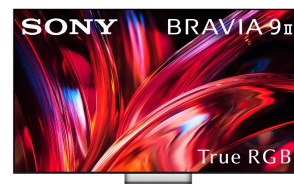


K75XR90M2

BRAVIA 9 II 75" Class True RGB 4K HDR Google TV with Gemini (2026)

Our brightest and most colorful TV. Our flagship True RGB TV features our best anti glare technology and wide viewing angles, while delivering maximum color range and deep contrast with precise control—faithfully reproducing content with true to life color and detail.



Bullets

- True RGB with independently controlled red, green, and blue LEDs delivers pure, vibrant color with an expanded color range.
- True RGB combines QD-OLED color range with Mini LED brightness for exceptional color accuracy.
- X-Wide Angle Pro keeps color and contrast consistent from virtually any seat in the room.
- Immersive Black Screen Pro reduces reflections, so the picture stays clear even in bright rooms. ²¹
- XR Processor™ with AI scene recognition optimizes color, contrast, and clarity in real time.
- XR Clear Image™ restores detail and reduces noise in older and lower-resolution content.
- XR Contrast Booster increases peak brightness while deepening blacks for stronger contrast.
- XR Motion Clarity™ keeps sports, action scenes, and gameplay smooth and blur-free.
- RGB sensing detects LED performance in real time and optimizes brightness for accurate color reproduction.
- My Cinema presets optimize picture and sound for different viewing environments.
- Acoustic Multi-Audio+™ with Beam Tweeter delivers cinematic surround sound aligned with the picture.
- 3D Surround Upscaling converts stereo audio into immersive 3D sound.
- Voice Zoom 3™ with AI enhances dialogue clarity in every scene. ²
- Direct TV Connection allow easy expansion with select subwoofers, rear speakers, or both. ³
- Quick Settings soundbar control lets you adjust compatible soundbars directly from the TV.
- Bluetooth headphone control allows playback and volume adjustments from your headphones. ⁴
- SONY PICTURES CORE™ includes movies with IMAX® Enhanced and Pure Stream quality. ^{1,5,6}
- Dolby Vision®, Dolby Atmos®, IMAX® Enhanced, and DTS:X® support brings cinematic picture and sound home. ^{5,7}
- Studio Calibrated picture modes reproduce picture quality as the creator intended.
- Gemini on Google TV™ helps you find movies and shows faster with voice search and recommendations. ⁸
- Apple AirPlay® 2 support lets you stream easily from iPhone, iPad, or Mac. ⁹
- Google Cast™ built in lets you cast movies, shows, and apps from compatible devices. ¹⁰
- Hands-free Gemini voice control lets you search and control the TV with your voice. ¹¹
- Auto HDR Tone Mapping and Auto Genre Picture Mode optimize picture quality for PS5® gaming. ¹²
- Game Menu 2 puts all gaming picture settings and assist features in one place.

- HDMI 2.1 features including 4K/120, VRR, and ALLM deliver responsive high-performance gaming.¹³
- PS Remote Play streams PlayStation® games directly to your BRAVIA TV.¹⁴
- Harmonic Presence design features clean lines with integrated cable management for a clutter-free setup.
- Mirage Stand uses slim steel and a transparent lens panel to create a floating look.¹⁸
- Inclusive remote design with Remote Finder improves accessibility with larger buttons and tactile shapes.

Features

True RGB, the future of color

Powered by a newly evolved RGB Backlight Master Drive Pro built on two decades of innovation, Sony's True RGB is three independently controlled RGB LEDs. It delivers unprecedented color volume, precise color gradation, and significantly wider viewing angles that enhance the movie-watching experience even further.

A new era of uncompromising color accuracy

Sony unites the color range of our flagship QD-OLED with the high brightness of a Mini LED. This breakthrough enables a new level of color volume and the ability to render even more accurate colors.

See the hidden depths like never before

From the brightest peak to the darkest shade, Sony's True RGB faithfully reproduces smooth color gradation in even the finest tonal details. It brings the full depth of the story vividly to life on screen.

Smarter picture in real time

The XR Processor powers the BRAVIA 9 II, using AI scene recognition to optimize color, contrast, and clarity. Every frame is analyzed and refined for lifelike realism.

Crystal clear pictures with AI upscaling technology

XR Clear Image AI intelligently upscales your favorite content to 4K by restoring details lost during the transmission process. Dynamic frame analysis and zone division work together to minimize noise introduced during signal transmission, resulting in a clearer and more natural image.

Contrast intensified. Depth amplified.

XR Contrast Booster precisely balances light across the screen, adjusting brightness for higher peaks in glare and deeper blacks in shadow. Peak brightness is higher than ever for sublime depth and detail.

Even fast-moving action stays smooth, bright and clear

Forget about blur. XR Motion Clarity™ analyzes movement across several frames and precisely synchronizes the backlight with on-screen motion so you see clear, bright images, however fast the action.

Individually calibrated. Consistently flawless.

Behind every BRAVIA TV is meticulous craft. By factory calibrating each panel one by one, we remove variations and ensure consistent, high-quality performance you can rely on.

Cinema-like surround sound, in harmony with the picture

Feel like you're in the cinema. Acoustic Multi-Audio+™ with Beam Tweeter at the top delivers cinematic surround sound. Every sound comes from exactly the right place.

From stereo to expansive 3D surround

Ordinary sound becomes extraordinary. With our proprietary 3D Surround Upscaling, stereo sound expands into wider, more precise 3D audio, crisper, clearer, and more immersive than ever.

Crystal clear voice. With AI technology.

No more muffled voices. Our Voice Zoom 3™ recognizes human dialogue through AI machine learning and amplifies or reduces its volume so even small dialogue sounds loud and clear. Works with our home theater products too.²

Direct Connect with BRAVIA Theater Sub/Rear

Add just what you want, subwoofer, rear speakers, or both, directly to BRAVIA for your ideal cinema sound. Enjoy stronger bass, greater impact, and a wider surround field, transforming movies into a bigger, more cinematic experience. An easy upgrade without the complexity of a full home theater system.³

Control your BRAVIA Theater effortlessly

Easily control features such as sound field and volume using just the TV remote. With an integrated UI, soundbar sound settings automatically appear on the BRAVIA Quick Settings menu.

Touch and control from your headphones

Control your BRAVIA TV with a tap. Play, pause, skip, or adjust the volume directly from your connected Bluetooth headphones, so you can stay immersed in your content without reaching for the remote.⁴

Same stunning picture from any seat

With X-Wide Angle Pro, color and contrast stay vivid and natural from the side as well as the front, giving the whole room a true cinema view.

Watch uninterrupted even in daylight

From morning light to evening glare, Immersive Black Screen Pro keeps the picture clear. Reflections are minimized by a unique screen treatment, letting you stay absorbed in the film without distraction, whatever the time of day.²¹

Color, faithfully reproduced

Sony's True RGB features the sensing function that detects LED operating efficiency in real time

and optimizes brightness accordingly. This allows the TV to consistently reproduce the color tones of the input video with high fidelity.

Bring cinematic standards home

Experience truly unforgettable movies at home. Our TV supports the rigorous standards of Dolby Vision® and Dolby Atmos® for an unbelievably atmospheric and immersive viewing experience.⁷

Authentic picture. From the studio to your screen

Step closer to the filmmaker's vision. Sony's Studio Calibrated modes deliver pictures that stay faithful from studio to screen, across your favorite streaming platforms.

Epic Quality. Limitless Entertainment.

Explore a huge selection of the latest blockbusters, classic hits, and hidden gems from Sony Pictures. Choose favorites to add to your collection included with your BRAVIA TV. Experience next-level picture and sound quality with Pure Stream technology and IMAX Enhanced movies on SONY PICTURES CORE.^{1,6}

Find what to watch faster with Gemini on Google TV™

Just ask Gemini for personalized recommendations and browse movies and shows from all your apps in one place. Chat hands-free to refine suggestions, get helpful insights, open apps, play music, and control compatible smart home devices, all without reaching for the remote.^{8,11}

Compatible with Apple Airplay 2

Stream effortlessly to your TV from your iPhone, iPad or Mac. Watch movies from apps or Safari. Share photos with friends in the room.⁹

Google Cast™

Stream from your device. Easily cast movies, shows, photos, and more from your phone or tablet, right to your TV.¹⁰

My Cinema presets. Tailored to the moment

Choose from cinema-optimized picture and sound presets designed for various viewing environments, such as the time of day and room environment. These presets adjust your TV for the best movie-watching experience with just a single step.

One place for all your game settings

Never has it been easier to fine-tune your game status, settings and assist functions. All the essentials are at your fingertips for ease and comfort.

Stream PlayStation® games to your BRAVIA TV

Control your PlayStation console remotely wherever you have a compatible BRAVIA TV connected to the internet. The PS Remote Play app lets you control your PS5®, PS5® Pro or PS4 console from another room or location like a friend's house.¹⁴

Auto HDR Tone Mapping

Auto HDR Tone Mapping instantly optimizes HDR settings during your PS5[®] and PS5[®] Pro console initial setup. Even in dark shadow and bright highlights, you'll see fine details and true colors.^{12,16}

Auto Genre Picture Mode

Your BRAVIA TV automatically switches into Game Mode with PS5[®] and PS5[®] Pro consoles to minimize lag and maximize responsiveness. It switches back to Standard Mode when watching movies for more expressive scenes.^{12,16}

Level up your gaming with HDMI 2.1 features

BRAVIA TVs deliver a thrilling gaming experience with support for HDMI 2.1 features 4K/120, VRR, ALLM, and SBTM. With 4K/120 you get consistent 120fps in 4K resolution giving you the advantage in high-intensity gaming. Variable Refresh Rate (VRR) allows the TV to dynamically match frame rate of the gaming device, enabling smoother gameplay without stuttering delays or screen tearing. Auto Low Latency Mode (ALLM) supports more responsive gameplay by enabling the TV to automatically switch to low latency mode whenever a gaming device is connected.¹³

Harmonic Presence. Fits seamlessly into your space.

Harmonic Presence defines the flagship. A design that blends with your space, enhanced by a wave-textured bezel and a transparent center stand that creates a floating, cable-free look. Even when the screen rests as décor.

The Mirage Stand. Subtle, seamless

The Mirage Stand combines slim steel with a transparent lens panel, concealing cables completely from view so the TV appears to float.¹⁸
Available on 65", 75", and 85" class screen sizes only.

A remote for everyone

A newly designed remote created with feedback from end users. It features bigger buttons, distinct shapes, and clearer spacing for easier navigation by touch. A new wave-textured back improves grip and comfort, while the Remote Finder function helps you quickly locate it. Valuable for all users, including those who are visually impaired.

Balancing environment and entertainment

Easily change eco settings, individually or in one go. Eco Dashboard 2 puts everything conveniently in one place and can even monitor your power consumption for optimum efficiency.

Specification

Built-in Tuner	
TV System (Analog)	M
Tuner Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/CATV: 1-135

Tuner Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69 (2-13/14-36 for ATSC3.0)
TV System (Digital Cable)	Clear QAM
Tuner Channel Coverage (Digital Cable)	CATV: 1-135
Number of Tuners (Terrestrial/Cable)	1 (Digital/Analog)
Software	
On-board Storage (GB)	32GB
Electronic Program Guide (EPG)	Yes
Text Input Language	af, ar, bg, bn, ca, cs, da, de, el, en, es, et, fa, fi, fr, ga, hi, hr, hu, in, it, iw, ja, ka, ko, lt, lv, mk, ms, my, nb, nl, pa, pl, pt, ro, ru, ru, sk, sl, sq, sr, sv, th, tl, tr, uk, ur, uz, vi, zh_CN, zh_HK, zh_TW
Application Store	Yes (Google Play Store)
Sleep Timer	Yes
On/Off Timer	Yes
Display Language	AFR, AMH, ARA, ASM, AZE, BEL, BUL, BEN, BOS, CAT, CZE, DAN, DEU, GRE, ENG, SPA, EST, BAQ, PER, FIN, FRA, GLG, GUJ, HIN, HRV, HUN, IND, ISL, ITA, HEB, JPN, KAZ, KAN, KOR, KIR, LAO, LIT, LAV, MAC, MAL, MON, MAR, MAY, BUR, NOB, NEP, NLD, ORI, PAN, POL, POR, RUM, RUS, SLO, SLV, ALB, SRP, SWE, SWA, TAM, TEL, THA, TGL, TUR, UKR, URD, UZB, VIE, zh_CN, zh_HK, zh_TW, ZUL
Closed Captions (Analog/Digital)	Closed Caption
Picture (Panel)	
Backlight Dimming Type	Local Dimming
Backlight Type	RGB LED
Dimensions and Weight	
Screen Size (inch, measured diagonally)	75"(74.5")
Picture (Processing)	
Picture Modes	Vivid, Standard, Cinema, Professional, Calm, Photo, IMAX Enhanced, Dolby Vision (Vivid/Bright/Dark/Game), FPS game, RTS game

Motion Enhancer (Native HZ)	XR Motion Clarity, Auto mode
Colour Enhancement	Yes
Picture Processor	XR Processor
Motion Enhancer (Native Hz)	120Hz
Contrast Enhancer	Yes
HDMI Video Input Signal Format	4096x2160p (24,60Hz), 3840x2160p (24,30,60,120Hz)*, 1080p (30,60,120Hz), 1080/24p, 1080i (60Hz), 720p (30,60Hz), 720/24p, 480p *120Hz is supported by HDMI IN 3 and IN 4.
HDMI PC Input Signal Format	640x480(31.5kHz,60Hz), 800x600(37.9kHz,60Hz), 1024x768(48.4kHz,60Hz), 1280x1024(64.0kHz,60Hz), 1600x900(55.9kHz,60Hz)
Sound (Processing)	
DTS Audio Format Support	DTS Digital Surround, DTS Express, DTS-HD Master Audio, DTS-HD High Resolution Audio, DTS:X
Dolby Audio Format Support	Dolby Audio, Dolby Atmos
Connectivity	
USB Playback Codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV, AVCHD):MPEG2, AVC/MP4(XAVC S):AVC, MPEG4, HEVC/AVI, MotionJpeg/MOV:AVC, MPEG4, MotionJpeg/MKV, AVC, MPEG4, VP8.HEVC/WEBM:VP8/3GPP:MPEG4, AVC/MP3/ASF(WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG, HEIF/WEBM:VP9/AC4/ogg/AAC
HDMI-CEC	Yes
USB Drive Format Support	Yes
HDCP	HDCP2.3 (for HDMI1/2/3/4)
Power and Energy Saving	
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
Power Requirements (Voltage)	AC 120V for UL cUL AC 110-240V for other
Power Requirements (Frequency)	60Hz for UL cUL 50/60Hz for other

Design	
Frame Color	Aluminum Black
Stand Design	Mirage Stand
What's in the Box	
Supplied Accessories	Voice Remote Control (Supply): RMF-TX940U, AC Power Cord Spec: Bundle (C17) (US) (2pin) (flat blades Polarity), Operating Instructions: EN,FR,ES, Quick Setup Guide / Supplement CUE (GA): EN,FR,ES, Table Top Stand: Separate (Assembly required)
Video Features	
4K Processor	XR Processor
Smoothing	Smooth Color Gradation
TRILUMINOS	RGB Triluminos Max
Video Processing	XR Clear Image
HDR (High Dynamic Range) compatibility	Yes(HDR10,HLG,Dolby Vision)
Motion enhancer	XR Motion Clarity
Display Features	
Display type	RGB LED
Display Specs	
Display resolution (H x V, pixels)	3840 x 2160
Screen Size for WEB(diagonal, cm, integer or 1st decimal)	189 cm
General Features	
Netflix Calibrated mode	Yes
TV System	
Operating System	Google TV
TV System (Digital Terrestrial)	ATSC/ ATSC3.0(NEXTGEN TV) depending on your country/area selection
Measurements (Approx.)	
TV with Stand (Standard position) (W x H x D)	1669 x 1033 x 386 mm / 65 3/4 x 40 3/4 x 15 1/4 inch

Dimension of TV without Stand (W x H x D)	1669 x 952 x 43 (46) mm / 65 3/4 x 37 1/2 x 1 3/4 (1 13/16) inch
Stand width (Standard position)	343 mm / 13 5/8 inch
Dimension of Stand (W x H x D)	343 x 81 x 386 mm / 13 5/8 x 3 1/4 x 15 1/4 inch
Dimension of Package Carton (W x H x D)	1788 x 1173 x 194 mm / 70 1/2 x 46 1/4 x 7 3/4 inch
Regulation and Standard Compliance	
VESA® Hole Pitch (W x H)	300 x 300 mm / 11 7/8 x 11 7/8 inch
Weights (Approx.)	
Weight of TV without Stand	38.1 kg / 84 lb
TV with Stand (Weight)	43.5 kg / 95.9 lb
Weight of Package Carton(Gross)	59 kg / 130lb.
Design Features	
Bezel Design	Immersive Frame
Stand Color	Lenticular/Mirror
Stand Position	One-position/fixed height stand
Audio Features	
Voice Zoom	Voice Zoom 3
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
Audio Specs	
Speaker Type	Acoustic Multi-Audio+ with Beam Tweeters
Speaker Configuration	Subwoofer x 2, Full Range x 2, Tweeter x 2, Beam Tweeter x 2
Network Features	
Apple AirPlay	Yes
Apple HomeKit	Yes
Wi-Fi Standard	Wi-Fi 6E
Inputs and Outputs	
Bluetooth profile support	Version 5.3 Subwoofer x 2, Full Range x 2, Tweeter x 2, Beam Tweeter x 2

Digital Audio Output(s)	1(Side / Hybrid with Digital Audio Output)
Ethernet inputs	1(Side)
HDMI inputs total	4(Side)
RF (Terrestrial/Cable) Connection Input(s)	1(Side)
RS-232C Input(s)	1(Side)
USB ports	2(Side)
HDMI PC Input Format	640x480(31.5kHz,60Hz), 800x600(37.9kHz,60Hz), 1024x768(48.4kHz,60Hz), 1280x1024(64.0kHz,60Hz), 1600x900(55.9kHz,60Hz), 1680x1050(65.3kHz,60Hz), 1920x1080(67.5kHz,60Hz)
Convenience Features	
Chromecast built-in	Yes
Features specified in HDMI2.1	4K120/eARC/VRR/ALLM

1. Purchase an eligible TV and register for SONY PICTURES CORE™ by February 23, 2028 to be eligible for promotion offers. Available movies subject to change. Terms and conditions apply, for full details see <https://sony.net/sony-pictures-core>. Network services, content, and operating system and software of 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.
2. Voice Zoom 3 works with compatible BRAVIA TVs. For full compatibility list:https://www.sony.net/hav_faq.
3. This function works with select compatible BRAVIA Home Theater products (sold sep). Product availability varies by countries/regions. https://www.sony.net/hav_faq. Voice Zoom and simultaneous audio output to Bluetooth devices are disabled when Direct Connect to BRAVIA is active. When Content Type on BRAVIA is 'Game' or 'PC', there may be instances where the audio is delayed in relation to the picture in order to prioritize low latency for the picture.
4. Interoperability and compatibility among Bluetooth® devices vary.
5. IMAX Enhanced content enables full IMAX Enhanced experience with compatible streaming services such as SONY PICTURES CORE (formerly BRAVIA CORE), or compatible content device connected via HDMI input (sold separately).
6. User must setup broadband network environment. By default, Pure Stream setting is turned OFF and must be turned ON in BRAVIA CORE settings. BRAVIA CORE offers streaming between 30Mbps-80Mbps once user turns ON Pure Stream. To access Pure Stream at 30Mbps, user must have a minimum internet speed of 43Mbps over Wi-Fi. To access highest quality Pure Stream available at 80Mbps user must have minimum internet speed of 115Mbps over Wi-Fi. Subject to user's network operator's video streaming restrictions, BRAVIA CORE automatically selects the best bitrate as following with adaptive streaming functionality based on the internet speed available.
7. Dolby Vision/Atmos and DTS:X content compatible with streaming services or compatible content device connected via HDMI input (sold separately).
8. The Gemini for TV experience is optimized for large screen experiences. Results may vary. Check responses for accuracy. Available in select countries, languages, and to users 18+. Learn more at g.co/tv/gemini. Gemini requires a software update and is available on select models only.
9. This Sony TV is compatible with AirPlay 2 and HomeKit. iOS 12.2 or later or macOS 10.14.4 or later is required. Apple ID account required. Subscriptions may be required to access certain content.
10. Google Cast compatibility dependent on app.
11. User must accept Google Terms of Service (<http://www.google.com/policies/terms/>), Google 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 this product. User consents to a mandatory software update at set-up and such other additional updates that may be required in the future by Google and/or Sony. 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 this product without connecting to a Google Account allows only basic features and certain

apps. Features and specifications are subject to change without notice. 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 this product. App availability varies by region and device.

12. To activate Auto HDR Tone Mapping, must enable feature when pairing PS5 to the TV for the first time; or will need to perform factory reset on PS5 and enable the feature during initial setup. Auto Genre Picture Mode works when Auto Picture Mode on the TV is set to ON. Both features are supported only when PS5 and TV are directly connected, or via compatible Sony soundbar.
13. Game title supporting VRR and/or 4K/120fps required. VRR results may vary depending on the game you're playing. If enabling VR results in any unexpected visual effects, you can turn it off at any time.
14. 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.
15. Gran Turismo 7 ©2023 Sony Interactive Entertainment Inc. Developed by Polyphony Digital Inc. "Polyphony Digital logo", "Gran Turismo" and "GT" are registered trademarks of Sony Interactive Entertainment Inc. Manufacturers, cars, names, brands and associated imagery featured in this game in some cases include trademarks and/or copyrighted materials of their respective owners. Any depiction or recreation of real world locations, entities, businesses, or organizations is not intended to be or imply any sponsorship or endorsement of this game by such party or parties. All rights reserved.
16. ©2026 Sony Interactive Entertainment Inc.
17. Mirage Stand Applicable TV Models: K85XR90M2, K75XR90M2, K65XR90M2, K85XR70M2, K75XR70M2, K65XR70M2, K55XR70M2, K50XR70M2.
18. The ratio and part of recycled material usage may vary by size, region and country. Please check the individual product for explicit ratio.
19. This TV uses at least 28% recycled material and allocates 23% biomass-based renewable material (mass balance approach).
20. Recycled materials are used for the back cover on the 65-inch model only.
21. Immersive Black Screen Pro available on all model sizes excluding 115".

© 2026 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony, BRAVIA, and the Sony logo are trademarks of Sony Corporation. Google TV is the name of this device's software experience and a trademark of Google LLC. Google, Google Cast, YouTube and YouTube Music are trademarks of Google LLC. "PlayStation Family Mark," "PlayStation," "PS5 logo" and "PS5" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. All other trademarks are trademarks of their respective owners. Features and specifications are subject to change without notice. Screen images simulated.