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200HZ MOTIONFLOW

BRAVIA INTERNET VIDEO

LIVE SPORTS SURROUND MODE

\$3,899

8/10

Sony BRAVIA KDL55HX700

www.sony.com.au

- ✓ Large size; extra-smooth motion processing; dedicated sports & audio modes
- ✗ CCFL backlighting; no USB record feature.

The HX700 is the hero HDTV that Sony is pushing for the World Cup, and it's not hard to see why. Maxing out at 55in, it's one of the largest LCDs available, and it provides a good price per inch that's comparable to high-end plasmas.

At this price point, Full HD resolution is a given, but it also comes with Sony's premium 200Hz Motionflow technology, now in its third generation and the best LCD motion processing technology on the market. This uses a proprietary algorithm to insert three new frames between every existing one, making the action-packed sporting field look as smooth on the panel as it does in person.

Unlike the faster frame-rate technologies from other vendors, this picks up motion in the diagonal axis, as well as the vertical and horizontal axes, and it includes Sony's unique Image Blur Reduction technology for correcting any motion blur that may have been captured by the camera in the original 50 frames of source content.

Other technologies that recommend the HX700 for sports include the MPEG Noise Reduction, which removes the block noise usually found in fast-moving standard definition scenes, a dedicated Sports mode that optimises the Motionflow, white balance and colour reproduction, and a Live Sports Surround Mode that replicates the atmosphere of a sporting event by throwing the sound out at different angles — great for replicating the crowd cheering after each goal.

The panel also offers a 178-degree viewing angle, which is more than wide enough for friends or family sitting perpendicular to the TV on either side to watch the game without any quality loss.

If you're after an HDTV with all of the latest features, however, the HX700 leaves something to be desired. It uses a CCFL backlight rather than the newer LED backlighting, there's no 3D option, and it doesn't have a USB recording feature.