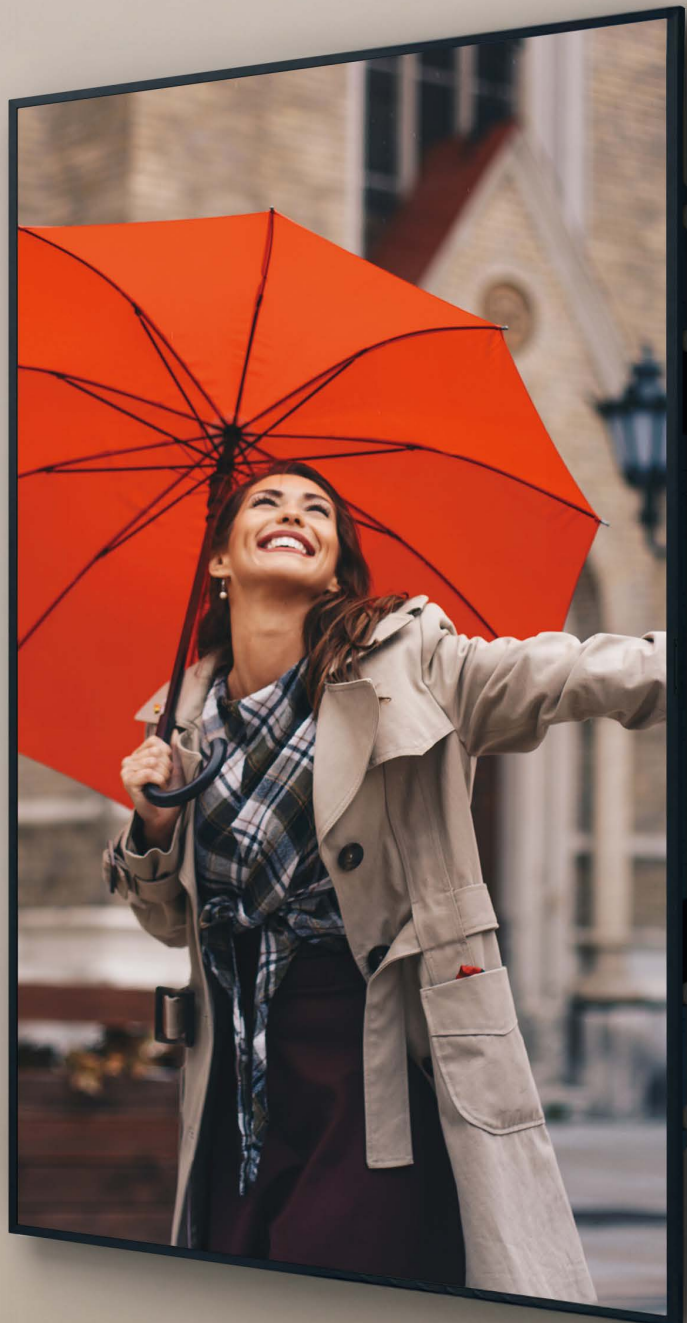


SONY

BRAVIA Professional Displays

androidtv



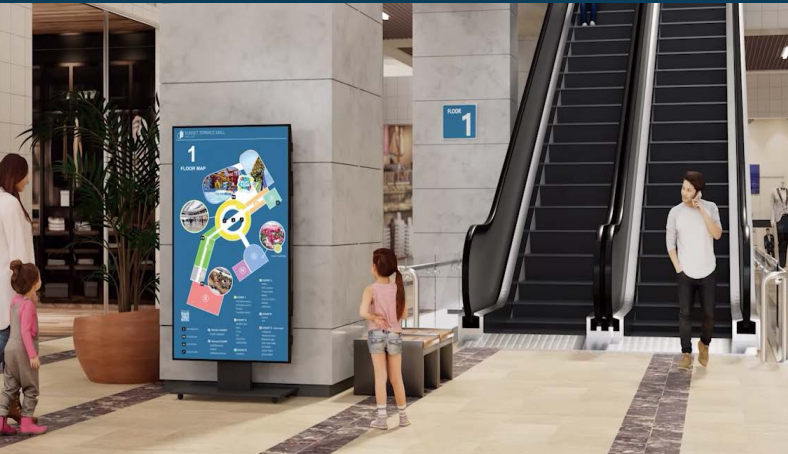
The four pillars of performance, Unifying our solutions with your business needs

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

BZ53L&BZ40L Series

Low reflection coating



Non-glare coating

Low reflection coating

Deep Black Non-Glare Coating



Non-glare coating

Low reflection coating



Non-glare coating

Low reflection coating



Non-glare coating

Low 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" 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

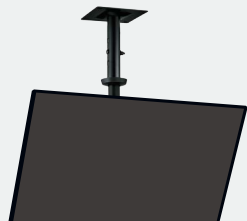
Installation Flexibility

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



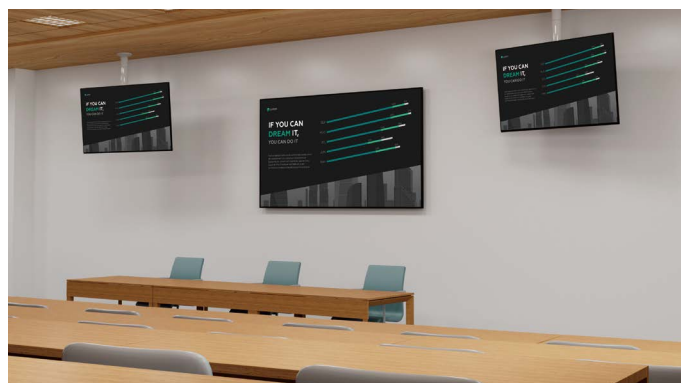
Multiple displays



Consistent lineup design

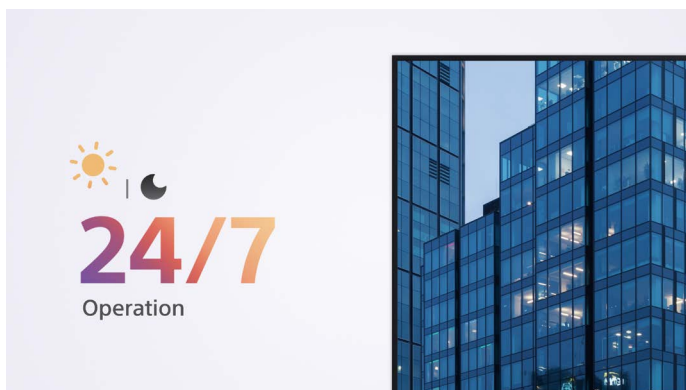
The design of the BZ-L series displays is standardized, allowing for uniformity when mixing models. Wiring is also standardized, making installation easier.

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.



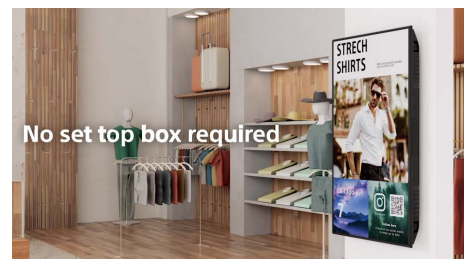
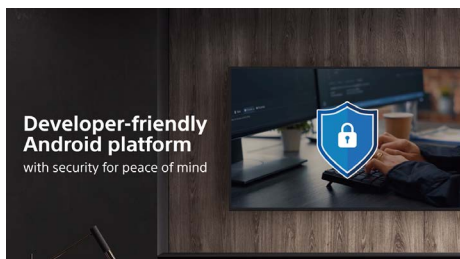
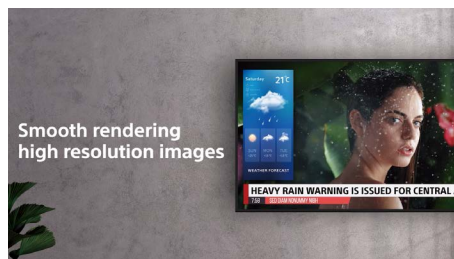
Side logo position

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

Robust Usability

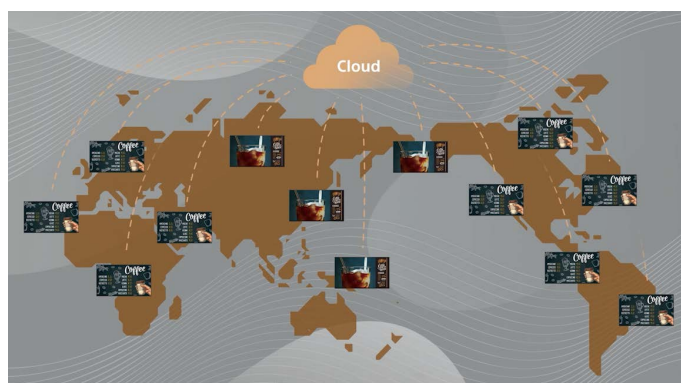
High Performance SoC

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 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

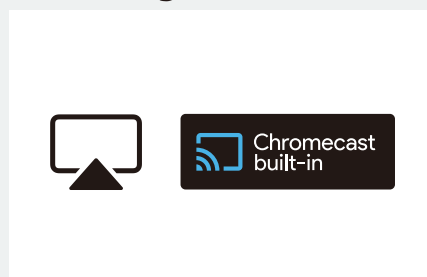


Flexible content layout with HTML5

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.

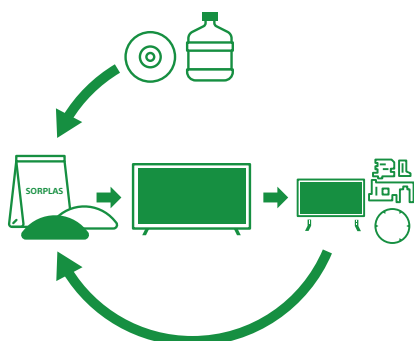


STEP 1 Making it

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.

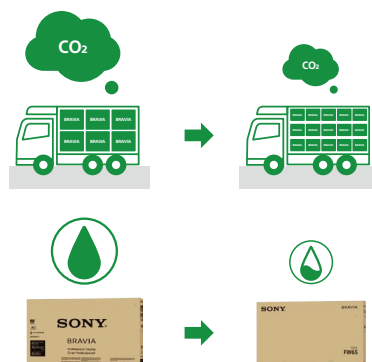
* All BZ-L series include Sony's SORPLUS recycled plastic



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%.

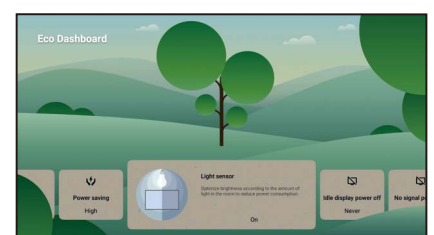


STEP 3 Using it

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.



BZ53L

Experience absolute picture quality with Sony's flagship professional 4K display and Sony XR™ processing. Full Array LED with local dimming delivers scintillating contrast and optimizes power consumption

98"



Deep Black
Non-Glare
Coating

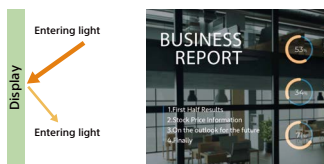


androidtv

Deep Black Non-Glare

Deep Black Non-Glare Coating combines innovative technologies – delivering an unprecedented reduction in both screen glare and reflection that doesn't compromise picture quality.

No Treatment



Deep Black Non-Glare coating



780 nit/ XR Processor

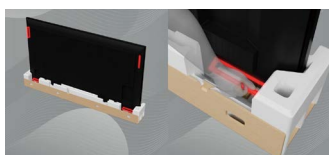
Brighter is better. In busy retail showrooms or corporate lobbies, 98" BRAVIA shines with an extraordinary 780 nit screen brightness that can't be missed, even in light-flooded spaces. Full Array Local Dimming boosts peak brightness further still to an eye-popping 1500 nits.



Installation friendly (handle/weight/size)

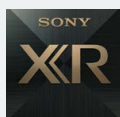
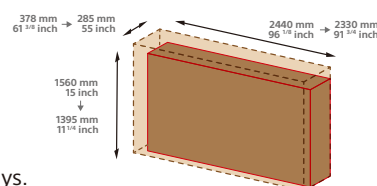
Safer carrying

Ergonomically positioned lower horizontal handles are easy to grab, making lifting easier and more comfortable.



Easier access

Reduced carton size eases transportation. The ability to carry BRAVIA vertically (portrait style) gives easier access in elevators and stairways.



Cognitive Processor XR™

The world's first picture processor with cognitive intelligence understands how humans really see the world.

The 98" BRAVIA with Cognitive Processor XR™ opens up an unprecedented viewing experience that immerses you even more deeply in the scene.

BZ40L

Exceptionally bright 4K displays with unique Deep Black Non-Glare technology

85" 75" 65" 55"



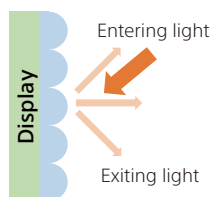
Deep Black
Non-Glare
Coating



androidtv

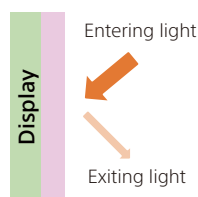
Deep Black Non-Glare Coating

Deep Black Non-Glare Coating combines innovative technologies – delivering an unprecedented reduction in both screen glare and reflection that doesn't compromise picture quality.



Anti-Glare

A microscopic unevenness is added to the surface of the display panel. Incident light is diffusely reflected in all directions, becoming a whitish blur that's less noticeable to viewers than sharply reflected light.



Low Reflection

A special coating is added to the surface of the panel. Incident light rays bounce off the surface of the clear layer, as well as the panel surface beneath. Interference between the reflected rays causes cancellation, reducing reflections seen by viewers.

Sony's Deep Black Non-Glare Coating combines anti-glare and low-reflection technologies. Reducing reflections and boosting contrast, it's the key to dynamic visuals bursting with true-to-life color and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

Exquisite images that always stand out

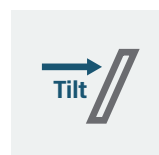
Available in screen sizes from 55" to 85", the BRAVIA BZ40L Series grabs your audience's attention with extremely high 700 nit screen brightness for punchy, high-impact visuals that are always seen clearly.

Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra wide viewing angle lets everyone in the room enjoy clear, bright images, wherever they're positioned.



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.



BZ53L/BZ40L-series Specifications

Flagship / High Brightness-Non Glare

		FW-98BZ53L	FW-85BZ40L	FW-75BZ40L	FW-65BZ40L	FW-55BZ40L
General features	Screen Size	98	85	75	65	55
	Brightness (cd/m²)	780	650	700		
	Contrast Ratio	5000:1	6000:1	1200:1		
	Dynamic Contrast Ratio	700,000:1	500,000:1	600,000:1		
	Response Time (ms)	6.5	15.9	8.0		
	Display resolution (H x V, pixels)	3840 x 2160				
	HDR (High Dynamic Range) compatibility	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		
	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	Yes				
	Haze (%)	47%	58%	47%		
	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	4096x2160p (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				
	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				
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 x1 (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		
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No	Yes			
	Table-top stand (Optional) *depending on the region.	No			Yes	Yes
Environment Specs	Rated Power Consumption	505 W	373 W	299 W	229 W	201 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
	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
	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
Weight	Weight of TV without Stand	67.2 kg / 148.1 lb	44.5 kg / 98.1 lb	31.5 kg / 69.4 lb	21.4 kg / 47.2 lb	15.8 kg / 34.9 lb
	Weight of TV with Stand	-			22.3 kg / 49.2 lb	16.7 kg / 36.8 lb
	Weight of Package Carton (Gross)	91 kg / 200.5lb.	62 kg / 136.6lb.	43 kg / 94.8lb.	31 kg / 68.3lb.	23 kg / 50.7lb.

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