BRAVIA
Professional Displays

2021 Model Catalogue

SONY

androidtv

BRAVIA

4K HDR

XR Cognitive Processor

X1 4K HDR Processor

CRESTRON connected

KRAMER AV BEYOND THE BOX
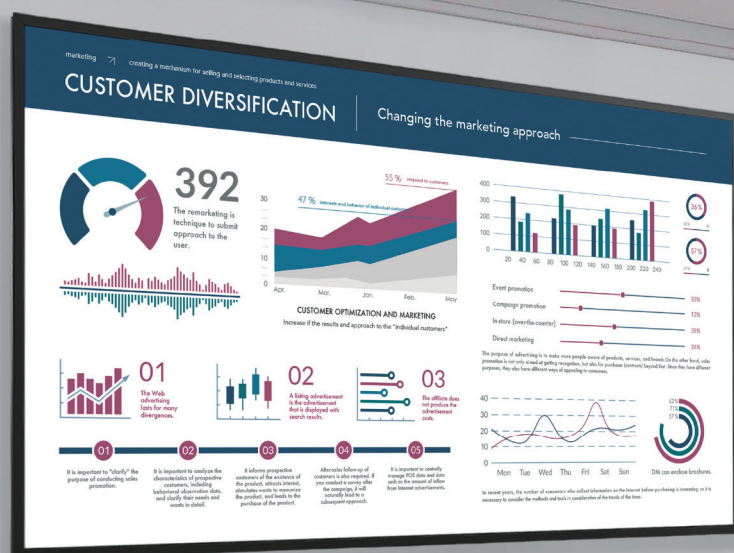
Extron

logitech

Outstanding picture quality &
detailed reproduction for business

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

4K HDR

BRAVIA ™

androidtv

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

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

SONY X1 4K HDR Processor
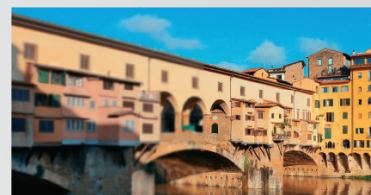
XR1
4K HDR Processor
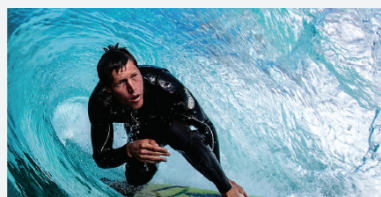
Cognitive Processor XR™

XR Color

A wide palette of naturally beautiful colours

See colours 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 colour with the subtle differences seen in the real world. With extended hue and saturation, vivid shades and realistic texture can be seen.

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 amound of data, intelligently recreating lost textures and detail for real world pictures.

XR Triluminos Pro

XR 4K Upscaling

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.
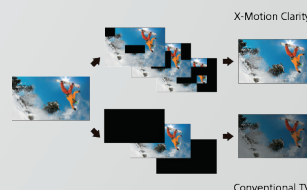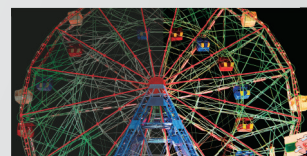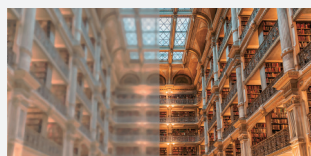
XR Contrast

Real life depth with deep blacks and intense brightness

Feel breathtaking contrast, just as in real life. Our Cognitive Processor XR cross analyses data, enhancing pictures in the same way that the human eye focuses for real life colour 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.

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.

4K X-Reality PRO

X1 4K HDR Processor

Full Array LED

X-tended Dynamic Range

SONY X1 4K HDR Processor

Motionflow XR

X-Motion Clarity

X-Motion Clarity

Conventional TV

TRILUMINOS PRO

Colour

By widening the colour spectrum, TRILUMINOS powered by our X1 processors reproduces more colours than a conventional display. It analyses and processes data in every image to make colours 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 kepes everything smooth, bright, and clear. Each "blink" is individually controlled and its duration optimised, 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

PRO Professional Mode

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

HTML5 Flexible Content Layout with HTML5

The BZ Series offers build-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.

High-end Line

43	50	55	65	75	85	100
FW-43BZ35J	FW-50BZ35J	FW-55BZ40H	FW-65BZ40H	FW-75BZ40H	FW-85BZ40H	FW-100BZ40J **NEW**

Standard Line

32	43	50	55	65	75
FW-32BZ30J **NEW**	FW-43BZ30J	FW-50BZ30J	FW-55BZ30J	FW-65BZ30J	FW-75BZ30J

NEW LINE UP

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

X1 4K HDR Processor

Professional Design

Suitable 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.
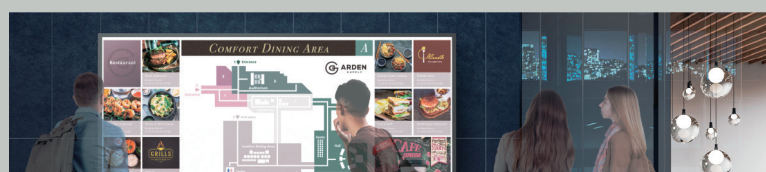
100"

32"

Four-sized Uniform Bezel for Portrait Installation

* for BZ40J only

Carrying Handle

*for BZ40J only

Cable Management

Neatly bundles the power cable, HDMI andother 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 exisiting 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

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 analyse thousands of elements at one to create an intensely immersive picture.

SONY XR

BRAVIA XR   XR Trilluminos Pro   XR 4K Upscaling   XR Motion Clarity   XR Contrast Booster

XR Trilluminos Pro

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

XR 4K Upscaling

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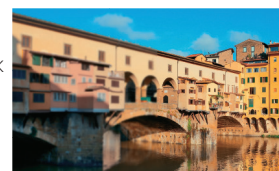
XR Motion Clarity™

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.
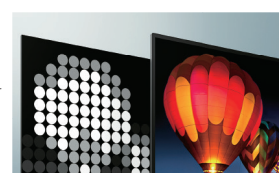
XR Contrast Booster

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 area are brighter and dark areas darker, scenes look more real with extra depth and detail.
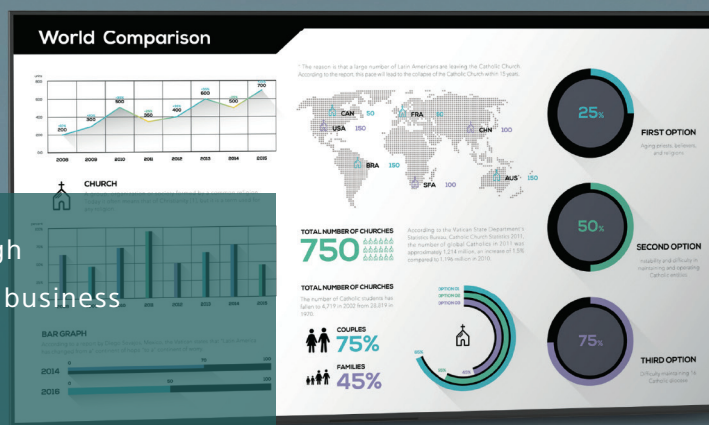
24/7 Portrait Tilt

24/7   Tilt

High brightness, high contrast images for business application content
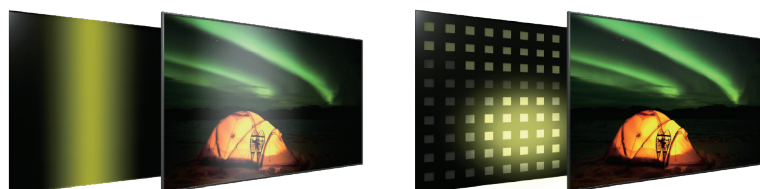
Peak Brightness : 850cd/m²

Picture Quality Features

SONY **X1** 4K HDR Processor

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.
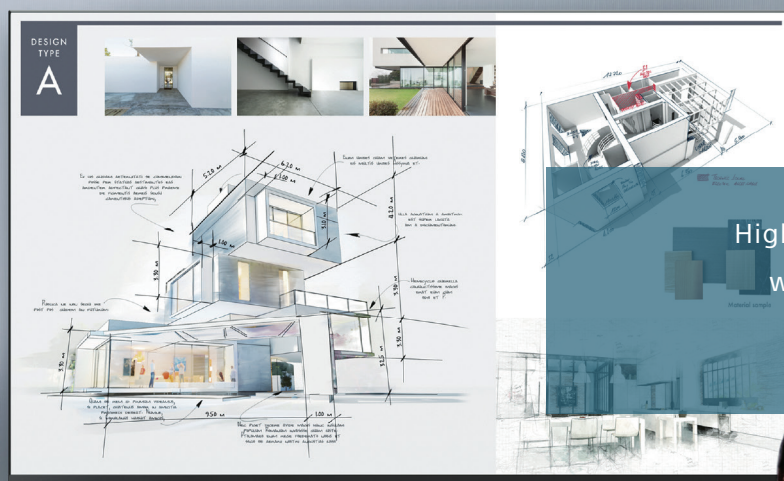
Cosmetic Design

Logo position

All Side Terminal Position

Flat bottom bezel

24/7 Portrait Tilt

24/7

Tilt

DESIGN TYPE A

High picture quality model
with flexible installation
for mid-sized spaces

Peak Brightness : 570 cd/m2*

*43'' : 560cd/m2 (at bottom)

Picture Quality Features

SONY X1 4K HDR Processor

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

24/7

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

Peak Brightness : 440 cd/m2*

*32'' : 300cd/m2 (at bottom)

Picture Quality Features

SONY X1 4K HDR Processor

4K X-Reality PRO

TRILUMINOS PRO

Motionflow XR

Colour Reproduction

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

Cosmetic Design

Logo position

All Side Terminal Position

Flat bottom bezel

24/7 Portrait Tilt

24/7

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	600,00:1		550,00:1		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)				Direct LED	
	4K Processor	Cognitive Processor XR	4K HDR Processor X1					
	Operation time	24/7(TBD)	24/7				24/7(TBD)	
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	400x400 mm	300x300 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	204 W	189 W	152 W	121 W	97 W	85 W	64 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	1,899x1,089x72 mm	1,674x961x71 mm	1,450x833x70 mm	1,231x710x70 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	1,899x1,162x441 mm	1,674x1,034x410 mm	1,450x903x338 mm	1,231x780x338 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	2,036x1,232x258 mm	1,810x1,107x186 mm	1,574x958x184 mm	1,348x833x160 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
Service & Warranty	Standard Warranty	3 years included as standard						
	PrimeSupport Reference (2 years extension)	PSP.PROBRAVIA7.PC2	PSP.PROBRAVIA5.PC2	PSP.PROBRAVIA4.PC2	PSP.PROBRAVIA3.PC2	PSP.PROBRAVIA2.PC2	PSP.PROBRAVIA2.PC2	PSP.PROBRAVIA2.PC2

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					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(TBD)					
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	160 W	130 W	97 W	86 W	60 W	40 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
Service & Warranty	Standard Warranty	3 years included as standard					
	PrimeSupport Reference (2 years extension)	PSP.PROBRAVIA3.PC2	PSP.PROBRAVIA3.PC2	PSP.PROBRAVIA2.PC2	PSP.PROBRAVIA2.PC2	PSP.PROBRAVIA1.PC2	PSP.PROBRAVIA1.PC2

Options & Accessories

BRAVIA Meeting Free

With BRAVIA Meeting Free turn a regular display into a dedicated meeting room display. Easily show Home Screen Content that meets the needs of each company, such as how to use meeting room equipment, the company logo, and messages for visitors on the home screen of the meeting room display.

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.
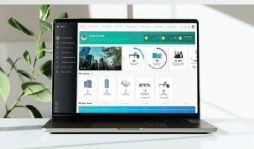
TEOS Workplace Solutions

Control and manage BRAVIA Professional Displays remotely with TEOS by Sony. Create and schedule signage content, monitor and update displays, enable wireless mirroring from laptops to BRAVIA Professional Displays in meetings, and much more.
Visit pro.sony/teos for more information.

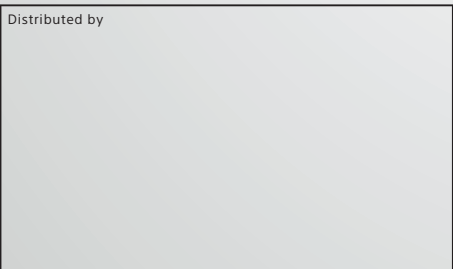### Different accessories

Touch overlays, front covers, kiosks and totems to suit your needs.

For full features visit

pro.sony/displays

Distributed by

SONY