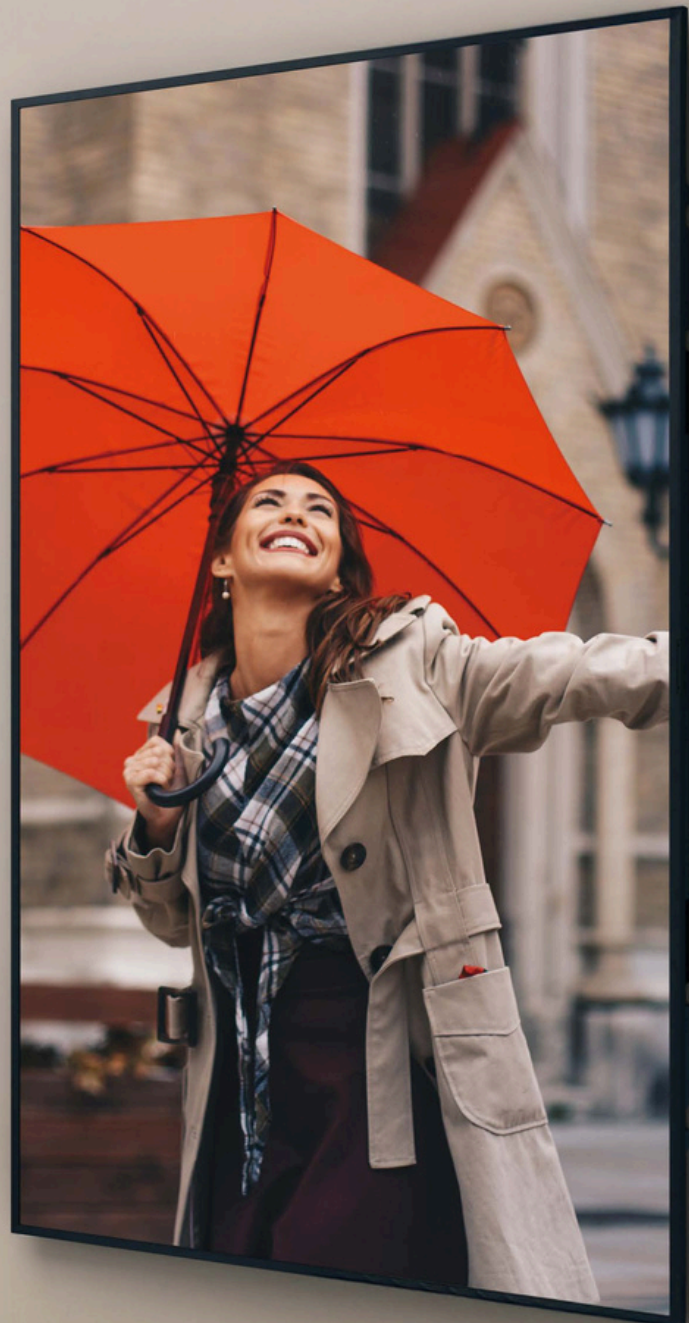


SONY

BRAVIA Professional Displays

2024 Lineup Brochure

androidtv



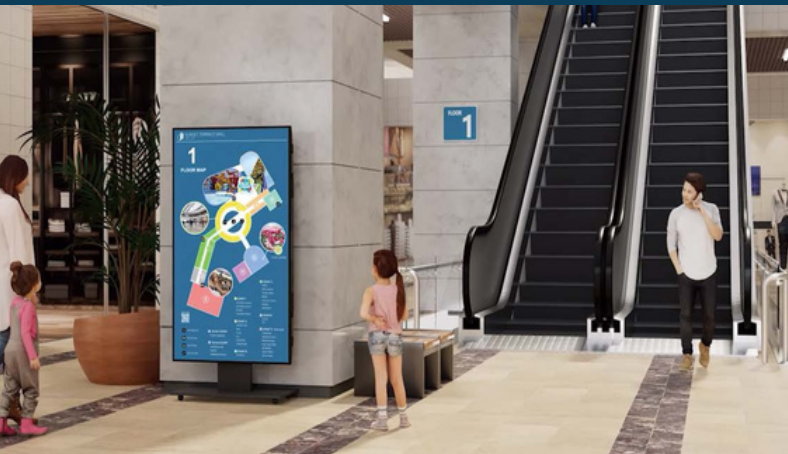
The four pillars of performance, Unifying our solutions with your business needs

Our new lineup of BRAVIA Professional Displays incorporates all the picture quality, installation flexibility, robust usability and sustainability requirements needed for today's commercial applications.

Picture Quality

In addition to Sony's unique picture processing, wide color gamut, and high-contrast technologies, our new Deep Black Non-Glare Coating technology minimizes glare with impressive image quality.

*Deep Black Non-Glare Coating in BZ53L and BZ40L Series only



Installation Flexibility

Available in a wider range of sizes and ever-evolving installation flexibility, to fit a variety of spaces.

Robust Usability

Packed with useful functions, purpose-driven applications, and customized settings to make daily operations more efficient.



Sustainability

Making it, moving it, using it more efficiently: improving multiple aspects across the product life cycle, such as reduction of virgin plastic, improvement of transportation efficiency, and review of power consumption during use.



Picture Quality

BZ53L&BZ40L Series

Low reflection coating

Non-glare coatingLow reflection coating

Deep Black Non-Glare Coating

Non-glare coatingLow reflection coating

Non-glare coatingLow reflection coating

Non-glare coatingLow reflection coating

Non-glare coating

Sony's Deep Black Non-Glare Coating is a big step forward in panel technology, reducing screen reflection without compromising image brightness, contrast, detail and clarity. The result: bright, attention-grabbing pictures with rich colors and deep blacks that are seen clearly from any angle.

One chip, incredibly real images

Cognitive Processor XR™

The Cognitive Processor XR™ chip analyzes and recreates content based on human sight and hearing, to deliver pictures with the utmost depth and reality.

*In 98" model only



4K HDR Processor X1™

With Object-based HDR remaster and Super Bit Mapping 4K HDR technology, our new 4K HDR Processor X1 reproduces more depth, textures and natural colors than our 4K Processor X1. You'll see pure colors at higher brightness levels for exceptionally realistic pictures.



Improve sales promotions with striking picture quality



Communicate effectively with detailed text and graphics

Installation Flexibility

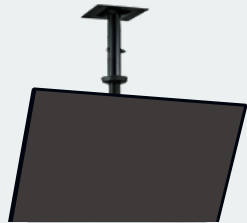
Installation Flexibility

In addition to landscape, portrait, and tilt installation, BRAVIA Pro Displays can be used with mobile stands for effective use of space, and ceiling mounted for digital signage.

Special installations such as easel stands, and multi-display installations are also possible.



Mobile stand



Ceiling tilt mount



Easel stand



Casing stand



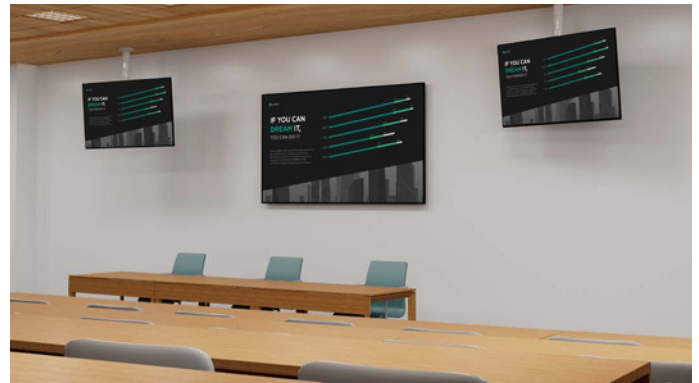
Multiple displays



Consistent lineup design

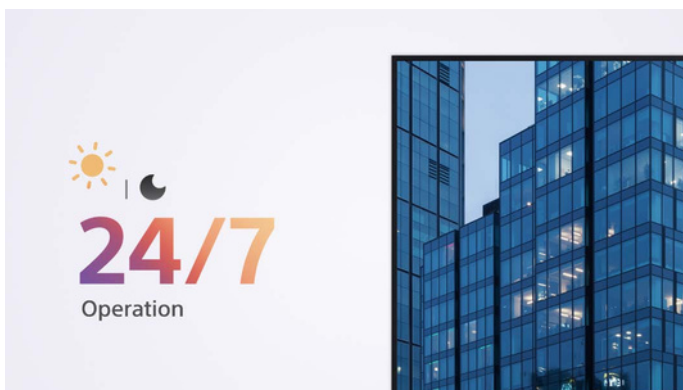
The design of the BZ-L series displays is standardized, allowing for uniformity when mixing models. Wiring is also standardized, making installation easier.

Exclude 98" model design



Consistent platform

The BZ-L Series' SoC and Android OS platform are common across all series, allowing for simple installation.



24/7 Operation

Business never sleeps: BRAVIA is engineered for dependable 24/7 operation in the most challenging corporate and commercial environments.



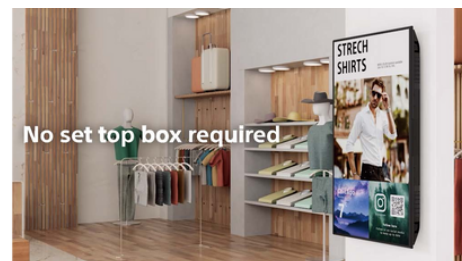
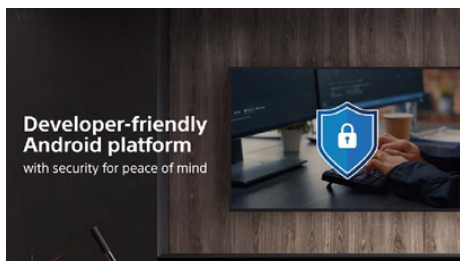
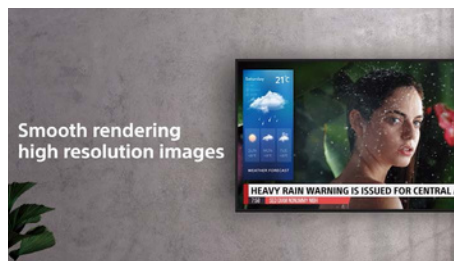
Side logo position

The Sony logo is positioned on the top right side of the display bezel, so nothing distracts your audience from immersive images.

Robust Usability

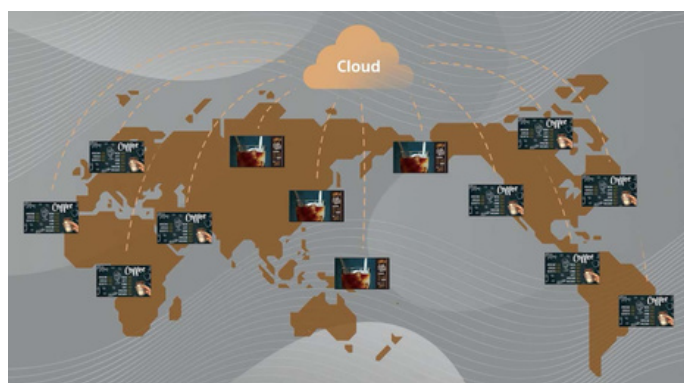
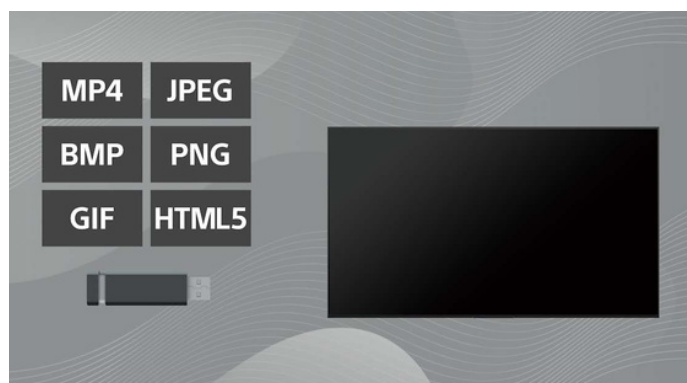
High Performance SoC

Equipped with a high performance SoC, high-resolution video can be played smoothly and easy to display interactive signage content without the need for a dedicated set-top box, media player or PC.



Pro Mode

When it comes to business, we know there's no such thing as "one size fits all." That's why our BZ-L series comes with our Pro Mode technology as standard — giving you multiple customization options at the touch of a button.



Sony Signage Solution

On-board BRAVIA SignageFree (BSF) software automatically plays out HTML content, video and photos.

Partner Solutions

We work closely with top companies to add even more value to our innovative AV products, for networking, device management, automation, digital signage, and more.

HTML5



Flexible content layout with HTML5

The BZ Series offers built-in support for the HTML5 application platform, so it's possible to use HTML5 interactive signage content without requiring a set-top box or PC.

The content screen can be freely laid out using the 4K video, pictures, or even with a HDMI input.

Mirroring



Wireless screen mirroring

Easily mirror content wirelessly from a handheld device onto BRAVIA with in-built support for Apple AirPlay and Chromecast built-in.

IP control



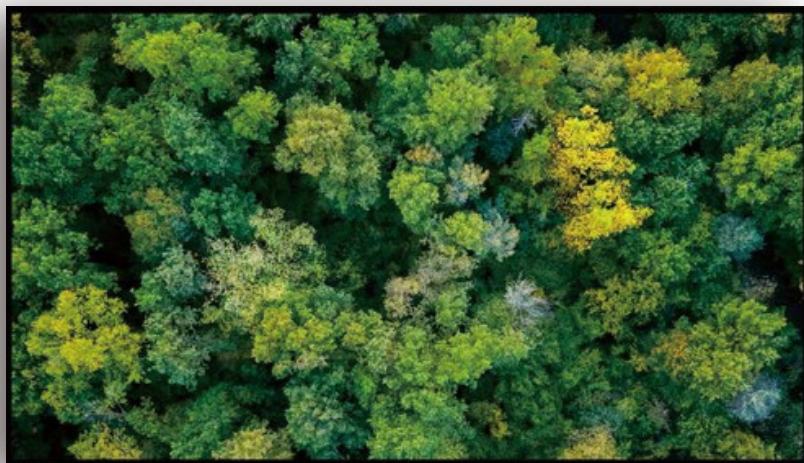
Remote control for multiple display

BRAVIA Pro Displays offer IP control with many display features like switching input sources via IP. Both HTML5 and Android apps running on the display can send IP control commands to the display and can be run from external IP-enabled devices.

Sustainability

Making it, moving it, and using it more efficiently: Advanced engineering for sustainability

To reduce environmental impact, we are focused on multiple aspects across the product life cycle, such as reduction of virgin plastic, improvement of transportation efficiency, and more efficient power consumption.

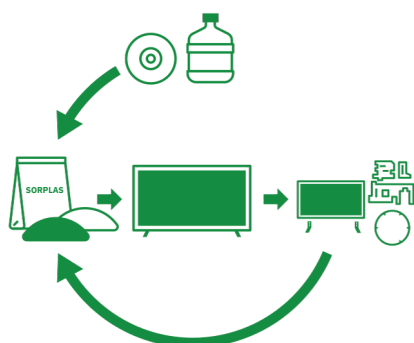


STEP 1 Making it

Towards closed loop with repeated recyclability

One advantage of SORPLASTM is that it won't degrade too much even after being recycled several times. Recycled SORPLASTM parts have the potential to reduce the volume of waste and contribute toward a recycle-oriented society.

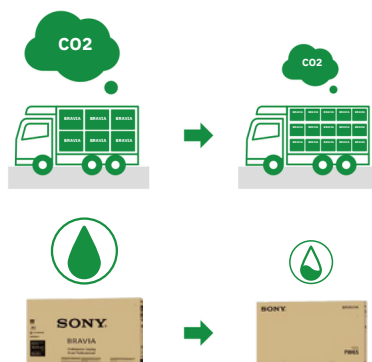
* All BZ-L series include Sony's SORPLUS recycled plastic



STEP 2 Moving it

Cutting CO2 with smaller and lighter Packing

By reengineering the packaging that protects the product during shipping, we cut the package size by 15% and total weight by 10%. This increases the number of units on one pallet by approximately 1.3 times. As a result, CO2 emissions per unit from product transportation have been reduced by approximately 15%.

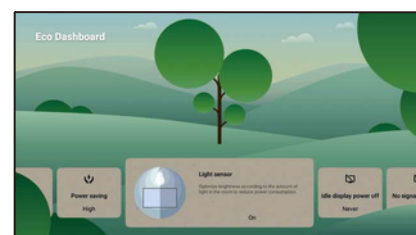


STEP 3 Using it

All your energy-saving settings in one place

With the flexible and configurable Eco Dashboard, energy saving settings can now be centrally managed.

You can easily customize energy saving settings for your usage, viewing environment, and the content you are watching, all in one place, and visualize the contribution you are making to reduce environmental impact.



BZ30L

Professional 4K displays with Sony X1/XR processing, Pro-Mode, 24/7 operation, portrait/tilt install supported, AirPlay and Chromecast built-in™ as well as a complete range of sizes

98" 85" 75" 65" 55" 50" 43" 32"

*32" is BZ30J model

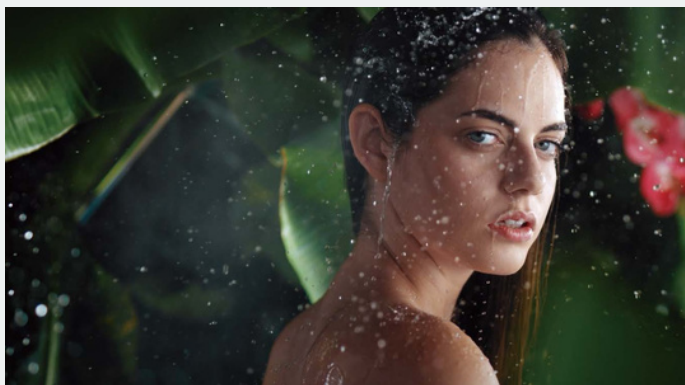


android tv

98" only

Latest Sony picture technologies to impress every audience

The 98" model has additional technologies for enhanced performance. Our flagship XRTM Processor delivers exquisite clarity and image reproduction. Full Array LED with local dimming brings captivating contrast whilst intelligently controlling the backlight for efficient power consumption. XR Triluminos PRO promises truly vibrant colors to engage end users in any scenario.



Extensive Lineup 32" to 98"

The BZ30 Series offers a range of sizes from 32" to 98" making them

ideal for large projects requiring multiple sized displays that deliver the same picture quality, brightness and contrast.

*32" is BZ30J model

Styled to blend with every environment

- BRAVIA Pro Displays come supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.
- The Sony logo is discreetly positioned on the edge of the display's beautifully slim bezel – with nothing distracting your audience from immersive images.
- Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.



Flexible content layout with HTML5

The BZ Series offers built-in support for the HTML5 application platform, so it's possible to use HTML5 interactive signage content without requiring a set-top box or PC. The content screen can be freely laid out using the 4K video, pictures, or even with a HDMI input.



Wireless screen mirroring

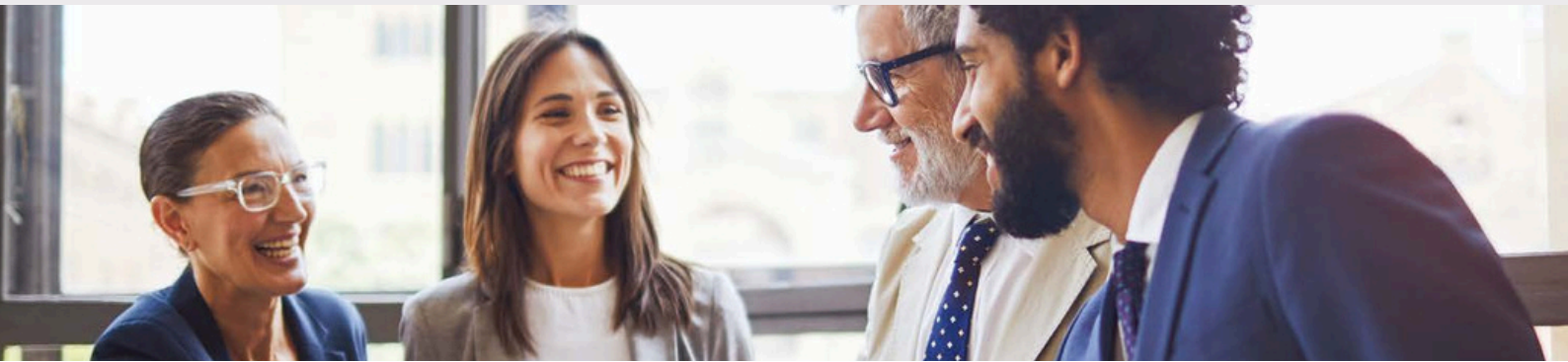
Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay and Chromecast built-in.

BZ30L-series Specifications

Complete

		FW-98BZ30L	FW-85BZ30L	FW-75BZ30L	FW-65BZ30L	FW-55BZ30L	FW-50BZ30L	FW-43BZ30L		
General features	Screen Size	98	85	75	65	55	50	43		
	Brightness (cd/m²)				440					
	Contrast Ratio	1200:1								
	Dynamic Contrast Ratio	5000:1	6000:1	300,000:1			5000:1	1200:1		
	Response Time (ms)	700,000:1		8.0				400,000:1		
	Display resolution (H x V, pixels)	6.5	15.9	3840 x 2160			9.5	8.0		
	HDR (High Dynamic Range) compatibility	Yes (HDR10,HLG,Dolby Vision)								
	Aspect Ratio	16:9								
Display features	Portrait/Tilt Compatibility	Yes								
	Dimming type									
	Display Device									
	Panel Type	Local Dimming	Frame Dimming							
	Backlight type	VA			LCD					
	TRILUMINOS Display				IPS	VA	IPS			
	Color gamut (DCI-P3)	Direct (Full Array LED)	Direct LED							
	Picture Processor	XR Triluminos Pro	TRILUMINOS PRO							
Video Specs	Operation time	95%	92%							
	Deep Black Non-Glare coating	Cognitive Processor XR	4K HDR Processor X1							
	Haze (%)	24/7								
	Viewing Angle (Right/Left)	No								
	Viewing Angle (Up/Down)	2%			1%					
	Video Processing	178 (89/89) degree								
	Motion enhancer	178 (89/89) degree								
	Audio Specs	Speaker Position	XR 4K Upscaling	4K X-Reality PRO						
Audio Power Output		XR Motion Clarity	Motionflow XR 240 (Native 60Hz)							
Pro mode		4096x2160p (24,60Hz), 3840x2160p (24,30,60,120Hz), 1080p (24,30,60,120Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (24, 30,60Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p							
		Down Firing + Side Back								
Professional features	HDMI auto wake-up	Yes								
	HTML5 platform	Yes								
	Multicast/IPTV	Yes								
	Operating System	Yes								
	On-board Storage (GB)	Android TV								
	Wi-Fi Direct	32GB	16GB							
Network Specs		Yes								
	Wi-Fi Certified	Yes								
Convenience features	Wireless LAN	Integrated								
	USB playback codecs	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS (HDV,AVCHD):MPEG2,AVC/MP4 (XAVC S):AVC,MPEG4,HEVC/AVI:Xvid,MotionJpeg/ASF (WMV):VC1/MOV:AVC,MPEG4,MotionJpeg/MKV:Xvid,AVC,MPEG4,VP8.HEVC/WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF (WMA)/LPCM/WAV/MP4AAC/FLAC/JPEG								
	On Screen Clock	Yes								
	Sleep Timer	Yes								
	On/Off Timer	Yes								
	Chromecast built-in	Yes								
Control Specs	Apple AirPlay	Yes								
	IP Control	Yes								
	RS-232C Control	Yes								
	HDMI-CEC	Yes								
Inputs and outputs	HDCP	Yes								
		HDCP2.3 (for HDMI1/2/3/4)								
	Composite Video Input (s)	Hybrid w/S-Center Speaker Input x 1 (Side, Mini jack)	1 (Side, Mini jack)							
	HDMI inputs total	4 (4Side)								
	Analog Audio Input (s) (Total)	1 (Side Analog Conversion)								
	Digital Audio Output (s)	1 (Side)								
Design features	USB ports	2 (Side)								
	Ethernet inputs	1 (Side)								
	VESA® Hole Pitch (W x H)	600 x 400 mm / 23 ^{9⁄16} x 15 ^{9⁄16} inch	400 x 400 mm / 15 ^{3⁄4} x 15 ^{3⁄4} inch	300x300mm/11 ^{7⁄8} x11 ^{7⁄8} inch			200x200mm/7 ^{7⁄8} x7 ^{7⁄8} inch			
	Wall-mount adjuster (Bundled)	Yes								
Accessories	Tabletop stand (Optional) *depending on the region.	No	Yes							
	Rated Power Consumption	No			Yes					
Environment specs	Power Consumption (in Standby)	328 W			248 W	306 W	230 W	202 W	140 W	103 W
	Dynamic Backlight Control									
	Power Saving Mode / Back Light Off Mode	0.5 W								
		Yes								
Measurements	Dimension of TV without Stand (W x H x D)	Yes								
		2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch	1899 x 1089 x 71 mm / 74 17/8 x 42 7/8 x 2 7/8 inch	1686 x 969 x 72 mm / 66 11/2 x 38 1/4 x 2 7/8 inch	1462 x 842 x 71 mm / 57 5/8 x 33 1/4 x 2 7/8 inch	1243 x 721 x 71 mm / 49 1/8 x 28 1/2 x 2 7/8 inch	1126 x 653 x 70 mm / 44 3/8 x 25 3/4 x 2 7/8 inch	972 x 567 x 70 mm / 38 1/8 x 22 3/8 x 2 7/8 inch		
	Dimension of TV with Stand (W x H x D)									
	Dimension of Package-Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 55 x 11 1/4 inch	2036 x 1239 x 258 mm / 80 1/4 x 48 7/8 x 10 1/4 inch	1824 x 1114 x 187 mm / 71 7/8 x 43 7/8 x 7 3/8 inch	1588 x 965 x 184 mm / 62 5/8 x 38 x 7 1/4 inch	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch	1240 x 782 x 141 mm / 48 7/8 x 30 7/8 x 5 5/8 inch	1070 x 695 x 141 mm / 42 1/4 x 27 3/8 x 5 5/8 inch		
Weight	Weight of TV without Stand	67.2 kg / 148.1 lb	44.5 kg / 98.1 lb	31.7 kg / 69.9 lb	21.2 kg / 46.7 lb	15.7 kg / 34.6 lb	12.3 kg / 27.1 lb	10 kg / 22.1 lb		
	Weight of TV with Stand	-	-	-	22.1 kg / 48.7 lb	16.6 kg / 36.6 lb	12.9 kg / 28.5 lb	10.5 kg / 23.2 lb		
	Weight of Package-Carton (Gross)	91 kg / 200.5 lb.	62 kg / 136.6 lb.	43 kg / 94.8 lb.	30 kg / 66.1 lb.	23 kg / 50.7 lb.	17 kg / 37.5 lb.	14 kg / 30.9 lb.		

BRAVIA Professional Alliance Partners



Discover how we work closely with top companies to add even more value to our industry-leading AV products and solutions. Our BRAVIA Professional Displays support a growing ecosystem of compatible technologies from established and emerging solution providers.

Whether it's configuring a digital signage network, connecting participants using video collaboration, or outfitting a room for device management and automation, we are committed to helping you.

Visit : pro.sony/Alliances

Business Applications



© 2024 Sony Corporation. All rights reserved. Reproduction in whole or in part without permission is prohibited. Features and specifications are subject to change without notice. All non-metric weights and measurements are approximate. 'Sony' and 'BRAVIA' are registered trademarks or trademarks of Sony Corporation. All other trademarks are the property of their respective owners.

Apple and AirPlay are trademarks of Apple Inc., registered in the U.S. and other countries and regions. To use Apple AirPlay with this TV, the latest version of iOS, iPadOS, or macOS is recommended. Google, Android TV and Chromecast built-in are trademarks of Google LLC.

For full features visit : pro.sony/BRAVIA

SONY