

KDL-40CX520P

40" BRAVIA Professional Full HD screen with CCFL backlight for entry-level public display, office and educational digital signage

The KDL-40CX520P brings the acclaimed performance, style and affordability of Sony's established BRAVIA screen technology to entry-level digital signage. These screens can truly enhance any office, educational, retail, venue and waiting area environment - bringing smart digital messaging to all.

A great mid-sized screen at 40 inches, the KDL-40CX520P features Full HD resolution, CCFL backlight technology and a Light Sensor, for bright, clear images. You can even connect to the Internet, thanks to the RJ45 connector.

A Presence Sensor is included for eco-conscious, energy-saving economy, dimming the screen during quiet times - whilst USB playback ensures quick content deployment.

The KDL-40CX520P comes bundled with the HDMI-RS232C converter box and a 3-year warranty for professional use.

Features

Standard External Control Terminals

The HDMI-RS232C converter box allows you to turn on the display, switch the input signal, adjust the volume control and more.

Light Sensor

The Light Sensor ensures that the brightness of your screen is adjusted to the brightness of its environment. You get a great picture, save energy, and it's automatic.

Presence Sensor

Save energy automatically with Sony's Presence Sensor. It is an infrared motion detector that automatically dims the screen when no one is watching,

and switches it to Standby Mode if you do not return within 30 minutes.

Internet Capability

All models feature RJ45 input and wifi capability (with extra external accessories), allowing customers to surf the web via the built-in browser.

Skype™ Ready

Now BRAVIA Professional owners can take advantage of free Skype-to-Skype Internet voice and video calls. Widely popular for PC-based phone calls, the Skype service is a great way to keep in touch with friends and family at little or no cost. Sony makes it easy - simply attach the dedicated Sony camera/microphone (sold separately).

USB Playback

For easy, entry-level signage displays, you can play a variety of content straightaway from a USB memory stick, complete with looping and adjustable interval settings.

Wide variety of input options

Models can accept a wide variety of input sources, including 4 x HDMI, laptop, Blu-ray and DVD player.

Picture frame mode

This power-saving mode comes as standard, allowing the screen to be used to show artwork or user-generated images as if it were a picture frame.

Enhanced on-screen interface

BRAVIA Professional displays now feature a refinement of the Xross Media Bar™ (xmb™) user interface. Now it's easier than ever to take advantage of all of your screen's features: the content continues to play in a window as you navigate the menus; the feature categories appear across the bottom of the screen, while the feature choices appear on the right-hand side.

Technical Specifications

Display Features

Inch Size	40"
Backlight Type	CCFL

Display Specs

Panel Frequency	50Hz
Viewing Angle	178 (89/89)
Display Resolution	Full HD
Aspect Ratio	16:09

Video Features

Picture Mode	13 modes (Vivid / Standard / Custom /Photo-Vivid / Photo-Standard / Photo-Original / Photo-Custom / Cinema / Game-Standard / Game-Original / Graphics / Sports / Animation)
Video Processing	X-Reality
Advanced Contrast Enhancer (ACE)	Yes

Audio Specs

Speaker Position	Rear Facing
Audio Power Output	10W + 10W
Speaker Configuration	2

Audio Features

Invisible Speaker (w/ Sound Elevation)	Yes
Sound Mode	Dynamic / Standard / Clear Voice
Surround Effect	Cinema / Sports / Music / Game
Auto Mute (on no signal)	Yes

Network Features

Skype™	Yes
Wi-Fi Direct	Network Update(WLAN Ready model)
Media Remote	Yes(Network Update)
HTML Browser	Yes
DLNA	Yes
Wireless LAN	Ready

Convenience Features

Quick Start & Viewing	Yes
USB HDD Rec	Ready
Twin Picture	PAP (Variable)
Control for HDMI (HDMI CEC)	Yes
Skin Naturalizer	Yes

Scene Select	Photo / Music / Cinema / Game / Graphics / Sports / Animation
i-Manual	Yes
PAP/PIP	Yes / Yes
Input Skip	Automatic
On Screen Clock	Yes
Sleep Timer / On/Off Timer	Yes / Yes
USB Play	Yes
Picture Frame Mode	Yes
Multiple Language Display	27 Languages

Sensing Features

LightSensor	Yes
Presence Sensor	Yes
Dynamic Backlight Control	Yes
Backlight Off Mode	Yes

General Features

Finish (Surface Color)	Black
Hotel Mode Menu	Yes
RS-232C Control	Yes (with supplied HDMI converter box)

Design Features

Stand Swivel	Yes (Left 20°/Right 20°)
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Inputs and Outputs

RF Connection Input(s)	1 (Rear)
Composite Video Input(s)	1 (Rear/1 Hybrid)
Component Video (Y/Pb/Pr) Input(s)	1(Rear/Hybrid)
SCART (without Smartlink)	1(Rear)
HDMI™ Connection(s) (Total)	4(1 Side/3Rear)
PC In (D-Sub) + Audio In (Stereo Mini)	D-Sub 1(Side) / Mini 1(Rear)
Video Out (SCART)	1 (Rear)
Analog Audio Input(s) (Total)	1(Rear)
Digital Audio Output(s)	1(Rear)
Audio Out	1(Side) Hybrid w/HP
Headphone Output(s)	1(Side) Hybrid w/Audio out
USB	2(Side)
Ethernet Connection(s)	1(Rear)
RS-232C Input(s)	Yes (with supplied HDMI converter box)
	1 (Side)
HDMI™ PC Input	Yes

Power	
Power Requirements	AC 220-240V / 50Hz
Power Consumption (in Operation)	Home Mode: 73W Shop Mode: 112W (32")
	Home Mode: 120W Shop Mode: 181W (40")
	Home Mode:128W Shop Mode:204W(46")
Power Consumption (in Standby)	0.25 W

Regulation and Standard Compliance	
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch	20 x 20cm (32") 30 x30cm (40",46")

Measurements & Weights (Approx.)	
TV only (W x H x D)	Approx.79.9X50.2X7.0cm (32")
	Approx. 99.1 x 60.6 x7.1 cm (40")

	Approx.112.2X68.2X7.4cm (46")
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Weights (Approx.)	
TV only	Approx 8.7Kg (32")
	Approx 12.9 kg (40")
	Approx 17.1Kg (46")

Recycled & Recyclable Materials	
Packaging Materials	Recycled Carton (more than 70%)

Supplied Accessories	
RM-ED045 (Affordable_AEP)	Remote Control
separate (HDMI connection required)	HDMI-RS232C Converter
separate (assembly required)	Table Top Stand