

BZ50L

Experience absolute picture quality with Sony's flagship professional 4K display and Sony XR™ processing.

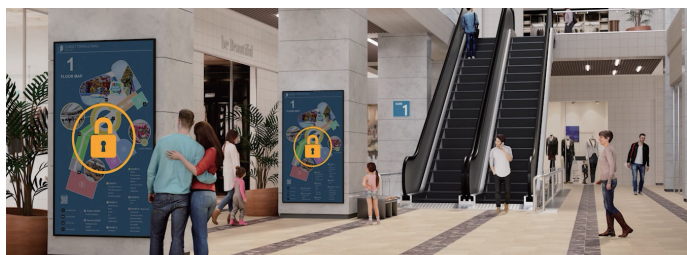
98"



androidtv

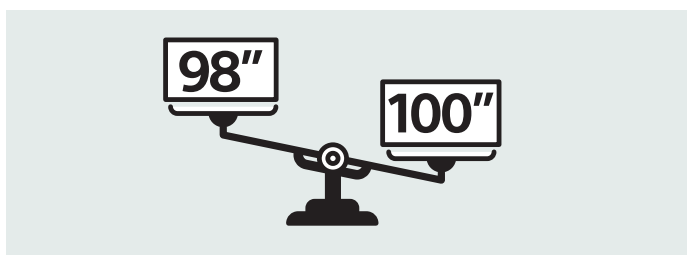
Spectacular 780 nit brightness

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.



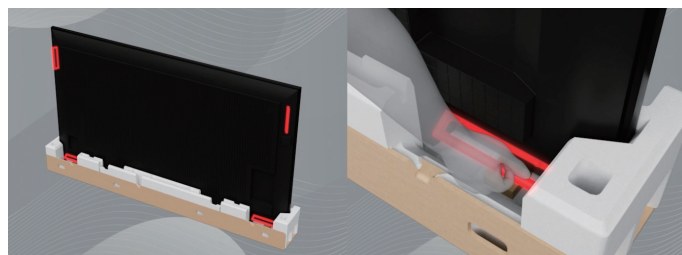
Lighten the load

The 98" BRAVIA BZ50L weighs around 21kg (46lbs) less than the previous 100" 100BZ40J model, lightening the load on installation teams.



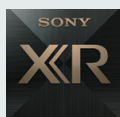
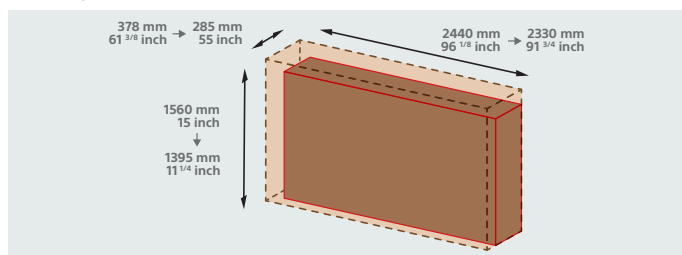
Safer carrying

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"



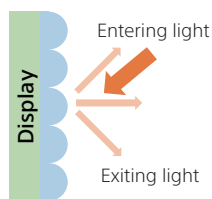
Deep Black
Non-Glare
Coating



androidtv

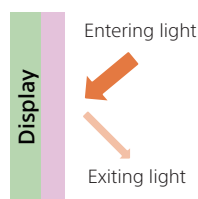
Deep Black Non-Glare Coating

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

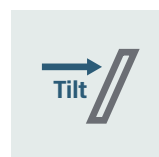
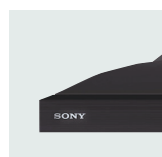
Available in screen sizes from 55" to 85", the BRAVIA BZ40L Series grabs your audience's attention with extremely high 700 nit screen brightness for punchy, high-impact visuals that are always seen clearly.

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.



BZ50L/BZ40L-series Specifications

Flagship / High Brightness-Non Glare

		FW-98BZ50L	FW-85BZ40L	FW-75BZ40L	FW-65BZ40L	FW-55BZ40L
General features	Screen Size	98	85	75	65	55
	Brightness (cd/m ²)	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	No	Yes			
	Haze (%)	2%	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 + 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				
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	On-Mode Power 1000h SDR (Lot 5)	154 kWh/1000h	151 kWh/1000h	106 kWh/1000h	84 kWh/1000h	76 kWh/1000h
	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 ^{1/8} 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	-				
	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.



You've got our support

Our 3 Year After-sales service package comes as standard



EU wide professional "ELITE" Helpdesk available Mon-Fri 9am-6pm



Advanced Exchange of the display in 4-7 days



Onsite Tech-assistance: technician removes original unit, installs replacement, and ships non-working unit to Sony



Faulty displays are recycled as part of our Road to Zero initiative



3 years as standard. +2 years extensions available (up to 30,000hrs)

Even greater peace of mind

Expanded after-sales care options for BRAVIA Professional Displays



PrimeSupport Pro

Find your local telephone number to contact our PrimeSupport Helpdesk on our website pro.sony/support-services/support-contact-us Monday to Friday 09:00 - 18:00 (Central European Time), excluding local national holidays. Support is available in English, French, Italian, German and Spanish.

Optional PrimeSupport Pro packs can be purchased to add a 2-year extension to the standard 3-year PrimeSupport, and to give long-term assurance of expert support and technical assistance for a total of 5 years from the purchase date.

For full information and pricing details, please get in touch with your Sony team or email primesupport@sony.com

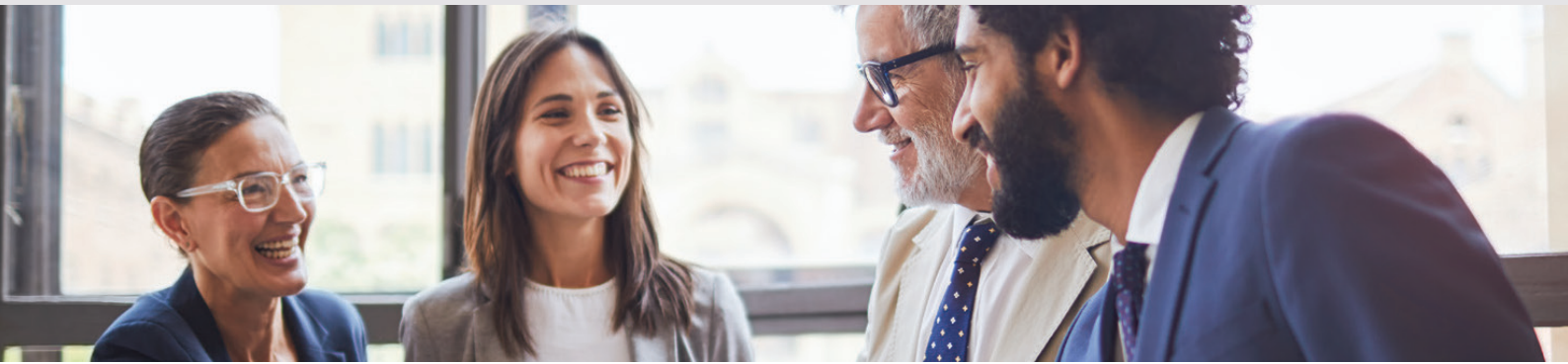
Our extended PrimeSupport package options

can be found in the below matrix for each model or series.



PSP Package Name	Included	PSP. PROBRAVIA1. PC2	PSP. PROBRAVIA2. PC2	PSP. PROBRAVIA3. PC2	PSP. PROBRAVIA4. PC2	PSP. PROBRAVIA5. PC2	PSP. PROBRAVIA6. PC2	PSP. PROBRAVIA7. PC2
Price Band	N/A	1	2	3	4	5	6	7
Service Level	"Elite helpdesk hours (Mon-Fri 9:00-18:00 CET). Advanced replacement by a new or refurbished unit in case of product fault. Logistics included"							
Service Duration	3 Years Total	+2 year PrimeSupportPro extension, 5 Years Total or 30,000 hours.						
Model Range	BZ L series							
	All Models	FW-43BZ30L	FW-55BZ35L	FW-75BZ30L	FW-75BZ40L	FW-85BZ40L		FW-98BZ50L
		FW-32BZ30J	FW-55BZ30L	FW-65BZ40L	FW-75BZ35L	FW-85BZ35L		
			FW-50BZ30L	FW-65BZ35L		FW-85BZ30L		
				FW-65BZ30L				
				FW-55BZ40L				
	Tuner L Series							
	All Models	FWD-43X80L	FWD-55X80L	FWD-75X80L	FWD-55A80L	FWD-65A95L	FWD-77A80L	FWD-98X90L
		FWD-50X80L	FWD-65X80L	FWD-85X80L	FWD-55A95L	FWD-75X95L	FWD-77A95L	
				FWD-65X95L	FWD-65A80L		FWD-83A80L	
							FWD-85X95L	
	BZ (Legacy)							
	All Models	FW-32BZ30J	FW-43BZ35J	FW-65BZ40H	FW-75BZ40H	FW-85BZ35F		FW-100BZ40J
		FW-43BZ30J	FW-50BZ30J	FW-65BZ30J		FW-85BZ40H		
			FW-50BZ35J	FW-75BZ30J				
			FW-55BZ30J					
			FW-55BZ40H					
	Tuner (Legacy)							
	All Models	FWD-43X80J	FWD-43X80K	FWD-42A90K	FWD-65A80K	FWD-65A95K	FWD-75Z9K	FWD-85Z9K
		FWD-32W800	FWD-50X80K	FWD-55A80K	FWD-55A95K	FWD-65X95K	FWD-75X95K	
		FWD-49X80H	FWD-55X80K	FWD-75X80K / FWD-75X81K	FWD-55A90J	FWD-85X85K	FWD-77A80K	
		FWD-43X80H	FWD-50X80J	FWD-48A90K	FWD-75X95J	FWD-65A90J	FWD-85X95K	
			FWD-55X80J	FWD-65X80K	FWD-65A80J	FWD-77A80J	FWD-75Z9J	
			FWD-65X80J	FWD-55A80J	FWD-85X85J	FWD-85X95J	FWD-83A90J	
				FWD-65X95J	FWD-65A8	FWD-75X80H	FWD-85Z9J	
				FWD-75X81J	FWD-85X90H		FWD-85X80H	
				FWD-48A9				
				FWD-55X80H				
			FWD-55A8					
			FWD-65X80H					
			FWD-65X90H					
			FWD-75X90H					
			FWD-75X905H					

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



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