

SONY



KDL-40W3000  
KDL-46W3000  
KDL-52W3000

# Quick Setup Guide

For further information, see the Operating Instruction Manual supplied with the TV. Please retain this guide for your future reference.

## 1 Your New BRAVIA™ Flat-panel LCD HDTV

Congratulations! Your new BRAVIA™ TV opens the door to the “Full HD Experience”. This guide will explain how to get the most from your new High Definition TV.

Learn more. Visit the Sony HDTV Learning Center [www.sony.com/HDTV](http://www.sony.com/HDTV). Please take these steps before you power up your BRAVIA™:

- Register online at:  
[www.sony.com/registration](http://www.sony.com/registration) (from U.S.A.)  
[www.SonyStyle.ca/registration](http://www.SonyStyle.ca/registration) (from Canada)
- Make sure you've removed all accessory contents from packaging.
- Install 2 AA batteries (supplied separately) in your remote control.
- Determine whether you will hang your TV on a wall or place it on a floor stand. Sony wall mounting brackets are designed to provide the best fit.
- Give your TV 2 3/8 inches (6 cm) of space behind it to properly ventilate.

### The Four Steps to a Full HD Experience: Set, Sound, Source, and Setup

Along with your BRAVIA™ TV set, a complete HD system requires an HD sound system, a source of HD content, and proper setup connection with components such as your HD cable or satellite box.

You must get HD programming to experience the full detail of HDTV.

The quality of the image you see on your BRAVIA™ can only be as high as the quality of the signal it is displaying. This chart shows the different signal types and how to access them.

Best Signal Performance	Comments	Sources
High Definition Content	Best picture quality 16:9 aspect ratio	HD Over-The-Air Antenna HD Cable Subscription/ Programming HD Satellite Subscription
Digital Content	Good picture quality aspect ratio based on program	Over-The-Air Antenna Digital Cable Subscription Digital Satellite Subscription
Analog Content	Original TV format 4:3 aspect ratio	Over-The-Air Antenna Cable Subscription

Contact your cable or satellite provider to upgrade your service to HD. Receive over-the-air HD broadcasts with an HD-quality antenna ([www.antennaweb.org](http://www.antennaweb.org)) and discover the wealth of entertainment now available on super-high-resolution Blu-ray Disc™.

## 2 Connecting Your TV

Your BRAVIA™ TV must be properly connected to components such as sound system and cable or satellite box.

See reverse side of this guide for sample connection diagrams.

- Turn off and unplug all components before making connections.
- Do not turn on the TV until connection setup is completed.

Input Connector	Video Connection	Audio Connection	High or Standard Definition Quality
HDMI 1 HDMI 2 HDMI 3	<b>HDMI connection*</b>	HDMI cable carries both video and audio signals. Separate audio cable is not needed. (*When HDMI is connected to DVI with an adapter, a separate audio L/R is necessary.)	1080/24p, 1080p, 1080i, 720p, 480p, 480i, PC (Compatible with HD or SD content)
Component 1 Component 2	<b>Component connection</b>	<b>Audio L/R</b>	1080p, 1080i, 720p, 480p, 480i (Compatible with HD or SD content)
Video 1	<b>S VIDEO connection</b> (Use this connector in place of composite video connector)	<b>Audio L/R</b>	480i (SD content)
Video 1 Video 2 Video 3	<b>Composite video connection</b> (Shown with video and audio connectors)	<b>Audio L/R</b>	

### What is HDMI™?

HDMI (High-Definition Multimedia Interface) cables are the standard for connecting HDTV. They are built to properly handle high bandwidth, uncompressed video and multi-channel audio—all in one cable.

### Connecting a PC to Your BRAVIA™

- May require DVI-to-HDMI adapter and separate audio connector.
- Connect PC's audio output when using a Digital Video Interface (DVI) or HD15 connection.
- Press PC's FUNCTION Key + Select Output to transmit to TV.
- When using an HD15 connection, adjust TV's Pitch and Phase to correct sharpness.
- Refer to your BRAVIA™ Operating Instruction Manual for more information.
- Connect with an HDMI cable when using an HDMI compatible PC.

To learn more about HDTV, visit [www.sony.com/HDTV](http://www.sony.com/HDTV)

**For Your Convenience**

Please contact Sony directly if you have questions on the use of your television after reading your Quick Setup Guide and Operating Instruction Manual.

Contact Sony Customer Support at:  
<http://www.sony.com/tvsupport>

Or to speak with a support representative:  
**United States** 1-800-222-SONY (7669) **Canada** 1-877-899-SONY (7669)

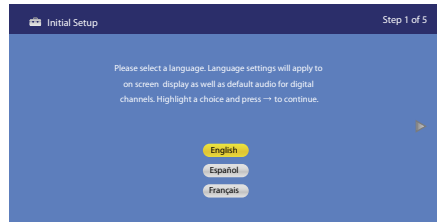
**Please Do Not Return the Product to the Store**

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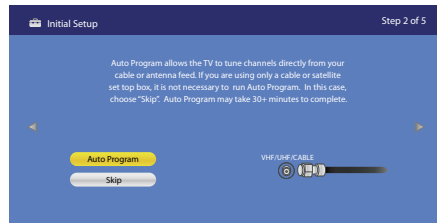
## 3 Running Initial Setup

Initial Setup instructions are displayed on the screen when your BRAVIA™ is powered on for the first time.

- Select the language for the OSD (on-screen display).



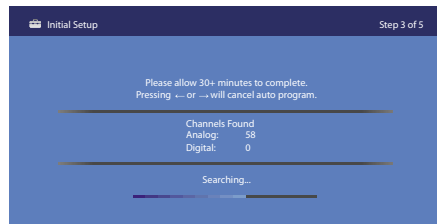
- Connect either Antenna or Cable to your TV.



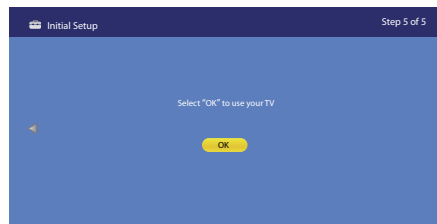
Select **Auto Program** to advance to the Auto Programming.

If you are not using the VHF/UHF/CABLE connection to TV, you can cancel the **Auto Program** by selecting the **Skip** option.

- Your TV will detect the type of signal connected and will start scanning for the channels.



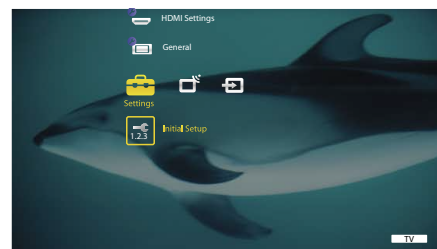
- Follow on-screen instructions to complete setup and begin viewing your TV.



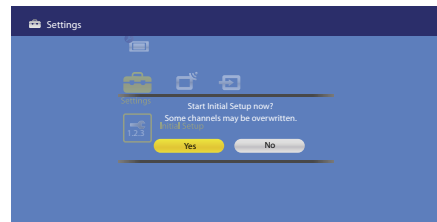
### To Access Initial Setup by Remote Control

If you did not follow the Initial Setup screen the first time, press **HOME** on your remote control to display **TV Home Menu/XMB**, and select the **Initial Setup** icon under the **Settings** category.

- XMB™ appears.



- Select **Initial Setup** icon.



**To Do List**

When the **Initial Setup** is completed, consider carrying out these items:

- Set Clock
- Set Closed Captions (CC)
- Set Parental Lock
- Show/Hide Channels
- Label Inputs (skip inputs)
- Speakers On/Off

For details, refer to your BRAVIA™ Operating Instruction Manual.

## 4 Watching Your TV

### Select Your Content Source

Whether you are watching cable, satellite or broadcast TV; playing a VCR, DVD or Blu-ray Disc™; or connecting to your PC, you need to choose the correct input using your remote control:

- Press **HOME** on your remote control to display on-screen the **TV mode** or **External Inputs** selection menu; OR
- Press **INPUT** repeatedly until your selection is highlighted on-screen.

### Adjust Screen Shape and Aspect Ratio

High Definition and Standard Definition signals are transmitted with different aspect ratios (the width-to-height shape of the image). Most HD signals use a widescreen aspect ratio of 16:9. Most SD signals use a boxy 4:3 aspect ratio. The 16:9 aspect ratio looks perfect on your BRAVIA™, but a 4:3 image must be adjusted to look right. You can:

- Adjust your TV so boxy 4:3 images are automatically re-configured (zoomed or stretched) to fit the wide TV screen; OR
- Watch SD content in its original, boxy format with wide black bars surrounding the image to fill in unused space (for example, you may prefer to watch an old classic movie in its original 4:3 format, not reconfigured for a wide screen).
- Press **WIDE** on your remote control to display the **Wide Mode** setting of your preference.
- Visit [www.learningcenter.sony.us/HomeAudioandVideo/Televisions/Research1/TheBasicsofDTV](http://www.learningcenter.sony.us/HomeAudioandVideo/Televisions/Research1/TheBasicsofDTV) for more information.

### Customize Sound and Picture Quality

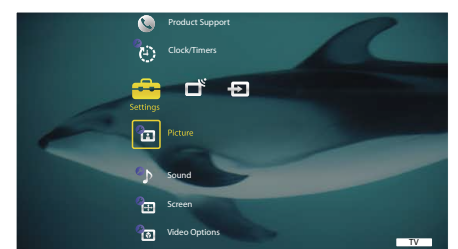
You can choose optimum sound and picture settings to match the content you are displaying on your TV:

- Press **HOME** on your remote control and select **Picture** or **Sound**. Choose the appropriate setting for your content.
- Use the **OPTIONS** button on your remote control to quickly adjust sound and picture quality.
- Refer to your BRAVIA™ Operating Instruction Manual for more information.

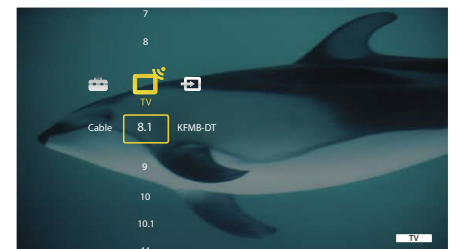
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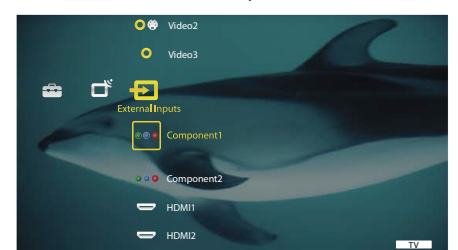
XMB™ with focus on **Settings**. Select **Settings** to customize your TV.



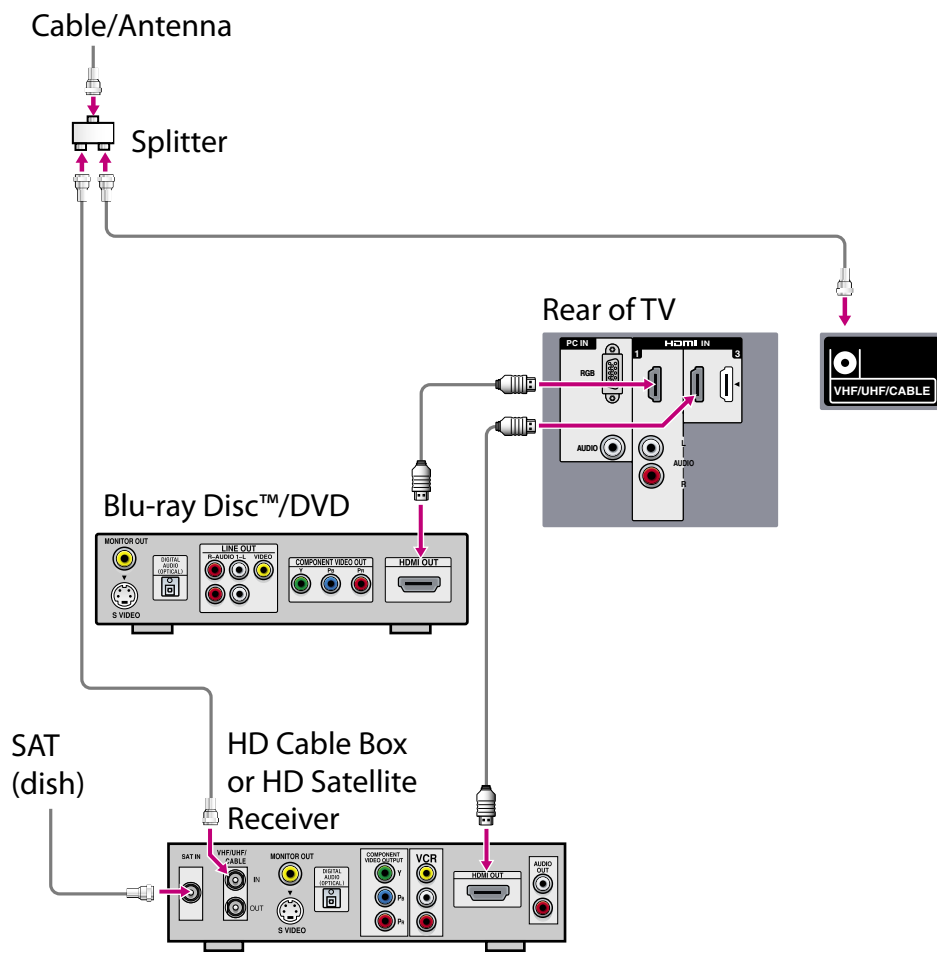
XMB™ with focus on **TV**. Select the channels from here or use the **0-9** number buttons on your remote control.



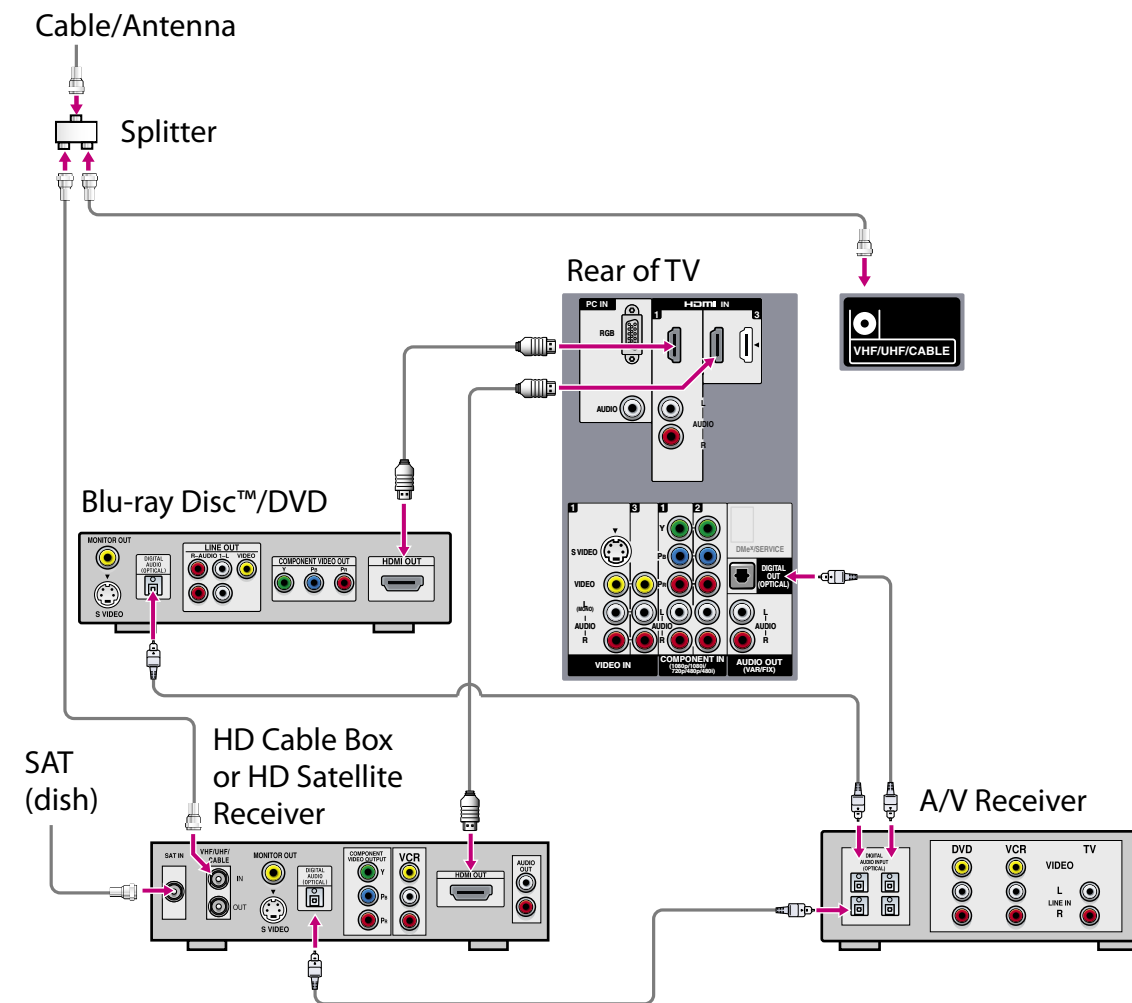
XMB™ with focus on **External Inputs**. Select connected device from here or use the **INPUT** button on your remote control.



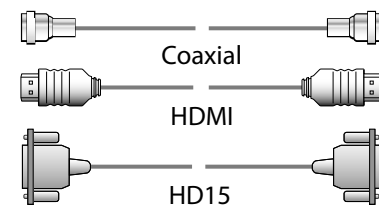
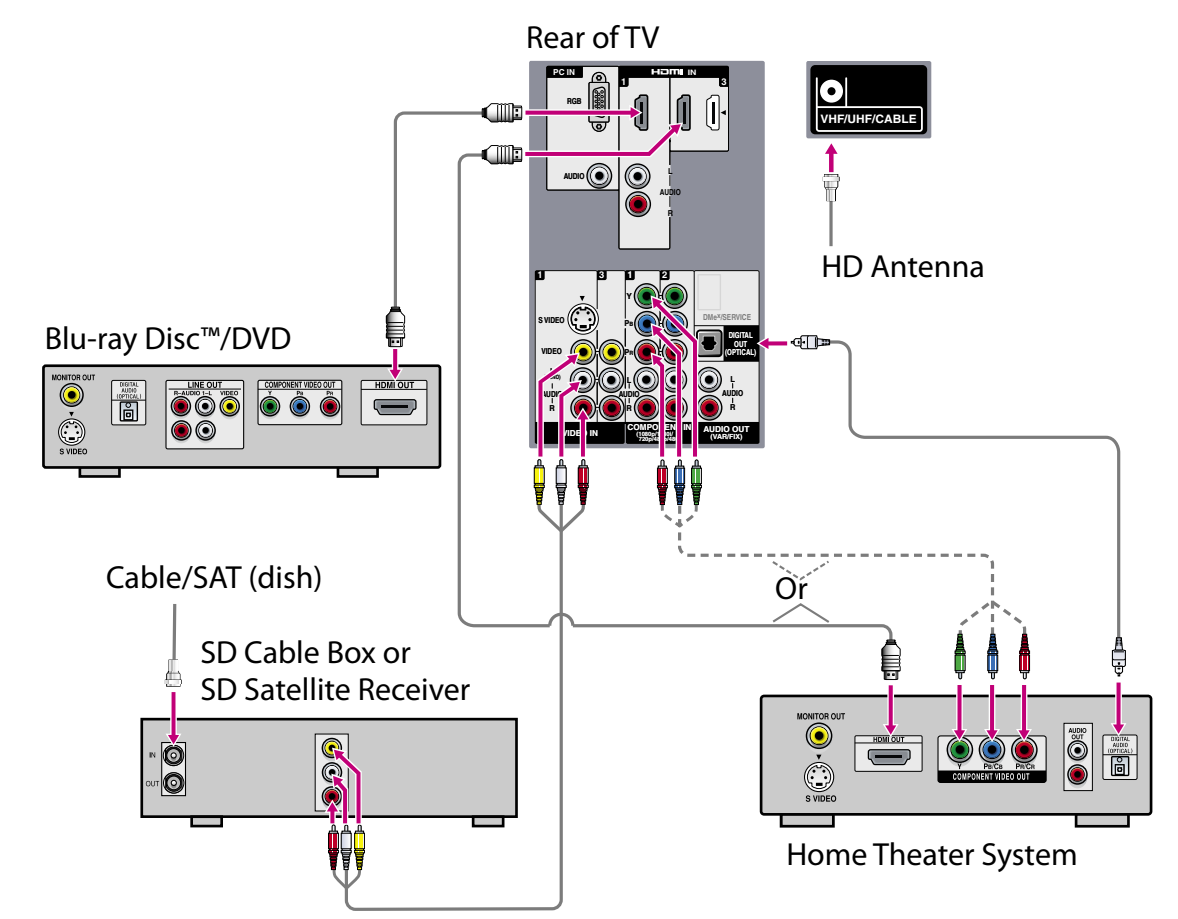
## HD Basic Connection



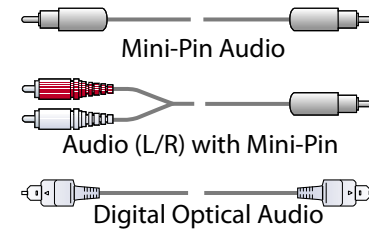
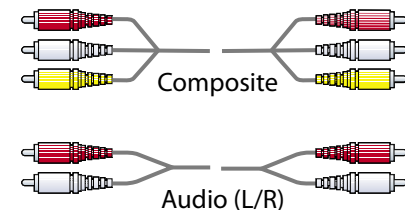
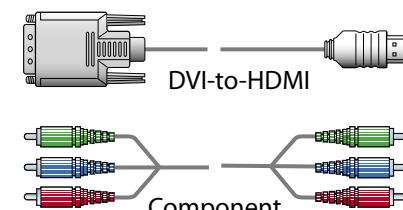
## HD Basic Connection with A/V Receiver



## HD Basic Connection with Home Theater System



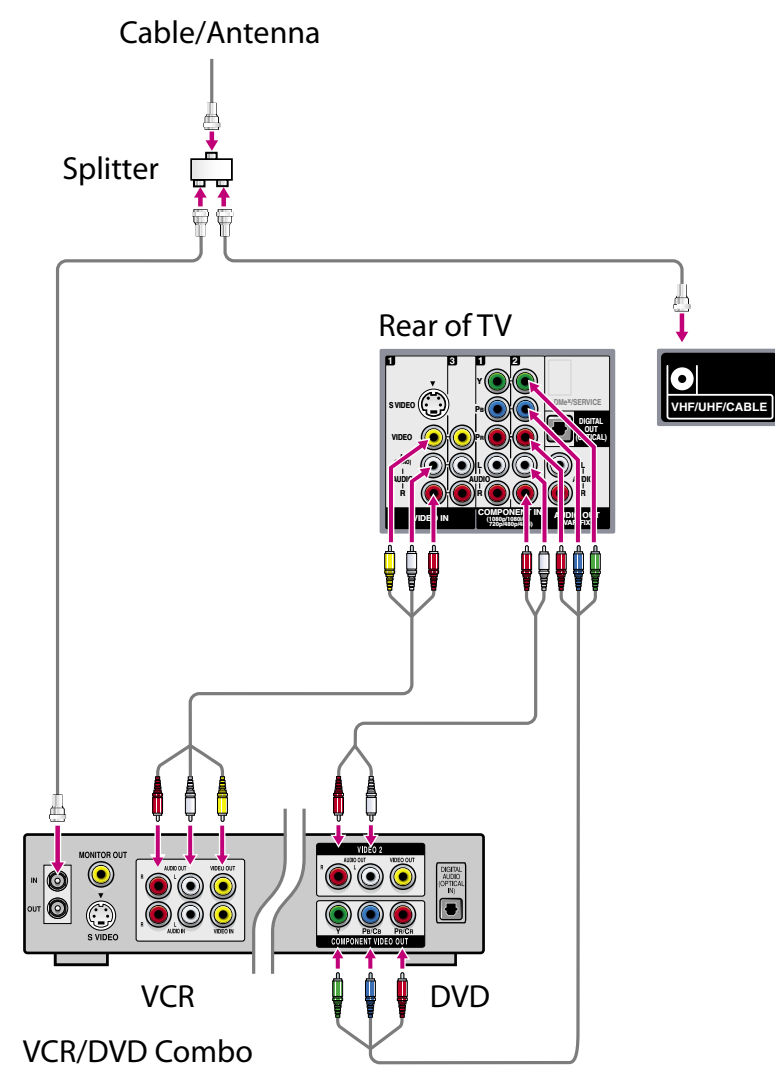
### Required Cable Types for Connection



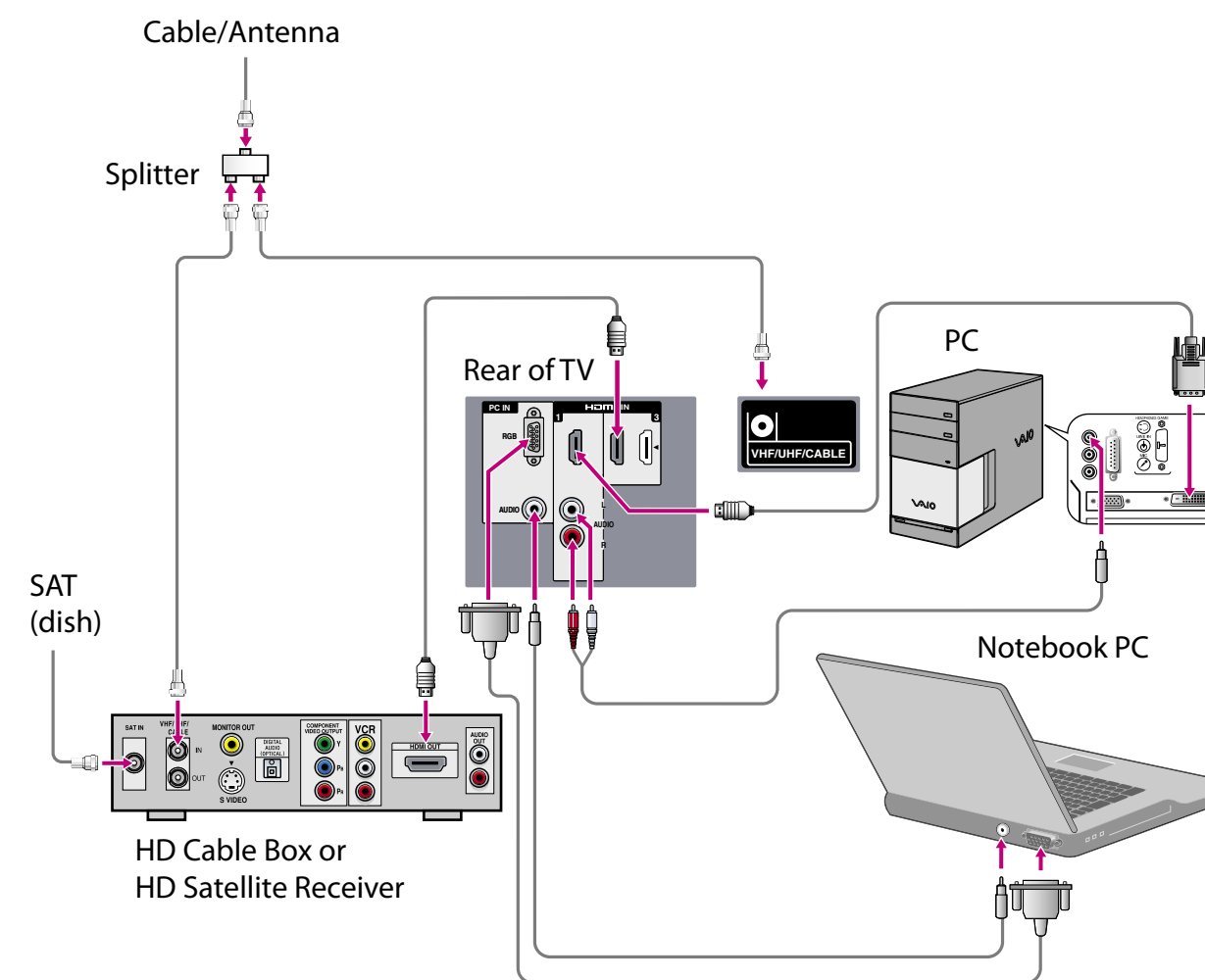
### Notes on Connection:

- Your TV is equipped with three HDMI inputs, connect your incoming signal source (HD Cable Box, HD Satellite Receiver, or DVD) with an HDMI or component video for the best possible picture quality.
- If your connecting equipment has DVI output instead of the HDMI output, you must use DVI-to-HDMI cable for the video and also connect an audio cable for the sound. If this is the case, connect the cable to HDMI IN 1 (input) of your TV.
- P&P/PIP** functions require VHF/UHF/CABLE connection.
- When receiving High-Definition content signal by over-the-air antenna, it is best to use the HD antenna.
- When using a DVI-to-HDMI cable, make sure to connect the DVI side first.

## Basic Connection with SD VCR/DVD



## PC Connection



## Programming the Remote Control

Your remote control can be programmed to use other equipment. The remote control is preset as below for Sony equipment.

Sony Equipment	Programmable Code Number
BD	101 (Sony Blu-ray Disc Player)
DVD	751 (Sony DVD Player)
STB	801 (Sony Satellite Receiver)

### Programming Non-Sony Video Equipment

Follow the steps below to program your TV's remote control.

- In the space provided below, write down the three-digit code of your equipment found on the Manufacturer's Codes List (see Operating Instructions). If more than one code is listed, try entering the code listed first. Code No. \_\_\_\_\_
- Press and hold **[BD]**, **[DVD]** or **[STB]** and **[INPUT]** simultaneously to light the **FUNCTION** button.
- Enter the three-digit code using **[0-9]** while the selected button is lit. If the code is not entered within 10 seconds, you must repeat step 2.
- Press **[ENTER]** while the **FUNCTION** button is lit. If programmed correctly the selected **FUNCTION** button blinks twice. If not it blinks five times.

### To Confirm the Programming

If you can turn on and off the equipment by pressing the green **[POWER]** button, then the programming is complete. If not, try the next code listed.

### Note:

- In some cases, you may not be able to program your remote control. If this is the case, use your equipment's own remote control.
- Any one of the **FUNCTION** buttons can be programmed to operate other equipment regardless of the labeling. For example, if programmed with the correct code, **[DVD]** can operate DVD/VCR combo equipment. This is useful if your equipment does not match the labeled buttons available. Make note of your equipment's programmed button.

