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 wide 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.
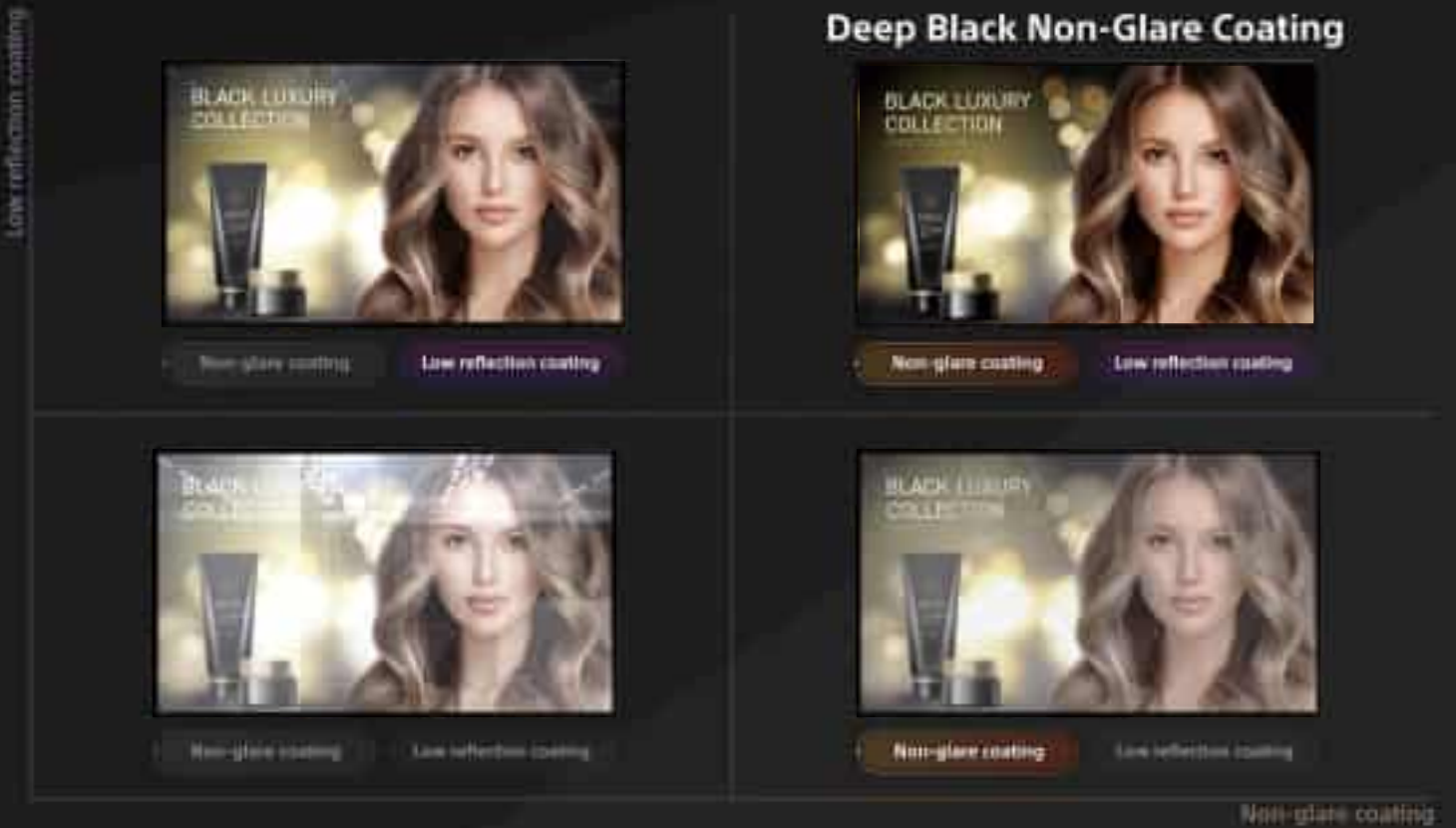
Sustainability

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

Low reflection coating

Deep Black Non-Glare 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" models 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

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 Signage Free (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.
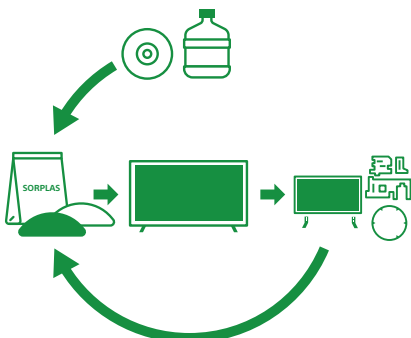

STEP 1
Making it

Towards closed loop with repeated recyclability

One advantage of SORPLAS™ is that it won't degrade too much even after being recycled several times.
Recycled SORPLAS™ parts have the potential to reduce the volume of waste and contribute toward a recycle-oriented society.
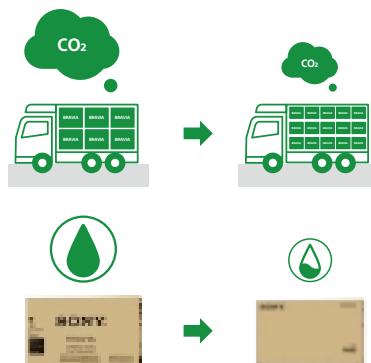
* All BZ-L series include Sony's SORPLUS recycled plastic

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

4K HDR | **XR** — 98" only | **SONY X1** | **HTML5** | AirPlay | Chromecast built-in | androidtv

Latest Sony picture technologies to impress every audience

The 98" model has additional technologies for enhanced performance. Our flagship XR™ 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.

24/7 | | **Tilt**

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.

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	5000:1	6000:1	1200:1			5000:1	1200:1
	Dynamic Contrast Ratio	700,000:1		300,000:1				400,000:1
	Response Time (ms)	6.5	15.9	8.0			9.5	8.0
	Display resolution (H x V, pixels)	3840 x 2160						
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)						
	Aspect Ratio	16:9						
	Portrait/Tilt Compatibility	Yes						
Display features	Dimming type	Local Dimming	Frame Dimming					
	Display Device	LCD						
	Panel Type	VA		IPS			VA	IPS
	Backlight type	Direct (Full Array LED)	Direct LED					
	TRILUMINOS Display	XR Triluminos Pro	TRILUMINOS PRO					
	Color gamut (DCI-P3)	95%	92%					
	Picture Processor	Cognitive Processor XR	4K HDR Processor X1					
	Operation time	24/7						
	Deep Black Non-Glare coating	No						
	Haze (%)	2%		1%				
	Viewing Angle (Right/Left)	178 (89/89) degree						
	Viewing Angle (Up/Down)	178 (89/89) degree						
Video Specs	Video Processing	XR 4K Upscaling	4K X-Reality PRO					
	Motion enhancer	XR Motion Clarity	Motionflow XR 240 (Native 60Hz)					
	HDMI Signal	4096 x 2160p (24,60Hz), 3840 x 2160p (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					
Audio Specs	Speaker Position	Down Firing + Side Back	Down Firing					
	Audio Power Output	10W + 10W + 10W + 10W	10W + 10W					
Professional features	Pro mode	Yes						
	HDMI auto wake-up	Yes						
	HTML5 platform	Yes						
	Multicast/IPTV	Yes						
	Operating System	Android TV						
	On-board Storage (GB)	32GB	16GB					
Network Specs	Wi-Fi Direct	Yes						
	Wi-Fi Certified	Yes						
	Wireless LAN	Integrated						
Convenience features	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						
	Apple AirPlay	Yes						
Control Specs	IP Control	Yes						
	RS-232C Control	Yes						
	HDMI-CEC	Yes						
Inputs and outputs	HDCP	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)						
	USB ports	2 (Side)						
	Ethernet inputs	1 (Side)						
Design features	VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch	400 x 400 mm / 15 3/4 x 15 3/4 inch	300 x 300 mm / 11 7/8 x 11 7/8 inch			200 x 200 mm / 7 7/8 x 7 7/8 inch	
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No	Yes					
	Table-top stand (Optional) *depending on the region.	No			Yes			
Environment specs	Rated Power Consumption	328 W	248 W	306 W	230 W	202 W	140 W	103 W
	Power Consumption (in Standby)	0.5 W						
	Dynamic Backlight Control	Yes						
	Power Saving Mode / Back Light Off Mode	Yes						
Measurements	Dimension of TV without Stand (W x H x D)	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 7/8 x 42 7/8 x 2 7/8 inch	1686 x 969 x 72 mm / 66 1/2 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 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 3/8 x 22 3/8 x 2 7/8 inch
	Dimension of TV with Stand (W x H x D)	-			1462 x 912 x 338 mm / 57 5/8 x 36 x 13 3/8 inch	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch	1126 x 718 x 286 mm / 44 3/8 x 28 3/8 x 11 3/8 inch	972 x 632 x 286 mm / 38 3/8 x 25 x 11 3/8 inch
	Dimension of Package Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 54 7/8 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.

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