

SONY

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BRAVIA Professional Displays

2021 Model Catalog



BRAVIA



X|R
Cognitive Processor

X|1
4K HDR Processor



Extron

logitech

Outstanding picture quality & detailed reproduction for business

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



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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

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 Sony's entry level 4K Processor X1. You'll see pure colors at higher brightness levels for exceptionally realistic pictures.



X1
4K HDR Processor

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 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 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 Picture



XR Contrast

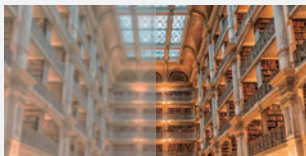
Real life depth with deep blacks and intense brightness

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.

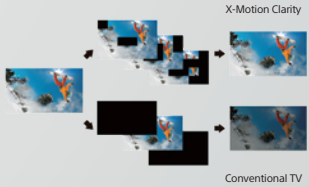
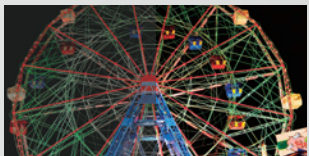


Color

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.

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.



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

Our extended lineup brings Sony image quality to a wide range of commercial applications and environments.



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

100"

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

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.



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.



Small,
high picture quality 32"
4K display model

32"

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



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.

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 clasper



32" AC Adapter Holder

Smart installation by adapter holder even in limited space

* for BZ30J only

BZ40J

Features

100"

androidtv

BZ40H

Features

85"

75"

65"

55"

androidtv

4K HDR

HTML5

4K HDR

HTML5

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

High brightness, high contrast images for business application content

Peak Brightness : 940cd/m²

Peak Brightness : 850 cd/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.



Picture Quality Features



4K X-Reality PRO

Full Array LED

X-Motion Clarity

TRILUMINOS DISPLAY

BRAVIA XR

XR Triluminos Pro

XR 4K Upscaling

XR Motion Clarity

XR Contrast Booster

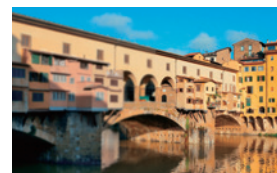
XR Triluminos Pro

Powered by our Cognitive Processor XR, this display reproduces color 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.



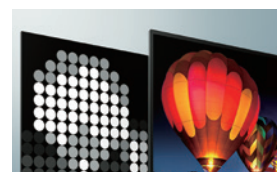
XR Motion Clarity™

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

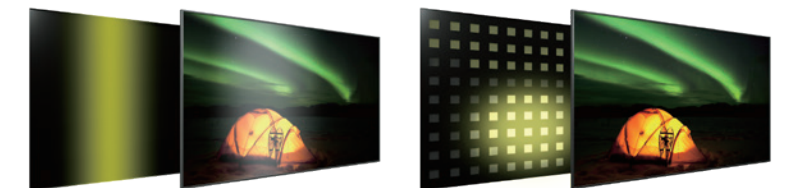
By precisely balancing light output across the screen, dimming some areas and boosting others, the XR Contrast Booster adjusts brightness for higher peaks in glare and deeper blacks in shadows. As bright areas are brighter and dark areas darker, scenes look more real with extra depth and detail.



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

Portrait•Tilt



24/7•Portrait•Tilt



BZ35J

Features

50"

43"

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



BZ30J

Features

75"

65"

55"

50"

43"

32"

androidtv



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

Picture Quality Features



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

Portrait • Tilt



Picture Quality Features



Color Reproduction

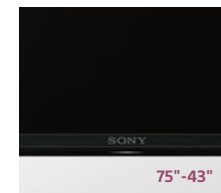
Our displays with a wide colourgamut and unique TRILUMINOS PRO™ algorithm can detect colourfrom saturation, hue and brightness to reproduce natural shades in every detail. You'll enjoy colourthat are closer to those seen in the real world.



Cosmetic Design



Logo position



75"-43"



75"-32"

All Side Terminal Position

Portrait • Tilt



BZ-series Specifications

High-end Line

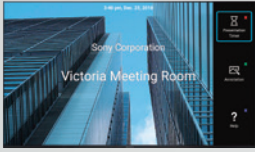
		FW-100BZ40J	FW-85BZ40H	FW-75BZ40H	FW-65BZ40H	FW-55BZ40H	FW-50BZ35J	FW-43BZ35J	
General features	Screen Size	100"	85"	75"	65"	55"	50"	43"	
	Brightness (cd/m²)	Typ. 600 / Peak 940	Typ. 620 / Peak 850				570	560	
	Native contrast ratio	9,000:1	4,000:1	6,000:1		5,000:1	4,000:1		
	Dynamic contrast ratio	600,000:1	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) compatibility	Yes (HDR10,HLG,Dolby Vision)							
	Aspect Ratio	16:9							
Display features	Portrait/Tilt Compatibility *1	Yes							
	Dimming type	Local Dimming					Frame Dimming		
	Display device	LCD							
	Backlight type	Direct (Full Array LED)	Direct (Full Array LED)						
Video Specs	4K Processor	Cognitive Processor XR	4K HDR Processor X1				Direct LED		
	Operation time	24/7	24/7				TBA		
	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							
Audio Specs	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		
	Speaker Position	Down Firing	Side Back + Down Firing				Down Firing		
	Professional features	Audio Power Output	10W + 10W						
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		
Network Specs	On-board Storage (GB)	16GB**3							
	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

Mid-range 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/m ²)	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) compatibility	Yes (HDR10, HLG, Dolby Vision)					
	Aspect Ratio	16:9					
Display features	Portrait/Tilt Compatibility *1	Yes					
	Dimming type	Frame Dimming					
	Display device	LCD					
	Backlight type	Direct LED					Edge LED
	4K Processor	4K HDR Processor X1					
Video Specs	Operation time	TBA					24/7
	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					
Audio Specs	HDMI Signal	4096x2160p (24, 60Hz), 3840x2160p (24, 30, 60Hz), 1080p (30, 60Hz), 1080/24p, 1080i (60Hz), 720p (30, 60Hz), 720/24p, 480p					
	Speaker Position	Down Firing					
Professional features	Audio Power Output	10W + 10W					5W + 5W
	Professional Hidden mode	Pro Mode					
	HDMI auto wake-up	Yes					
	HTML5 platform	Yes					
	Multicast/IPTV	Yes					
	Operating System *2	Android 10					
Network Specs	On-board Storage (GB)	16GB*3					
	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)					
Design features	Ethernet inputs	1 (Side)					
	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
Environment specs	VESA® Hole Pitch (W x H)	300 x 300 mm			200 x 200 mm		100 x 200 mm
	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					
Measurements	Power Saving Mode / Back Light Off Mode	Yes					
	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

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.



Simple Media Player 2 (WQF-USMP2) / Free of charge

Simple Media Player 2 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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