digital TV function

- Any functions related to Digital TV (**DVB**) will only work in countries or areas where DVB-T/DVB-T2 (MPEG-2 and H.264/MPEG-4 AVC) digital terrestrial signals are broadcast. Please confirm with your local dealer if you can receive a DVB-T/DVB-T2 signal where you live.
- This TV set complies with DVB-T/DVB-T2 specifications, but compatibility with future DVB-T/DVB-T2 digital terrestrial broadcasts are not guaranteed.
- Some Digital TV functions may not be available in some countries/areas.

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HIGH-DEFINITION MULTIMEDIA INTERFACE


DOLBY
AUDIO

 gracenote.

 Opera

 **MHL™**
Mobile High-Definition Link

 **dts®**
Digital Surround

Designed with

UEI
TECHNOLOGY™

 **Bluetooth®**


TUXERA
LEADING FILE SYSTEM INTEROPERABILITY



Customer Support and Contact:

<http://www.sony-asia.com/support>

<http://www.sony.net/>

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