SONY

FWD-43XR35M2

BRAVIA 3II - Direct LED 4K Display with 3 years PrimeSupport



Overview

Pop of brilliance. Smart and refined

Introducing the BRAVIA 3 II: A pop of brilliance. Smart and refined. Bright, crisp, and true-to-life colour that pops off the screen. With clear sound and intuitive AI, this big or small screen TV makes every choice feel easy—and every moment look its best.

Smart & Refined Design

Form and function beautifully combine as our FlushSurface TV design and two-way Slim Blade Stand harmonise with your space for a clean, contemporary look

Discover Unmatched Realism, Driven by our latest XR processor

Powered by AI, our scene recognition system detects, analyses, and optimises each detail in a scene for a lifelike view.

See over a billion colours

Our XR Triluminos Pro display reproduces even the most subtle differences in saturation, hue, and shade, making everything you watch feel vibrant and real.

Bring the sound of the cinema home

Dolby Atmos and DTS:X are two audio technologies straight out of the movie theatre, now available in your own living room.

The entertainment you love - All in one place

Browse 400,000+ movies and TV episodes from across your favourite streaming services on this Google TV, along with 10,000+ apps and games.

Movies included with Sony Pictures Core

5 movies and 12 months of unlimited streaming are ready for you to redeem straightaway.

Enjoy 4K 120HZ Smooth motion

High-speed action is crystal-clear, transforming your home into a personal movie theatre, sports stadium, or fantasy game world.

Features

XR Processor, Powered by AI
Powered by the XR Processor inherited from our premium models, the BRAVIA 3 II brings movies and series to life in rich colour, radiant brightness, and smooth motion.

See the world's colours with all the vibrance of real life, as our XR Triluminos Pro reproduces over a billion subtle differences in saturation, hue, and shade.

This realism is driven by our XR Processor, which uses AI scene recognition to analyse and refine every detail on-screen, optimising each frame for lifelike colour, contrast, and clarity.

If you love older movies, XR Clear Image uses AI to intelligently upscale everything to near 4K quality. Processing is adjusted based on the original content, allowing natural textures to shine through, while using dynamic frame analysis and zone division to minimise unwanted noise.

If sports and action are your thing, our 100Hz panel with Motionflow XR increases the number of images seen every second for smoother high-speed motion, while expertly reducing unwanted blur.

Bring the Sound of the Cinema
Dolby Atmos and DTS:X are two audio technologies straight out of a cinema, now available in your living room. Our X-Balanced Speakers deliver clarity and Clear Phase ensures true acoustic harmony.

Smart & Refined Design
With its stylish look, the BRAVIA 3 II is designed to fit naturally into your space.

Form and function beautifully combine as our unique Flush Surface design gives the TV a clean, contemporary look that doesn't get in the way of your viewing. The bezel is almost invisible, so your eyes stay on the picture, not the frame.

The Slim Blade Stand harmonises with your space, with its simple T shape, and the same refined wave pattern found on our premium models. For ultimate flexibility, the stand can be positioned in two ways; use the wide setting for large surfaces or the narrow setting for smaller furniture.

The remote control features bigger buttons with varied textures and clear spacing to make navigation easy, as well as a new wave-textured back for better grip and comfort. It's made from approximately 80% recycled plastic. With the Find Remote feature, you'll never lose it either — the helpful beeping sound will have you reunited in seconds.

The Entertainment You Love, In One Place
Browse 400,000+ movies/TV episodes and 10,000+ apps/games on this Google TV — using just your voice. Share content to the big screen with Google Cast built-in/Apple AirPlay 2.

Enjoy 4K 120Hz Smooth Motion
Explore invincible gaming with our Game Menu and 4K/120fps/VRR/ALLM available as features of HDMI 2.1. PlayStation 5 users will unlock more exclusive features, as well as the PS Remote Play app.

Sony Pictures Core
Enjoy a world of movies on SONY PICTURES CORE, powered by Pure Stream technology for supreme detail, with a vast IMAX Enhanced collection. 5 movies and 12 months of unlimited streaming are included.

Sustainability in Every Scene
With the BRAVIA 3 II, you can monitor your energy consumption and optimise your efficiency using the Eco Dashboard 2, which puts all your energy settings in one easy-to-use app.

The remote is made from 80% recycled plastic materials.

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 Professional Service package and after sales support
- 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 the option to extend by an additional 2 years.

Specifications

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

Display Features	
Dimming Type	Frame Dimming
Display Device	LCD
Panel Type	-
Backlight Type	-
TRILUMINOS Display	XR Triluminos Pro
Colour Gamut (DCI-P3)	-
Picture Processor	XR Processor
Operation Time	18/7
Deep Black Non-Glare	-
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	-
Motion Enhancer	Motionflow XR 400/480Hz (Native 100/120Hz)
HDMI Signal	4096x2160p(24,50,60Hz), 3840x2160p(24,25,30,50,60,100,120Hz), 1080p(30,50,60,100,120Hz), 1080/24p, 1080i(50,60Hz), 720p(30,50,60Hz), 720/24p, 576p, 480p

Audio Specification	
Speaker Position	-
Audio Power Output	20W

Professional Features

Pro Mode	-
HDMI Auto Wake-Up	-
HTML5 Platform	-
Multicast/IPTV	-
Operating System	Android 14
On-board Storage (GB)	32GB

Network Specification

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

Convenience Features

USB Playback Codecs	MPEG1:MPEG1/MPEG2 TS(HDV,AVCHD):MPEG2,MPEG4,AVC,AVS,HEVC/MP4(XAVCS):AVC,MPEG4,HEVC,AV1,VP8,WMV,MotionJpeg,/AVI:MotionJpeg
On Screen Clock	Yes
Sleep Timer	Yes
On/Off Timer	Yes
Chromecast Built-In	Yes
Apple AirPlay	Yes

Control Specifications

IP Control	Yes
RS-232C Control	-
HDMI-CEC	Yes

Inputs and Outputs

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

Design Features

Frame Colour	Black
Stand Design	Slim T Shape Blade Stand
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch (W x H)	20 x 20 cm

Environment Specifications

Screen Size for WEB (diagonal, cm, integer or 1st decimal)	108 cm
Rated Power Consumption	158 W
Power Consumption (in Standby)	0.50 W
Dynamic Backlight Control	Yes
Power Saving Mode	Yes

Measurements	
Dimension of TV without Stand (W x H x D)	Approx. 95.8 x 56.4 x 6.9 cm
Dimension of TV with Stand (W x H x D)	Approx. 95.8 x 62.7 x 24.6 cm
Dimension of Package Carton (W x H x D)	Approx. 106.5 x 65.0 x 14.3 cm

Weight	
Weight of TV without Stand	Approx. 9.1 kg
Weight of TV with Stand	Approx. 9.5 kg
Weight of Package Carton (Gross)	Approx. 13 kg

Accessories	
Accessories	Remote (RMF-TX840E, RMT-TX450E)
Wall-Mount Adjuster (Optional)	Sony Original Wall-Mount Bracket
Table-Top Stand (Included)	Slim T Shape Blade Stand

Gallery










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