SONY

androidtv

BRAVIA Professional Displays

2021 Model Catalog



BRAVIA

4K HDR

XR Cognitive Processor

X1 4K HDR Processor

CRESTRON connected

KRAMER AV BEYOND THE BOX

Extron

logitech

Outstanding picture quality & detailed reproduction for business

Harness the power of rich media content for your organization with BRAVIA Professional Displays.

4K HDR

BRAVIA™

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Cognitive Processor XR™

World's first processor with Cognitive Intelligence

Our BRAVIA XR Display takes vision and sound to the next level with the ingenious Cognitive Processor XR. It understands how humans see and hear, providing a whole new experience that immerses you completely in the scene.

4K HDR Processor X1™

One chip, incredibly real



X1
4K HDR Processor

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

Cognitive Processor XR™

XR Color

A wide palette of naturally beautiful colors

See colors that are natural and beautiful to the human eye. The Cognitive Processor XR enables our unique display to access a wider palette and reproduce each color with the subtle differences seen in the real world. With extended hue and saturation, vivid shades and realistic texture can be seen.



XR Triluminos Pro

XR Clarity

Recreating lost texture, the intelligent way

Whatever the content or source, you'll clearly see them close to 4K resolution with XR 4K Upscaling. Our Cognitive Processor XR accesses a vast amount of data, intelligently recreating lost textures and detail for real world pictures.

XR 4K Upscaling



SONY XR

XR Picture



XR Motion Clarity

XR Contrast Booster



XR Motion

Intelligent motion processing for fast-moving, blur-free scenes

Watching fast-moving movies just got a whole lot better. Our Cognitive Processor XR with XR Motion Clarity™ cross analyses data to ensure action stays smooth, bright and clear with no blur.

XR Contrast

Real life depth with deep blacks and intense brightness

Feel breathtaking contrast, just as in real life. Our Cognitive Processor XR cross analyzes data, enhancing pictures in the same way that the human eye focuses for real life color and depth. With XR Contrast Booster, bright areas are brighter and dark areas darker -eliminating details overwhelmed by shadow or lost in blown-out highlights.

4K HDR Processor X1™

Picture

Unique 4K X-Reality PRO picture processing technology upscales every pixel for remarkable clarity. Advanced noise reduction techniques and a special pattern database ensure every scene is full of lifelike detail.



4K X-Reality PRO



TRILUMINOS PRO

SONY X1 4K HDR Processor

Contrast

Imagine seeing a white object in a dark environment on your display: on an edge-lit or direct-lit display, you would sacrifice the brightness of the object for a darker background (or vice versa), and the background would likely appear blue or grey. On a Sony Full Array LED display with local dimming, you get a beautiful, natural picture with crisp brightness and an authentically dark background.

X1 4K HDR Processor

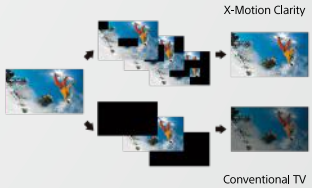
Full Array LED

X-tended Dynamic Range



Motionflow XR

X-Motion Clarity



Color

By widening the color spectrum, TRILUMINOS powered by our X1 processors reproduces more colors than a conventional display. It analyzes and processes data in every image to make colors even more natural and precise so pictures are closer than ever to real life.

Clarity

On some screens, sports and fast-action scenes can seem to go by in a blur. Our latest X-Motion Clarity™ technology keeps everything smooth, bright, and clear. Each "blink" is individually controlled and its duration optimized, while brightness is boosted when needed, so you won't miss a thing.

Expanding the possibility of your business with the new lineup of BRAVIA Professional Displays

Newly added 100" & 32" size broaden the lineup to match to any installation locations.
The new Standard product line brings a wide options for business application environment.



Sony's largest professional display model with supreme picture quality features

100” NEW

The new 100" BZ40J delivers supreme picture quality, high contrast, and more detail for large-sized digital signage and meeting rooms.

SONY XR — XR Cognitive Processor

Features for Professional Use

Professional Mode

New professional features let you disable input or remote control, remove labels and block buttons; customize and store display settings and features, add security then copy them easily from display to display via USB flash memory.

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 the HDMI input.





Small, high picture quality 32" 4K display model

NEW **32″**

Small in size, but big in picture quality for meeting contents details even in huddle space environment with new 32" BZ30J

SONY X1 4K HDR Processor

Professional Design

Sutable designs for professional use such as Digital Signage

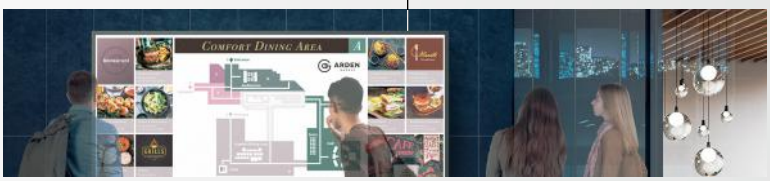
Logo Position for Public Installation

Sony logo is printed to top-right side bezel for public installation such as digital signage and it eliminates the sideways logo in portrait orientation.



Four-sided Uniform Bezel for Portrait Installation

* for BZ40J only



Carrying Handle

* for BZ40J only



Cable Management

Neatly bundles the power cable, HDMI and other cables with a cable clamper







32″ AC Adapter Holder

Smart installation by adapter holder even in limited space

* for BZ30J only

IP Control

IP Network and Serial Communication Controls

The BZ Series is controllable both via IP network (wired/wireless LAN) and RS-232C. This makes it possible to incorporate the displays into a variety of existing systems, such as in offices and as eye-catching signage.

Wi-Fi 5Ghz / Apple AirPlay & Chromecast built-in™

Discover a new world of possibilities with the new BRAVIA functionality. Easily mirror content onto your BRAVIA Pro Display using Apple AirPlay or Chromecast built-in, and take advantage of Wi-Fi 5Gz connection.

Works with Apple AirPlay

Chromecast built-in

BZ40J Features —— 2021 NEW Model 100"

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Our largest size screen model with Cognitive Processor XR & Supreme Picture Quality

Peak Brightness : 940cd/m²

Cognitive Processor XR™

The BZ40J incorporates the Cognitive Processor XR that uses human perspective analysis to cross analyze thousands of elements at one to create an intensely immersive picture.

BRAVIA XR | XR Triluminos Pro | XR 4K Upscaling | XR Motion Clarity | XR Contrast Booster

XR Trilluminos Pro

Powered by our Cognitive Processor XR, this display reproduces color it in a way that humans find beautiful. See a wider palette of colors with an enhanced range of hue and saturation, allowing natural shades and precise details to be seen, even in dark scenes.



XR 4K Upscaling

Powered by our Cognitive Processor XR, this display takes 2K signals close to true 4K quality for incredibly real and immersive viewing. XR 4K Upscaling accesses and utilizes a vast amount of data, analyzing patterns in scenes and recreating subtle details.



XR Motion Clarity™

On some screens, fast-moving scenes can seem to go by in a blur. Our latest LED XR X-Motion Clarity technology keeps everything smooth, bright and clear. Each frame is individually controlled and its duration optimized, while brightness is boosted when needed, so you won't miss a thing.



XR Contrast Booster

By precisely balancing light output across the screen, dimming some areas and boosting others, the XR Contrast Booster adjusts brightness for higher peaks in glare and deeper blacks in shadows. As bright areas are brighter and dark areas darker, scenes look more real with extra depth and detail.



24/7·Portrait·Tilt

24/7 | Tilt

BZ40H Features

85" 75" 65" 55"

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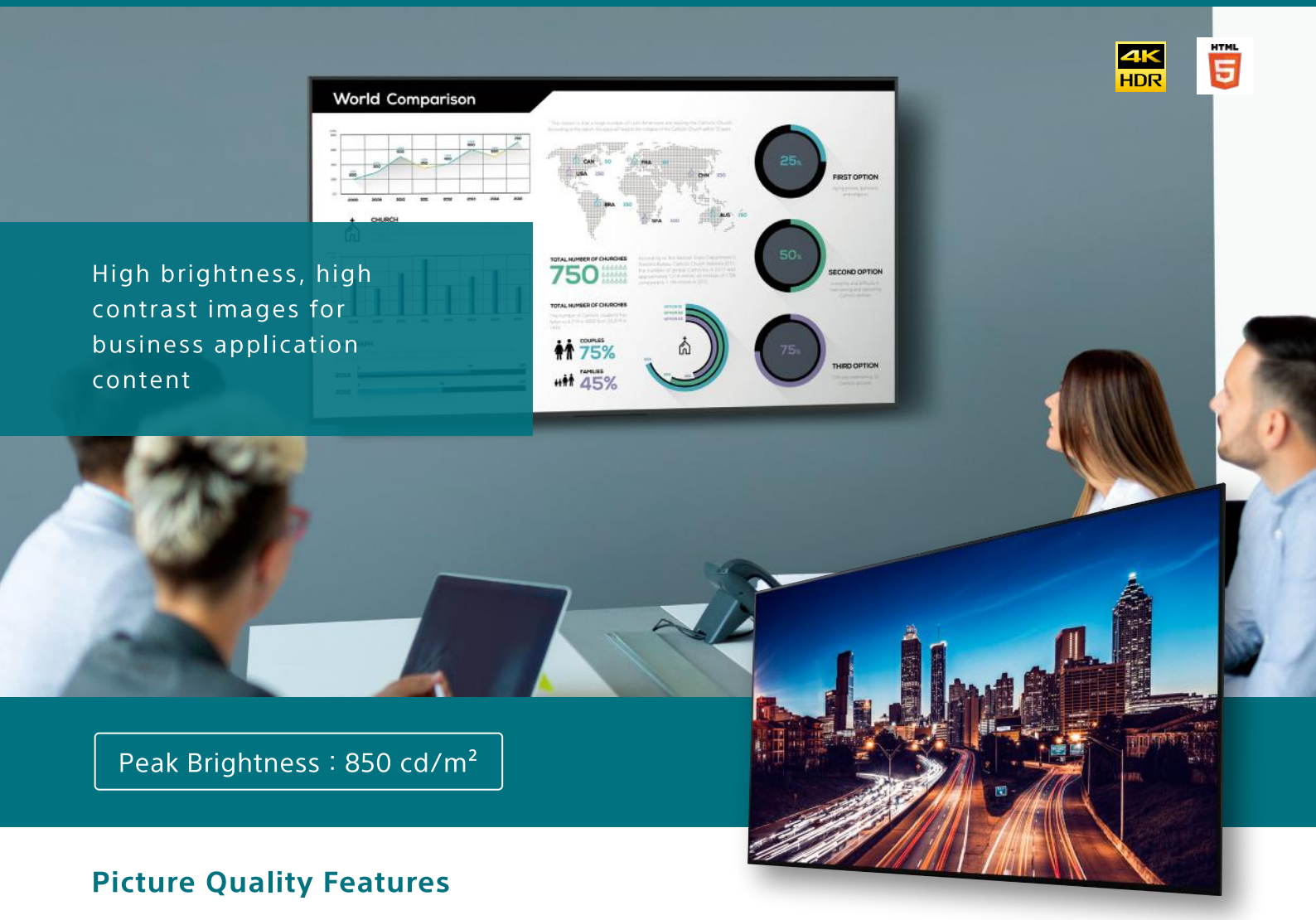


Peak Brightness : 850 cd/m²

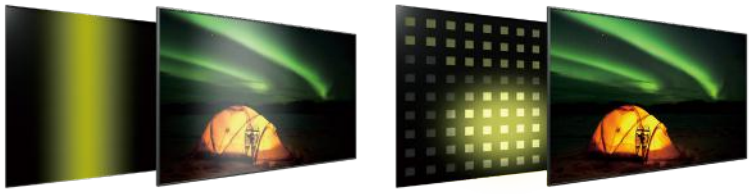
Picture Quality Features

SONY X1 | 4K X-Reality PRO | Full Array LED | X-Motion Clarity | TRILUMINOS DISPLAY

Full Array LED

Brighter highlights and deeper blacks

Multiple LED zoning allows Full Array display models to adjust and create contrast depending on the scene, resulting in more light where brightness is needed, and less light where darkness is needed.



Cosmetic Design



Logo position | All Side Terminal Position | Flat bottom bezel

24/7·Portrait·Tilt



BZ35J

Features —— **2021 NEW Model** **50”** **43”**

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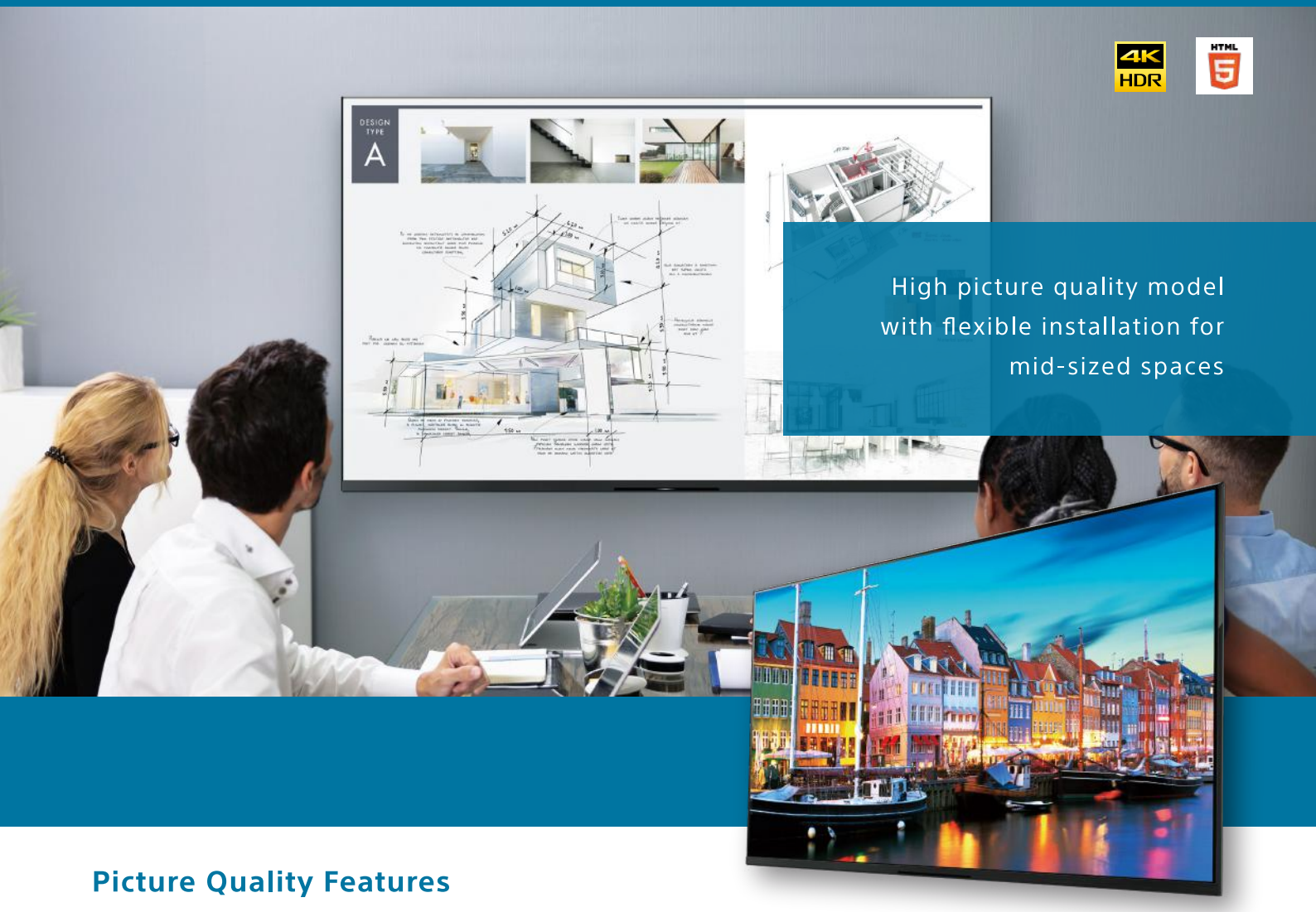


Picture Quality Features

SONY X1 · 4K X-Reality PRO · TRILUMINOS PRO · Motionflow XR

Motionflow XR

Less blur, even in fast scenes

On some screens, sports and fast action scenes go by in a blur. Our Motionflow technology keeps movement smooth and clear by creating extra images between images and black images between scenes. The result? Less blur and afterimage, more flowing motion.



Cosmetic Design



Logo position | All Side Terminal Position | Flat bottom bezel

24/7·Portrait·Tilt



BZ30J

Features —— **2021 NEW Model**

75" 65" 55"
50" 43" 32"

androidtv



Standard lineup including space saving size for more implementation options in business use

Picture Quality Features

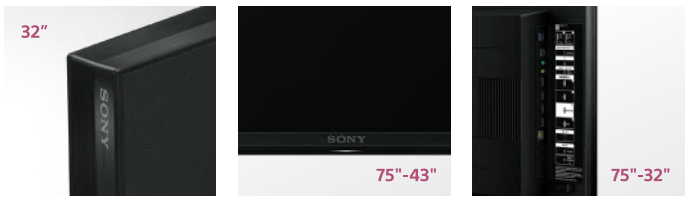
SONY X1 | 4K X-Reality PRO | TRILUMINOS PRO | Motionflow XR

Color Reproduction

Our displays with a wide colourgamut and unique TRILUMINOS PRO™ algorithm can detect colourfrom saturation, hue and brightness to reproduce natural shades in every detail. You'll enjoy coloursthat are closer to those seen in the real world.



Cosmetic Design



Logo position

All Side Terminal Position

24/7·Portrait·Tilt



BZ-series Specifications

High-end Line

		FW-100BZ40J	FW-85BZ40H	FW-75BZ40H	FW-65BZ40H	FW-55BZ40H	FW-50BZ35J	FW-43BZ35J
General features	Screen Size	100"	85"	75"	65"	55"	50"	43"
	Brightness (cd/m²)	Typ. 600 / Peak 940	Typ. 620 / Peak 850				570	560
	Native contrast ratio	9,000:1	4,000:1	6,000:1			5,000:1	4,000:1
	Dynamic contrast ratio	600,000:1	600000:1		550000:1		500,000:1	400,000:1
	Response Time (ms)	7	6	8			6	
	Display resolution (H x V, pixels)	3,840 x 2,160						
	HDR (High Dynamic Range) compatiblity	Yes (HDR10,HLG,Dolby Vision)						
	Aspect Ratio	16:9						
	Portrait/Tilt Compatibility *1	Yes						
Display features	Dimming type	Local Dimming					Frame Dimming	
	Display device	LCD						
	Backlight type	Direct (Full Array LED)	Direct (Full Array LED)					
	4K Processor	Cognitive Processor XR	4K HDR Processor X1				Direct LED	
	Operation time	24/7	24/7				24/7	
Video Specs	Wide Mode	Wide Zoom/Normal/Full/Zoom	Auto/Wide Zoom/Normal/Full/Zoom				Wide Zoom / Normal / Full / Zoom	
	4:3 Default	Yes						
	Video Processing	XR 4K Upscaling	4K X-Reality PRO					
	Motion enhancer	XR Motion Clarity, Auto mode	X-Motion Clarity, Auto mode				Motionflow XR 960Hz (Native 120Hz), Auto mode	
	TRILUMINOS Display	XR Triluminos Pro	TRILUMINOS DISPLAY				TRILUMINOS PRO	
	Viewing Angle (Right/Left)	178 (89/89) degree						
	Viewing Angle (Up/Down)	178 (89/89) degree						
	HDMI Signal	4096x2160p(24, 60Hz), 3840x2160p(24,30,60,120Hz), 1080p(30,60,120Hz), 1080/24p,1080i(60Hz), 720p(30,60Hz),720/24p,480p	4096x2160p (24,60Hz), 3840x2160p (24,30,60,120Hz), 1080p (30,60,120Hz), 1080/24p, 1080i (60Hz), 720p (30,60Hz), 720/24p, 480p				4096x2160p (24, 60Hz), 3840x2160p (24, 30, 60, 120Hz), 1080p (30, 60, 120Hz), 1080/24p, 1080i (60Hz), 720p (30, 60Hz), 720/24p, 480p	
Audio Specs	Speaker Position	Down Firing	Side Back + Down Firing				Down Firing	
	Audio Power Output	10W + 10W						
Professional features	Professional Hidden mode	Pro Mode						
	HDMI auto wake-up	Yes						
	HTML5 platform	Yes						
	Multicast/IPTV	Yes						
	Operating System *2	Android 10	Android 9.0 Pie				Android 10	
	On-board Storage (GB)	16GB *3						
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 (Internet required)	Yes						
Control Specs	IP Control	Yes						
	RS-232C Control	1 (Side)						
	HDMI-CEC	Yes						
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3/4)						
	Composite Video Input (s)	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	Frame color	Black						
	Stand Design	Slim Blade Stand	Metal Blade Stand				Slim Blade Stand	
	VESA® Hole Spacing Compatible	Yes						
	VESA® Hole Pitch (W x H)	600 x 400 mm	400 x 400 mm	300 x 300 mm			200 x 200 mm	
Environment specs	Screen Size for WEB (diagonal, cm, integer or 1st decimal)	253 cm	215.0 cm	189.0 cm	164.0 cm	139.0 cm	126 cm	108 cm
	Rated Power Consumption	426 W	318W	277W	214W	173W	148 W	114 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)	2,260 x 1,297 x 98 mm	1,899 x 1,089 x 72 mm	1,674 x 961 x 71 mm	1,450 x 833 x 70 mm	1,231 x 710 x 70 mm	1,119 x 649 x 70 mm	964 x 563 x 69 mm
	Dimension of TV with Stand (W x H x D)	2,260 x 1,346 x 475 mm	1,899 x 1,162 x 441 mm	1,674 x 1,034 x410 mm	1,450 x 903 x 338 mm	1,231 x 780 x 338 mm	1,119 x 715 x 286 mm	964 x 628 x 286 mm
	Dimension of Package Carton (W x H x D)	2,440 x 1,558 x 378 mm	2,036 x 1,232 x 258 mm	1,810 x 1,107 x 186 mm	1,574 x 958 x 184 mm	1,348 x 833 x 160 mm	1,225 x 782 x 141 mm	1,070 x 695 x 141 mm
Weight	Weight of TV without Stand	88.9 kg	45.8 kg	32.9 kg	22.2 kg	16.5 kg	12.7 kg	10.2 kg
	Weight of TV with Stand	92.6 kg	47.7 kg	34.4 kg	23.2 kg	17.5 kg	13.3 kg	10.7 kg
	Weight of Package Carton (Gross)	129 kg	62kg	46kg	31kg	23kg	19 kg	14 kg

BZ-series Specifications

Standard Line

		FW-75BZ30J	FW-65BZ30J	FW-55BZ30J	FW-50BZ30J	FW-43BZ30J	FW-32BZ30J
General features	Screen Size	75"	65"	55"	50"	43"	32"
	Brightness (cd/m²)	440					300
	Native contrast ratio	1,200:1			5,000:1	1,200:1	3,000:1
	Dynamic contrast ratio	300,000:1				400,000:1	260,000:1
	Response Time (ms)	11		10	9	10	
	Display resolution (H x V, pixels)	3,840 x 2,160					
	HDR (High Dynamic Range) compatiblity	Yes (HDR10, HLG, Dolby Vision)					
	Aspect Ratio	16:9					
	Portrait/Tilt Compatibility *1	Yes					
Display features	Dimming type	Frame Dimming					
	Display device	LCD					
	Backlight type	Direct LED					Edge LED
	4K Processor	4K HDR Processor X1					
	Operation time	24/7					
Video Specs	Wide Mode	Wide Zoom / Normal / Full / Zoom					
	4:3 Default	Yes					
	Video Processing	4K X-Reality PRO					
	Motion enhancer	Motionflow XR 240Hz (Native 60Hz), Auto mode					
	TRILUMINOS Display	TRILUMINOS PRO					
	Viewing Angle (Right/Left)	178 (89/89) degree					
	Viewing Angle (Up/Down)	178 (89/89) degree					
	HDMI Signal	4096x2160p (24, 60Hz), 3840x2160p (24, 30, 60Hz), 1080p (30, 60Hz), 1080/24p, 1080i (60Hz), 720p (30, 60Hz), 720/24p, 480p					
Audio Specs	Speaker Position	Down Firing					
	Audio Power Output	10W + 10W					5W + 5W
Professional features	Professional Hidden mode	Pro Mode					
	HDMI auto wake-up	Yes					
	HTML5 platform	Yes					
	Multicast/IPTV	Yes					
	Operating System *2	Android 10					
	On-board Storage (GB)	16GB *3					
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 (Internet required)	Yes					
Control Specs	IP Control	Yes					
	RS-232C Control	1 (Side)					
	HDMI-CEC	Yes					
Inputs and outputs	HDCP	HDCP2.3 (for HDMI1/2/3/4)					
	Composite Video Input (s)	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	Frame color	Black					
	Stand Design	Slim Blade Stand	Slim Blade Stand	Slim Blade Stand	Slim Blade Stand	Slim Blade Stand	Stand
	VESA® Hole Spacing Compatible	Yes	Yes	Yes	Yes	Yes	Yes
	VESA® Hole Pitch (W x H)	300 x 300 mm			200 x 200 mm		100 x 200 mm
Environment specs	Screen Size for WEB (diagonal, cm, integer or 1st decimal)	189 cm	164 cm	139 cm	126 cm	108 cm	80 cm
	Rated Power Consumption	297 W	230 W	196 W	146 W	107 W	66 W
	Power Consumption (in Standby)	0.5 W	0.5 W	0.5 W	0.5 W	0.5 W	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)	1,686 x 969 x 72 mm	1,462 x 842 x 71 mm	1,243 x 719 x 71 mm	1,126 x 653 x 70 mm	972 x 567 x 70 mm	726 x 430 x 76 mm
	Dimension of TV with Stand (W x H x D)	1,686 x 1,045 x 410 mm	1,462 x 912 x 338 mm	1,243 x 787 x 338 mm	1,126 x 718 x 286 mm	972 x 632 x 286 mm	726 x 454 x 172 mm
	Dimension of Package Carton (W x H x D)	1,824 x 1,114 x 187 mm	1,588 x 965 x 184 mm	1,362 x 840 x 160 mm	1,240 x 796 x 141 mm	1,070 x 695 x 141 mm	814 x 551 x 152 mm
Weight	Weight of TV without Stand	31.6 kg	21.6 kg	15.7 kg	12.3 kg	10 kg	7.5 kg
	Weight of TV with Stand	32.9 kg	22.5 kg	16.6 kg	12.9 kg	10.5 kg	7.7 kg
	Weight of Package Carton (Gross)	49 kg	31 kg	23 kg	17 kg	14 kg	10 kg

*1 Please refer "Wall-Mount Installation Manual" for condition details *2 As of June, 2021 *3 The actual capacity available to the user will vary depending on OS and installed software requirements.

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Options & Accessories



BRAVIA Meeting (WQ-BM1)

BRAVIA Meeting enables centralized management of displays and interactive meetings via a network. The optional software, BRAVIA Meeting, enables remote monitoring of multiple displays, power control, and configuration changes. In addition, displaying PC screen shots wirelessly and annotation which enhances in-meeting collaboration.



BRAVIA Signage (WQ-BS1)

BRAVIA Signage simplifies management and distribution of signage content across multiple networked BRAVIA displays. Group displays, schedule content playout and more – everything's included with this highly flexible package.



BRAVIA Signage Free (WQF-BS1F)

BRAVIA Signage Free is an easy-to-use standalone signage player application, allowing you to display video, photos and HTML5 content directly from a connected USB flash memory.
It's quick and intuitive to set up screens, edit and preview playlists and schedules using the BRAVIA display's remote controller.



FWA-CE100

Full HD USB Camera & Microphone exclusively designed for BRAVIA 4K Professional Displays.



STP-IR200 Series

Touch overlay kit for 55", 65", 75" BRAVIA 4K Professional Displays.

For full features visit
pro.sony/displays

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