





Sony Z5500 52in LCD TV

Look under P for Premium.

Sony 
www.sony.com.au 
\$5,199 

Natural colours; great HD and SD quality; smooth motion. 

A bit pricey; occasional buffering aberrations. 

SPECIAL FEATURES

200Hz Motionflow
52in display
Bravia Engine 3



The Z5500 inserts three artificial, in-between images between every frame to smooth out motion judder. Most LCD TVs with similar technology use a 100Hz system to insert only one extra frame.

Colours are vibrant but not overpowering and skin tones are all neutral. Contrast is very good but we've seen better from plasma and Sony's XBR LCDs (with rear-mounted LED lighting — the Z5500 uses standard fluorescent tubes). This TV's Bravia Engine 3 is the best we've seen at upscaling SD TV. Objects are sharp and surrounded by virtually no noise or jaggies. Many competitors offer great HD but really struggle to upscale SD. The Z5500 can't rescue poor-quality broadcasts like SBS' overseas news, but it still displays it with few aberrations. HD TV looks great. Watching Blu-ray movies was a joy, and the Motionflow makes sport look great.

After reviewing a string of ultra-thin TVs it was refreshing to hear some real speakers again. The Z5500 offered both

volume and punch while keeping vocals distinct.

There are plenty of inputs, including four HDMI ports, and the remote is well featured and responsive. The image can be tweaked extensively, but we rarely needed to. DLNA networking is supported and a USB port lets you playback media directly.

A few Motionflow buffering aberrations aside, this is a superb TV with one of the best all round pictures we've seen. It's expensive, though: Sony's 46in W Series Bravia is \$700 cheaper than the 46in Z Series, which is a lot for relatively little difference. Ultimately, this is one of the best TVs on the market, and its almost-unique, top-end motion smoothing feature means it's not bad value.

Nick Ross

