

FWD-43S35

Sony BRAVIA 3 - 43" 4K HDR LED Display with Google TV, including 3 years PrimeSupport



Overview

Introducing the BRAVIA 3, with natural, bright colour for real-life pictures.

See billions of bright, natural colours on this TV, as our Triluminos Pro display unleashes vibrant colour in your living room, complete with real-life texture. Using the power of AI, our 4K HDR X1 Processor upscales even old movies to near 4K quality and our XR Clear Image technology breathes new life into every pixel.

Dolby Vision is a technology you'd usually find at the cinema, available on the BRAVIA 3, so you can enjoy cinematic detail, contrast, and colour - at home.

And to experience its full cinematic prowess from the get-go, you're invited to redeem 5 movies and 12 months of unlimited streaming on SONY PICTURES CORE - our exclusive movie app that features high-quality Pure Stream technology, a vast IMAX Enhanced library, and more.(1)

The sound on this Direct LED TV is powerful too, with our innovative X-Balanced Speaker ensuring crystal-clear dialogue and deep bass that is perfect for movies, as well as sports, games, and music.

For gamers, our Game Menu puts everything needed to win in one place.(2) ALLM and eARC are included, and if you want more, pair with a PlayStation 5 to unlock extra gaming features.(3)

With its sleek look and compact screen sizes, the BRAVIA 3 is designed to suit any room. Use it as a second TV in the bedroom and you can make use of the Calm Picture Mode, which lowers the brightness and displays softer colours and contrast. The PS Remote Play app allows you to use the BRAVIA 3 as a gaming TV, without physically needing to move your console.(4)

Browse 400,000+ movies and TV episodes from across your streaming services on this Google TV, along with 10,000+ apps and games.(5) Enjoy Voice Control (6) with Google Assistant and share content from your other devices on the big screen using Google Cast built-in (7) and Apple AirPlay 2.(8)

The Eco Dashboard 2 will give you full control over your energy settings - and could even help save money on your energy bills.(9)

Disclaimers:

(1) Availability varies by title, territory and device.

(2) Available functions may vary depending on model, region, or country.

(3) PS5® system sold separately. Design and specifications are subject to change without notice. "PlayStation" and "PS5" are registered trademarks or trademarks of Sony Interactive Entertainment Inc.

(4) A PS4™ or PS5® console is required to stream your games to other devices. PS Remote Play can be used with a mobile data connection or Wi-Fi. Broadband internet with at least 5Mbps is required. For a better PS Remote Play experience, a high-speed connection of at least 15Mbps is recommended using either Wi-Fi or mobile data connection. Titles that require a VR headset (PlayStation®VR or PlayStation®VR2) or additional peripherals (other than a DUALSHOCK®4, DualSense™, or DualSense Edge™ wireless controller) are not compatible with PS Remote Play.

(5) Some apps, contents and/or features may not be available in all countries. Subject to availability. User must connect to a Google Account to use certain advertised features. Google TV is the name of this device's software experience and a trademark of Google LLC. Google and Chromecast built-in are trademarks of Google LLC.

(6) User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Play Terms of Service (https://play.google.com/intl/en-US_us/about/play-terms/index.html) and Privacy Policy (<http://www.google.com/policies/privacy/>) to use TV. User must connect to a Google Account to use certain advertised features, including voice to activate linked apps, and install certain apps and operating software during setup. Use of TV without connecting to a Google Account allows only basic TV features and certain apps. Wireless connectivity requires 802.11 home network (802.11n recommended). Network services, content, operating system and software of this product may be subject to separate or third-party terms and conditions and changed, interrupted or discontinued at any time and may require fees, registration and credit card information. Apps must be compatible with TV. App availability varies by region and device. Hands Free feature availability depends on language and may need software update. Please check Sony support page for further information; <https://www.sony.net/tv-hf-ww/>. Google Assistant is not available in certain countries and languages. Availability of services varies by country and language. Features will be available via a future firmware update.

(7) Casting optimised for selected services only. Google Cast built-in is a trademark of Google LLC. Chromecast built-in compatibility dependent on app.

(8) Apple, AirPlay, iPhone, iPad, Mac and Home are trademarks of Apple Inc., registered in the U.S. and other countries and regions. To use Apple AirPlay and Home with this TV, the latest version of iOS, iPadOS, or macOS is recommended.

(9) Power consumption is approximate and may differ from the actual value.

Features

Triluminos Pro

See billions of bright, natural colours on the BRAVIA 3. From deep shades that ooze atmosphere, to exhilarating highlights, our Triluminos Pro display brings vibrant colour into your living room, complete with real-life texture. Whether you're watching a fantasy epic or a gritty documentary, you'll feel part of every world.

X1 Processor

This realism is achieved by our AI-powered 4K HDR X1 Processor. In fact, even old movies are given new life as our XR Clear Image technology upscales every pixel to near 4K quality. It ensures the original content's natural textures and details shine through,

while using dynamic frame analysis and zone division to minimise unwanted noise. The result is crystal-clear entertainment, refined and lifelike.

Dolby Vision

Dolby Vision is a technology you'd usually find at the cinema, available at home on the BRAVIA 3. It unlocks the full potential in everything you watch, delivering richer detail through precise pixel control, with sharper contrast, and eye-popping colour.

Clear dialogue & deep bass

The sound is powerful, with crystal-clear dialogue and deep, atmospheric bass – perfect for movies, as well as sports, games, and music.

X-balanced speaker

The diaphragm of our X-Balanced Speaker unit has been uniquely shaped to reduce distortion, making this impeccable sound resolution possible.

Compact & sleek

With its sleek look and compact screen sizes, the BRAVIA 3 is designed to suit any room and any interior style.

With its sleek look and compact screen sizes, the BRAVIA 3 is designed to suit any room and any interior style. It includes a 2-way TV stand, providing you the flexibility to place it on smaller furniture in the narrow position or in a wide position to fit your soundbar.

Calm Picture Mode

If using it as a second TV in the bedroom, make use of the Calm Picture Mode, which lowers the brightness and displays softer colours and contrast. If using it for gaming, the PS Remote Play app will allow you to connect to your PS5 or PS4 remotely, without moving the console from another room - or even another location altogether!

Remote control

The remote control is not only compact and easy to clean, but it's made from approximately 80% recycled plastic too. *

Google TV

On this Google TV, everything you stream is available on one screen. Browse 400,000+ movies and TV episodes from across your favourite streaming services, organised into topics and genres based on what interests you, along with 10,000+ apps and games. There are even dedicated buttons for your go-to apps, so you can dive straight into the action.

Google Assistant

With Google Assistant, you can control the TV using your voice – and it's more helpful than ever. Just say "Hey Google" to find movies, play music, or get answers to your questions. You can also connect with your other smart home devices to adjust the room temperature, turn on the lights, or check your front door.

Content share

And with Google Cast built-in and Apple AirPlay 2, you can easily share content from your smartphone, tablet, laptop, or computer straight onto the big screen.

Eco Dashboard 2

To monitor your energy consumption and optimise your efficiency, use the brilliant Eco Dashboard 2. Here, all your energy settings are in one easy-to-use place.

Game Menu

Enjoy invincible gaming on the BRAVIA 3.

The Game Menu puts everything needed to win in one place. Here, you can quickly check your status, fine-tune settings, access assist functions, and more.

AALM & eARC

Auto Low Latency Mode (ALLM) and eARC are available, ensuring smooth, clear, and responsive gameplay.

Gaming Features

And PlayStation gamers can unlock extra exclusive gaming features. For example, Auto HDR Tone Mapping instantly optimises the HDR settings during initial PS5 set-up, so in the darkest shadows and brightest highlights, fine detail and true colour is revealed; Auto Genre Picture Mode automatically switches the TV into Game Mode to minimise lag and maximise responsiveness; and with PS Remote Play, play your favourite PS5 and PS4 games over your internet connection without the hassle of moving the console and wires.

Dolby Vision

Dolby Vision for gaming is also supported, delivering a whole new level of depth and realism. This is how your game world should be, brimming with vibrant colours, lifelike contrast in the light and dark, with intense brightness.

PrimeSupport

PrimeSupport: Our professional service package

You enjoy all the fantastic picture & sound quality of our consumer TV range, combined with the added peace of mind of our PrimeSupport Professional Service package and after sales support which includes:

- Access to our Elite helpdesk for integrator-focused, knowledgeable technical support
- Advanced Exchange of any faulty products, with technical assistance for swap & install on premise, wherever possible
- 3 years standard cover, with option to extend by additional 2 years.

Specifications

General Features	
Screen Size	43"
Brightness (cd/m ²)	-
Contrast Ratio	-
Dynamic Contrast Ratio	-
Response Time (ms)	-
Display Resolution (H x V, pixels)	3840 x 2160
HDR (High Dynamic Range) Compatibility	Yes (HDR10,HLG,Dolby Vision)
Aspect Ratio	16:09

General Features

Portrait/Tilt Compatibility	-
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Display Features

Dimming Type	Frame Dimming
Display Device	LCD
Panel Type	-
Backlight Type	Direct LED
TRILUMINOS Display	Triluminos Pro
Colour Gamut (DCI-P3)	-
Picture Processor	4K HDR Processor X1
Operation Time	18/7
Deep Black Non-Glare Coating	-
Haze (%)	-
Viewing Angle (Right/Left)	178(89/89) degree
Viewing Angle (Up/Down)	178(89/89) degree

Video Specification

Wide Mode	Full/Vertical Fit/Horizontal Fit/Original,Full/Vertical Fit/Horizontal Fit/Original
4:3 Default	-
Video Processing	4K X-Reality PRO
Motion Enhancer	Motionflow XR 200/240Hz (Native 50/60Hz)
HDMI Signal	4096x2160p(24,50,60Hz), 3840x2160p(24,25,30,50,60Hz), 1080p(24,30,50,60Hz), 1080i(50,60Hz), 720p(30,50,60Hz), 720/24p, 576p, 480p

Audio Specification

Speaker Position	Down Firing
Audio Power Output	10W + 10W

Professional Features

Pro Mode	-
HDMI Auto Wake-Up	-
HTML5 Platform	-
Multicast/IPTV	-
Operating System	Android 12
On-board Storage (GB)	16GB

Network Specification

Wi-Fi Direct	-
Wi-Fi Certified	Yes
Wireless LAN	Integrated

Convenience Features

USB Playback Codes	MPEG1:MPEG1/MPEG2 PS:MPEG2/MPEG2 TS(HDV,AVCHD):MPEG2,MPEG4,AVC,AVS,HEVC/MP4(XAVC S):AVC,MPEG4,HEVC,AV1,VP8,WMV,MotionJpeg,/AVI:MotionJpeg,HEVC,MPEG4,WMV,AVC,VP8/ASF(WMV)/MOV:AVC,HEVC,
On Screen Clock	Yes
Sleep Timer	Yes

Convenience Features

On/Off Timer	Yes
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Chromecast Built-In	Yes
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Apple AirPlay	Yes
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Control Specifications

IP Control	-
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RS-232C Control	-
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HDMI-CEC	-
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Inputs and Outputs

HDCP	HDCP2.3 (for HDMI1/2/3/4)
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Composite Video Input (s)	-
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HDMI Inputs Total	4 (4Side)
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Analog Audio Input (s) (Total)	-
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Digital Audio Output (s)	1(Side)
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USB Ports	2 (Side)
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Ethernet Inputs	1 (Side)
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Design Features

Frame Colour	Black
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Stand Design	Slim Wedged Stand
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VESA® Hole Spacing Compatible	Yes
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VESA® Hole Pitch (W x H)	20.0 x 20.0 cm
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Environment Specifications

Screen Size for WEB (diagonal, cm, integer or 1st decimal)	108 cm
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Rated Power Consumption	114 W
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Power Consumption (in Standby)	0.50 W
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Dynamic Backlight Control	Yes
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Power Saving Mode	Yes
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Measurements

Dimension of TV without Stand (W x H x D)	Approx. 96.4 x 56.3 x 6.9 cm
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Dimension of TV with Stand (W x H x D)	Approx. 96.4 x 62.9 x 26.6 cm
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Dimension of Package Carton (W x H x D)	Approx. 107.0 x 69.5 x 14.1 cm
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Weight

Weight of TV without Stand	Approx. 9.7 kg
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Weight of TV with Stand	Approx. 9.9 kg
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Weight of Package Carton (Gross)	Approx. 14 kg
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Accessories

Accessories	-
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Wall-Mount Adjuster (Bundled)	-
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Table-Top Stand (Optional)	-
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Information on EU Data Act: [Click here](#) to check if your Sony product and/or related service is subject to the EU Data Act.

