

K98XR70PRO

BRAVIA 7 II PRO 98" Class True RGB 4K HDR Google TV with Gemini (2026)

A new dimension of color. True RGB technology delivers vivid color, deeper contrast, and wide angle viewing with precise control—faithfully reproducing content with consistent, true to life color in any lighting conditions.



Bullets

- True RGB with independently controlled red, green, and blue LEDs delivers vibrant color with an expanded color range.
- True RGB combines wide color range with high brightness for accurate color reproduction.
- X-Wide Angle keeps color consistent from virtually any seat in the room.
- 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+™ delivers immersive surround sound aligned with the picture.
- 3D Surround Upscaling converts stereo audio into immersive 3D sound.
- Voice Zoom 3 Enhancer™ with AI enhances dialogue clarity in every scene.²
- Direct TV Connection allow easy expansion with a subwoofer, rear speakers, or both.³
- Quick Settings control lets you adjust compatible soundbars and receivers 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 tidy setup.
- Mirage Stand uses slim steel and a transparent lens panel to create a floating look. ¹⁹
- 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 a significantly wider viewing angle, enhancing the movie-watching experience even further.

Elevated color accuracy without compromise

Sony unites the color range of our flagship QD-OLED with the high brightness of a Mini LED. This combination enables enhanced color volume and the ability to render colors with greater accuracy.

See the hidden depths in a new way

From the brightest peak to the darkest shade, Sony's True RGB captures smooth color gradation in every subtle tonal detail. It brings greater depth to the story on screen.

Smarter picture in real time

The XR Processor powers the BRAVIA 7 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 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 sound, perfectly matching pictures

Hear sound from exactly the right place. Not from beneath the screen but seemingly straight from the screen itself. With Acoustic Multi-Audio+™, what you see and what you hear are perfectly matched.

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 Enhancer™ 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 and Receiver effortlessly

Easily control features such as sound field and volume using just the TV remote. With an integrated UI, soundbar and receiver 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.

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.

All your gaming essentials in one place

With Game Menu 2, check your status, fine tune settings and access assist functions from one place. You can even search for YouTube videos and switch to Multi-View in an instant.

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.¹⁷

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.^{12,18}

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.^{12,17,18}

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.

The transparent center stand gives BRAVIA 7 II a light, floating appearance. With cables tucked away and a wave-pattern bezel that echoes sound, the design stays harmonious, turning the TV into part of your 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.¹⁹
Available on 50", 55" 65", 75", 85" class screen sizes only.

A remote for everyone

A newly designed remote created with feedback from end users. It features bigger buttons, backlit lights, 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
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)	98" (97.5")
Screen Size for WEB(diagonal, cm, integer or 1st decimal)	248 cm
Picture (Processing)	
Picture Modes	Vivid, Standard, Cinema, Professional, Calm, Photo, IMAX Enhanced, Dolby Vision (Vivid/Bright/Dark/Game), FPS game, RTS game
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	Black
Stand Design	T Shape Stand
What's in the Box	

Supplied Accessories	Voice Remote Control (Supply): RMF-TX840U, 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), Sony original Wall-Mount Bracket* * Please refer this compatibility list : https://www.sony.net/wall-mount-bracket
At a Glance	
4K Processor	XR Processor
Smoothing	Smooth Color Gradation
TRILUMINOS	RGB Triluminos Max
Video Features	
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
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)	2180 x 1315 x 540 mm / 85 7/8 x 51 7/8 x 21 3/8 inch
Dimension of TV without Stand (W x H x D)	2180 x 1243 x 72 (75) mm / 85 7/8 x 49 x 2 7/8 (3) inch
Stand width (Standard position)	1851 mm / 72 7/8 inch

Regulation and Standard Compliance	
VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch
Weights (Approx.)	
Weight of TV without Stand	62.2 kg / 137.1 lb
Design Features	
Bezel Design	Immersive Frame
Stand Color	Mirror/Matte Black
Stand Position	1way Position (Wide)
Audio Features	
Voice Zoom	Voice Zoom 3
HDMI Audio Return Channel (ARC)	Yes (eARC/ARC)
Audio Specs	
Speaker Type	Acoustic Multit -Audio +
Speaker Configuration	Subwoofer x 2, Full Range x 4
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)

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 802.11n 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™) are not supported.

- or DualSense Edge™ wireless controller) are not compatible with PS Remote Play.
15. BRAVIA Connect app must be installed on a smartphone. The smartphone and the product must be connected to the same home network. Download app at Google Play and the App Store. Network services, content, and operating system and software subject to terms and conditions and may be changed, interrupted or discontinued at any time and may require fees, registration and credit card information.
 16. ©2026 Sony Interactive Entertainment Inc. Developed by Team Asobi.
 17. 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.
 18. Mirage Stand Applicable TV Models: K85XR90M2, K75XR90M2, K65XR90M2, K85XR70M2, K75XR70M2, K65XR70M2, K55XR70M2, K50XR70M2.
 19. Amazon Alexa enabled devices (sold separately) compatible with Sony TVs powered by Google TV™. Amazon account required. Subscriptions may be required to access certain content. Amazon, Prime Video, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.
 20. PS5® system, DualSense controller, and vertical stand sold separately.
 21. All 2025 & 2026 Sony BRAVIA TV Models 5, 7, 8, 9
 22. © 2017 Columbia Pictures Industries, Inc. All Rights Reserved.

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