

> Flat Panel TVs > Plasma Wega



**37" Plasma WEGA™ Flat Panel Television  
KE-37XS910**

Irresistibly chic, Sony's 37" Plasma WEGA™ Flat Panel TV offers you the sheer excitement of lifelike sports that will last long after the last football is fumbled.

Buy your 37" Plasma WEGA™ Flat Panel TV Today!

**\$ 5,499.99**  
as low as \$138.00/ mo  
[Financing Details](#)



**Specifications**

**• Features**

- Key Features
- Advanced Wega Engine™ System
- Direct Digital II Circuitry
- DRC® MultiFunction Circuitry
- MultiImage Driver (MID® X) Circuitry
- Sony Re-engineered Plasma Panel Driver LSI
- 16:9 Aspect Ratio
- CineMotion® Reverse 3:2 Pulldown
- Block Noise Smoother™ Technology
- Enhanced Memory Stick® Media Playback\* (JPEG/MPEG1/MP3 Audio BGM)
- High Contrast Screen with Double AR Coating
- DVI-HDTV Interface

**• Video Features**

- HDTV Monitor
- Built-in NTSC TV Tuner
- Built-in Stereo Speakers
- Advancec WEGA Engine™ System
- CineMotion® Reverse 3-2 Pulldown Technology
- DRC® MultiFunction Circuitry
- Multi-Image Drive (MID® X) Circuitry
- Input Signals: 480i, 480p, 1080i, 720p
- Color Temperature Adjustment --- (5000 - 7500K)
- Screen Size (Diagonally): --- KE-37XS910 = 37"
- 1 Tuner Picture In Picture
- Auto Wide/Wide Screen Modes
- Closed Caption (CC)
- Multiple Language (3) On- Screen Display (English, French and Spanish)
- Auto Channel Program
- Caption Vision (CC)
- Channel Skip/Add
- Clock/Timer (Two Event)

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**ACCESSORY ITEMS**

**Wall Mount Bracket  
for KDE-  
42/50/61XBR950 and  
KE-37/42XS910  
SU-PW2**



**\$ 399.99**  
as low as \$10.00/ mo  
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**RELATED ITEMS**

**DVD Dream™ System  
DAV-FC9**



**\$ 999.95**  
as low as \$25.00/ mo  
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**DVD Dream™ System  
DAV-FC8**

- Favorite Channel Preview
- Program Palette™ Presets
- Sleep Timer
- V Chip Parental Control
- Flexible Twin View Picture and Picture

#### • Audio Features

- TruSurround® Sound SRS® 3D Audio Effect
- Speaker Output: 2 way side speaker system
- KE-37XS910 - 15W x 2 (30W)
- Energy Star Compliant
- Enhanced Memory Stick® Media Playback
- Advantage - Display of JPEG and MPEG1 files on screen
- Benefit - Play back of JPEG/MPEG 1 Memory Stick® Media files
- TruSurround™ SRS® Audio Processing
- Advantage - Generates lifelike sound of rear speakers using only the built in stereo speakers in the cabinet.
- Benefit - Eliminates the need to sit in the "sweet spot".
- Demonstration - Explanation Any seat in the house is a good one when you use the TruSurround™ SRS® audio effect. And with Sony Plasma's complete built-in solution, no additional components are needed to experience virtual surround sound. Audio amplification has also been provided. (KE-32TS2= 7w x 2, KE-42TS2= 9w x 2) Demonstration Hint Play an action movie. Go into the menu and choose "PICTURE MODE" (Liv. Rm, Movie or A/V Pro). Select Adjust Sound Effect and toggle between Off, Hall, Simulated and the TruSurround effect.
- All in One Design for Plasma WEGA™ TVs
- Advantage - Complete plug and play solution. (With a built-in NTSC tuner, stereo speakers and pedestal, Sony's Plasma WEGA KZ-32/42TS1 was the first of its kind in the United States.)
- Benefit - Purchase a Sony plasma television and with in minutes you are watching your favorite program or movie.
- Demonstration - Explanation Sony's plasma TV sets offer a complete all in one solution. Everything needed to get sight and sound is already included, even a pedestal to set the plasma on in case the customer opts for a tabletop installation or has to wait for the installer to hang the set. Demonstration Hint Simply setting up the set and connecting it to a video source is about all the demonstration that will be necessary.

#### • Specifications

- Inputs and Outputs
- DVI HDTV Interface: --- Rear x 1
- Composite Video Input: --- Rear x 2, Front x 1
- S-Video Input: --- Rear x 2, Front x 1
- RF Input x 1
- Audio Output --- (Variable and Fixed) x 1
- Subwoofer Output x 1
- Control S In x 1
- Control S Out x 1
- HD Component Video Input x 2
- General
- Power Requirements: --- AC120V, 60Hz
- Power Consumption (Standby): --- KE-37XS910: 6W
- Power Consumption (In Operation): --- KE-37XS910: 360W
- Weights & Measures
- Approx. Dimensions (w/h/d): --- 44.63" x 27.24" x 11.26" (1133.7 X 692 X 286.1mm)
- Approx. Weight: --- tbd

#### • Supplied Accessories

- Instruction Manual
- Cosmetic Design Remote Control (RM-1001)



**\$ 799.95**

as low as \$20.00/ mo  
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- AA Batteries (2)
- Optional Accessories
- Compact Floating Glass Stand: SU-PF2 (Tentative)
- Wall Bracket: SU-PW2 (Tentative)

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