

# Sony USA 1972 - Scans by Pascal Herve

SONY TV

## SONY CORPORATION OF AMERICA

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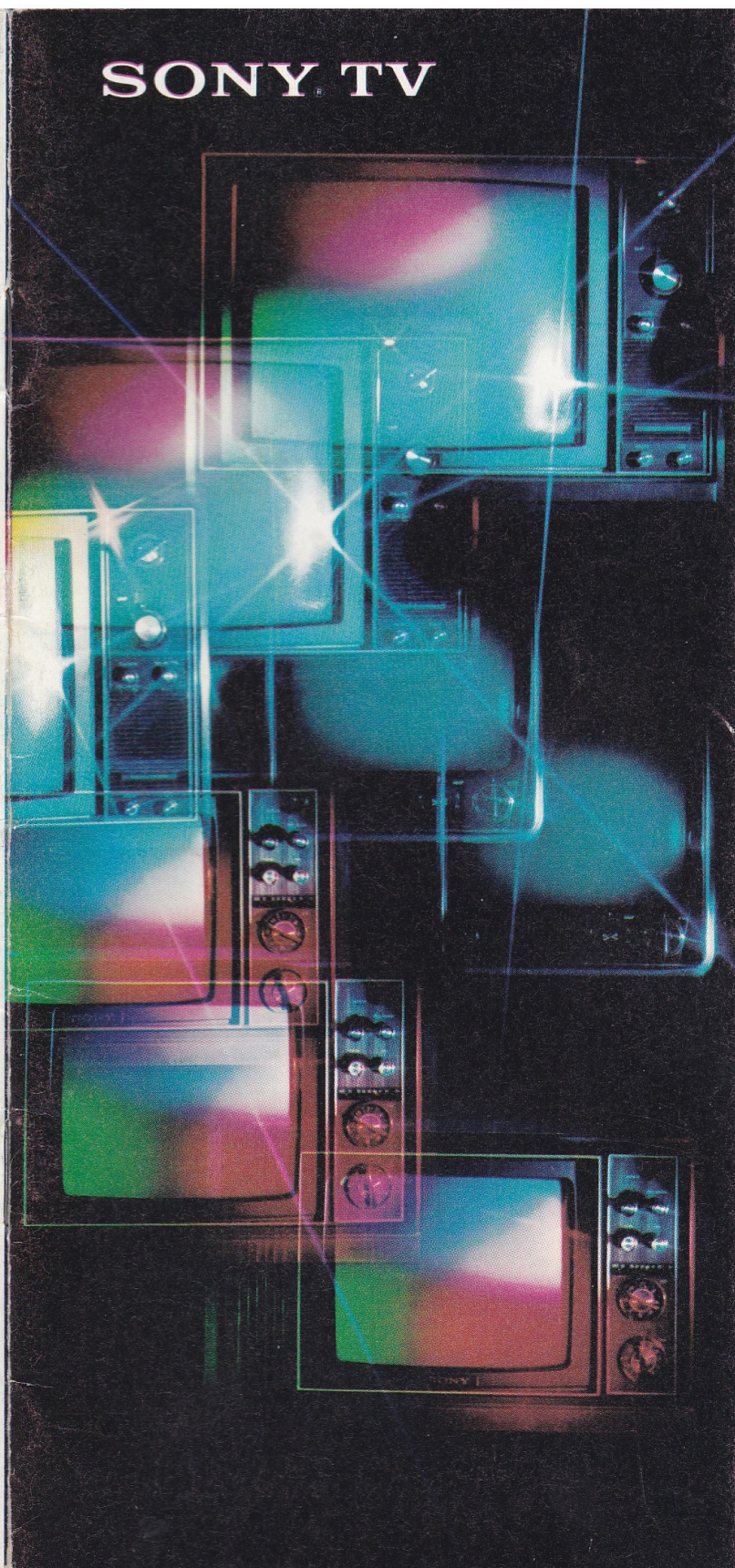
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7/72

1972/73 Printed in U.S.A.

*All specifications in this book subject to change without notice*





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Look for the Sony name and you'll be confident you're getting the finest television on the market today. Sony's worldwide reputation for innovative electronics and quality control is your assurance of unsurpassed excellence in product design and performance.

### **SONY TRINITRON® COLOR TV**

All Sony color television sets are solid state and contain the exclusive Trinitron Color System. With the Trinitron system, the electron beams form sharp focus points to produce bright, sharp pictures. Sony Trinitron gives a dependable color TV picture for years of enjoyable viewing.

# SONY®



## KV-9000U

### Trinitron—true-to-life color in a compact size

Den. Kitchen. Basement. Bedroom. This compact, easy-to-carry TRINITRON goes where you go for instant, bright, razor-sharp color.

Easy-on-the-eye 9 inch picture measured diagonally and TRINITRON's one gun/one lens system add up to unbeatable TV viewing.

Dependable all solid state circuitry. Built-in dipole antenna. UHF loop antenna. Earphone for private listening. Beautifully styled in charcoal grey with bright chrome trim. **\$339.95\***

**Specifications:** 9 inch picture measured diagonally ■ 47 transistors, 1 IC, 29 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 12 $\frac{3}{8}$ "H x 10 $\frac{1}{8}$ "W x 14 $\frac{1}{8}$ "D ■ **Weight:** 19 lbs. 13 oz. ■ **Color:** Charcoal grey with chrome trim ■ **Supplied Accessories:** Earphone, UHF loop antenna, External antenna connector.

Simulated TV reception



## KV-1201

### Trinitron—automatic color makes the difference

Touch a button and like magic you've got perfect color saturation and hue. It's yours in the KV-1201 with a 12 inch picture measured diagonally.

Trinitron's one gun/one lens system means razor sharp color that's more lifelike than other color sets.

Rugged solid state circuitry. Illuminated dial indicators for easy tuning in any light. Earphone for private listening. VHF dipole antenna.

Convenient carrying handle. Styled in charcoal grey with chrome trim. **\$329.95\***

**Specifications:** 12 inch picture measured diagonally ■ 49 transistors, 1 IC, 28 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 13 $\frac{1}{8}$ "H x 17 $\frac{5}{8}$ "W x 15 $\frac{1}{2}$ "D ■ **Weight:** 30 lbs. ■ **Color:** Charcoal grey with chrome trim ■ **Supplied Accessory:** Earphone.

Simulated TV reception





## KV-1212

### Trinitron—with convenient automatic color & automatic fine tuning

Here's the perfect color TV for anyone who enjoys the easy life. Push a button and color saturation, hue and fine tuning are adjusted automatically on the see-it-all 12 inch picture measured diagonally.

One electron gun focusing three color beams through one big lens—that's Trinitron. It means a sharper, brighter, more vivid color picture.

All solid state reliability. Illuminated tuning dials. Personal earphone. VHF dipole antenna.

Walnut grain hardwood cabinet accented with chrome. **\$349.95\***

**Specifications:** 12 inch picture measured diagonally ■ 49 transistors, 2 IC's, 30 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 13¼"H x 18¾"W x 15½"D ■ **Weight:** 31 lbs. 5 oz. ■ **Color:** Walnut grain hardwood and chrome trim  
**Supplied Accessory:** Earphone.

Simulated TV reception



## KV-1510

### Trinitron—in an exciting new size

Everyone will enjoy Trinitron's new 15 inch picture measured diagonally, with automatic push-button color and automatic fine tuning control for color perfection. Trinitron means sharp, bright, natural color. One big electron gun—instead of the conventional three gun system—focusing through one lens is the key to Trinitron color.

Dependable all solid state circuitry. Instant picture and sound. UHF and VHF detente tuning. Recessed hand grips for easy portability and deluxe walnut grain hardwood cabinet with chrome trim. **\$399.95\***

**Specifications:** 15 inch picture measured diagonally ■ 50 transistors, 2 IC's, 30 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 41¼"H x 20½"W x 16¾"D ■ **Weight:** 41 lbs. 14 oz. ■ **Color:** Walnut grain hardwood with chrome trim ■ **Supplied Accessory:** Earphone.

Simulated TV reception





## KV-1710

### Trinitron—color for the big picture

Sports. News. Moonshots. Variety. You'll see them more true-to-life on the KV-1710's big 17 inch picture measured diagonally. Automatic fine tuning with perfect color saturation and hue—all in one push-button.

Trinitron means exciting color. The reason is simple. One electron gun—instead of the three guns used in other TV sets—produces sharper, more natural color.

All solid state and integrated circuitry for years of carefree viewing. Illuminated tuning indicators. Rich walnut grain finish cabinet with brushed chrome. **\$449.95\***

**Specifications:** 17 inch picture measured diagonally ■ 52 transistors, 2 IC, 37 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 15 $\frac{1}{8}$ "H x 21 $\frac{1}{8}$ "W x 20 $\frac{1}{8}$ "D ■ **Weight:** 57 lbs. ■ **Color:** Walnut grain finish with chrome and black trim.

Simulated TV reception



## KV-1720

### Trinitron—for total family entertainment

The whole family will get the picture and they'll get it big on the KV-1720's exciting 17 inch picture measured diagonally. And the picture is always color perfect thanks to push-button automatic fine tuning and automatic color control.

Rich full-bodied natural color that defies comparison. That's Trinitron's promise. One electron gun shooting through a big electron lens is the "secret" behind Trinitron's sharper, brighter color.

All solid state and integrated circuitry practically eliminates service problems. Lighted tuning indicators. Deluxe walnut grain hardwood cabinet accented with chrome. **\$479.95\***

**Specifications:** 17 inch picture measured diagonally ■ 52 transistors, 2 IC, 37 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) ■ **Size:** 16 $\frac{3}{8}$ "H x 23 $\frac{3}{8}$ "W x 20 $\frac{1}{8}$ "D ■ **Weight:** 58 lbs. 8 oz. ■ **Color:** Walnut grain hardwood with chrome & black trim.

Simulated TV reception





## **SONY BLACK & WHITE TV**

The convenience of true portability plus the rugged dependability of solid state electronics make Sony B&W TV a wise choice anytime. Every Sony TV bears the unmistakable mark of quality and fine craftsmanship.

# SONY®



## TV-510U

### ultra compact for indoor/outdoor TV fun

Take it boating, on a camping trip or to the beach. Or plug it in and watch TV in the kitchen or the bedroom. It's all possible with the TV-510U with the 5 inch picture measured diagonally. And it weighs only 7 lb. 8 oz.

Optional accessories—auto/boat battery cord or rechargeable BP-21 battery pack—let you use the 510U everywhere.

Carefree all solid state circuitry. Glare-free screen. Adjustable VHF/UHF telescopic antenna. Personal earphone. White and blue cabinet. **\$116.95\***

**Specifications:** 5 inch picture measured diagonally ■ 23 transistors, 17 diodes ■ **Power Source:** AC 117V, 60 cycles (Hz) or DC 12V ■ **Size:** 7"H x 8¾"W x 8⅞"D ■ **Weight:** 7 lbs. 8 oz. ■ **Color:** White with blue panel ■ **Supplied Accessories:** Earphone, AC power cord, Polishing cloth.

Simulated TV reception



## TV-740

### The perfect traveling companion

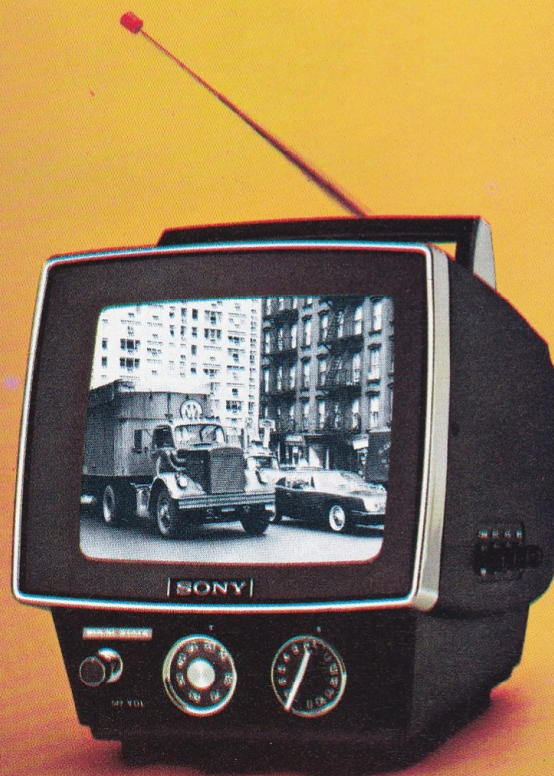
Next time you take a trip be sure to take along Sony's TV-740 with the personal size 7 inch screen measured diagonally. It's a great way to make traveling a more pleasurable experience.

The 9-pound TV-740 works on AC, or you can play it anywhere you go using optional Sony accessories—auto/boat battery cord or rechargeable battery pack.

Rugged solid state circuitry. Adjustable VHF telescopic antenna. UHF loop antenna. Earphone for personal listening. Handsome charcoal gray cabinet accented in chrome. **\$119.95\***

**Specifications:** 7 inch picture measured diagonally ■ 23 transistors, 1 IC, 13 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) or DC 12V ■ **Size:** 9⅝"H x 8¼"W x 10⅞"D ■ **Weight:** 9 lbs. ■ **Color:** Charcoal gray with chrome trim ■ **Supplied Accessories:** Earphone, UHF loop antenna.

Simulated TV reception





## TV-750

### Total portability—play it anywhere

Just think of it! With the Sony TV-750 you can watch TV miles from an AC outlet. By using the TV with its built-in battery compartment, or optional auto/boat battery cord you enjoy the 7 inch picture measured diagonally anywhere on land or sea.

All solid state dependability. Perfect picture indoors or outdoors with non-glare screen. Built-in VHF telescopic antenna. UHF loop antenna. Earphone for private listening. White cabinet with chrome trim. **\$129.95\***

**Specifications:** 7 inch picture measured diagonally ■ 28 transistors, 1 IC, 16 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz), DC 12V or 3 Eveready No. 563 batteries (optional) ■ **Size:** 8 $\frac{1}{16}$ "H x 9 $\frac{1}{16}$ "W x 11 $\frac{1}{16}$ "D ■ **Weight:** 10 lbs. 7 oz. 15 lbs with optional batteries ■ **Color:** White with chrome ■ **Supplied Accessory:** Earphone.

Simulated TV reception



## TV-950

### take it/play it anywhere/anytime

Sony's TV-950 is for people who like to take their TV entertainment along—wherever they're going. Once they arrive they'll see it all on the 8 inch picture measured diagonally.

The all solid state TV-950 plays on AC current or you can use Sony's optional auto/battery cord or rechargeable battery pack.

Non-glare screen. VHF built-in telescopic antenna. Personal earphone. Stylish black cabinet trimmed in white & chrome. **\$129.95\***

**Specifications:** 8 inch picture measured diagonally ■ 20 transistors, 1 IC, 12 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) or DC 12V ■ **Size:** 10 $\frac{1}{2}$ "H x 9 $\frac{1}{2}$ "W x 10 $\frac{7}{8}$ "D ■ **Weight:** 11 lbs. 7 oz. ■ **Color:** Black with chrome ■ **Supplied Accessory:** Earphone.

Simulated TV reception





## TV-112

### the perfect inside/outside portable

Whether you're sitting 'round a campfire or relaxing in front of the fireplace at home, the TV-112 will really turn you on. Sharply focused 11 inch picture measured diagonally has non-glare filter.

You can play the TV-112 anywhere with optional accessories: auto/boat battery cord or rechargeable battery pack.

All solid state. Adjustable built-in telescopic antenna. UHF loop antenna. Personal earphone. Charcoal grey cabinet finished in chrome. **\$139.95\***

**Specifications:** 11 inch picture measured diagonally ■ 23 transistors, 1 IC, 15 diodes ■ **Power Source:** AC 120V, 60 cycles (Hz) or DC 12V ■ **Size:** 12 $\frac{3}{8}$ "H x 11 $\frac{7}{8}$ "W x 11 $\frac{1}{4}$ "D ■ **Weight:** 15 lbs. 10 oz. ■ **Color:** Charcoal grey with chrome trim ■ **Supplied Accessories:** Earphone, UHF loop antenna, Polishing cloth.

Simulated TV reception



## TVC-111U

### portable TV with a Digimatic clock & timer

You'll never miss a favorite program again with the TVC-111U. An illuminated digimatic clock can automatically turn the TV on at any time you pre-select. And a buzzer tells you when the set goes on. If you're watching TV at bedtime, just set the timer for up to three hours and the set turns off automatically.

Snap in/out non-glare filter lets you view the 11 inch picture measured diagonally in any light. VHF and UHF antennas. Earphone for late night viewing. Walnut grain hardwood cabinet highlighted with black and chrome trim. **\$149.95\***

**Specifications:** 11 inch picture measured diagonally ■ 28 transistors, 15 diodes ■ **Power Source:** AC 117V, 60 cycles (Hz) ■ **Size:** 13 $\frac{1}{8}$ "H x 13 $\frac{1}{8}$ "W x 11 $\frac{1}{4}$ "D ■ **Weight:** 18 lbs. ■ **Color:** Walnut grain hardwood cabinet with black and chrome trim ■ **Supplied Accessories:** Earphone, UHF loop antenna, Smoked filter, Suction rubber, Polishing cloth.

Simulated TV reception





### CAR ANTENNAS

VCA-1  
\$23.50 \*

VCA-1H  
\$23.50 \*

VCA-2  
\$23.50 \*

### CAR ANTENNA CONNECTOR

EAC-10  
\$3.50 \*\*

### CAR BATTERY CORDS

DCC-2AW \$15.95 \*\*

DCC-4A \$27.95 \*\*

DCC-5 \$2.75 \*\*

### CAR BRACKET

VS-6 \$9.95 \*\*

### RECHARGEABLE BATTERY PACKS

BP-21/563  
\$20.95 \*\*

BP-7/564 \$22.95 \*\*

### COLOR TV STANDS

KVS-12  
\$16.95 \*

KVS-15  
\$24.95 \*

KVS-17  
\$24.95 \*

## TV ACCESSORIES

†DCC-2AW Battery cord for 12V auto/boat. Plugs into lighter.  
DCC-4A Boosts 6V car battery output to 12V. For TV-510U, 750.

†DCC-5 Alligator clip & extension cord for direct battery connection with DCC-2AW.

†VCA-1 For windows with no frame.

†VCA-1H For windows with frame.

†VCA-2 Roof antenna with directional switch and attenuator for maximum signal.

EAC-10 To connect external antenna for auto or boat. For TV-740, 750, 950, 112.

VS-6 Auto seat bracket. For TV-510U, 740, 950.

BP-21/563 Snap-on battery pack for TV-510U.

BP-7/564 Shoulder rechargeable battery pack. 3 to 4 hours viewing. For 740, 950, 112.

KVS-12 Deluxe stand for all 12" Trinitrons.

KVS-15 Deluxe stand for KV-1510.

KVS-17 Deluxe stand for KV-1710, 1720.

†For all battery operated models