

Published based on [Sony KDL-40EX503U Review](#)

# **Sony KDL-40EX503U Review**

If you are in the market for a 40-inch (102cm) LCD television as either an upgrade or new addition, the KDL-40EX503U would be a fine choice, with its popular size, outstanding features and very good price in the low £700s in most UK outlets. If you are trying to choose a 40-inch (102cm) LCD television for upgrade or as an additional room appliance, the KDL-40EX503U should make a winning choice with its popular form factor and outstanding features, not to mention its attractive price in the vicinity of the low £700s at most UK stores. If you are looking for a 40-inch (102cm) LCD television to upgrade from older technology or to add to your room decor, you can't lose with the high performance KDL-40EX503U with its popular size and good price in the low £700s at most outlets in the UK.}

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The KDL-40EX503U combines excellent performance from cutting edge technologies with impressive style and elegance to bring unsurpassed viewing experience in any room or lounge.

The KDL40EX503U LCD TV has a rich collection of features that include:

- \* Full HD Panel
- \* 100Hz Motionflow technology
- \* Bravia Internet Video
- \* 24p True Cinema technology, and
- \* Built-in Freeview-HD receiver.

The Freeview-HD tuner is integrated with the unit and is subscription and contract free. Just plug your TV to a standard aerial connection and immediately enjoy digital and HD Freeview television channels. Be sure to check first if Freeview-HD broadcast is available in your locality.

The full HD panel is capable of delivering 1080p pictures at full resolution for maximum enjoyment of Blu-ray movies or high definition TV programming, as well as for playing video console games.

Full HD 1080 reproduces the picture signal exactly as transmitted from the source, thus delivering high-definition viewing without loss of details and clarity.

The Bravia ENGINE 3 drives this TV's capability to deliver images at excellent contrast levels, impressive colours and detail, as well as true-to-life tones. Enjoy the benefit of high quality viewing even if the source is in conventional Standard Definition (SD) and not High Definition (Hd).

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Much of the Bravia's excellent picture performance can be attributed to the 100Hz Motionflow technology that sends out the picture at twice the usual frequency, doubling the number of frames per second for smoother playback, especially with scenes depicting fast action.

With Bravia Internet Video, wirelessly visit video sharing web sites such as YouTube. And with easy connectivity to multiple devices via DLNA and four HDMI ports, Bravia Sync and XrossMediaBar, you get unmatched sourcing of varied multimedia content, from a wide array of compatible still and movie cameras to disc players and USB storage devices.

All this visual pleasure is amply matched by outstanding sound performance from S-Force Front Surround audio technology and the powerful TV speakers.

Bravia Internet Video allows you tap into a world wide web of online content, via broadband, to reach online sources of news and information and entertainment from the confines of your room. Bookmark your favourite

online content that you would later like to share with friends and family. The Sony Bravia KDL40EX503U is also Wi-Fi ready, to get you neatly connected to the wireless home network without cables.

This model also has the intelligent Ambient Sensor to automatically adjust the backlight for optimal picture setting in accordance with the ambient illumination conditions in the room.

You can link various devices using USB Media Player straight to your Bravia TV - from cameras and camcorders to laptops and MP3 players, including USB Memory Sticks, even if they are remotely located within your home network, with DLNA technology.

Bravia Sync enables you to command other Sony devices using your Bravia TV remote control.

Cinema Mode makes it possible to view scenes as the director intended them to be depicted, in terms of reproducing tones and colours, lighting and contrast according to the production design.

With its elegant presence and sleek profile, not to mention high performance, the Sony Bravia KDL40EX503U truly delivers excellent value for money.

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