Outstanding picture quality & detailed reproduction for business

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

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.

X-Motion Clarity

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

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

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 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.

Color

By widening the color spectrum, TRILUMINOS powered by our XR processors reproduces more colors than a conventional display. It analyses 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 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.

Picture

Unique 4K 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

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.

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 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 analyses a vast amount of data, intelligently recreating lost textures and details in real-world pictures.

XR Picture

Unique 4K 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.

XR Contrast

Real life depth with deep blacks and intense brightness

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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 X-Motion Clarity™ cross analyses data to ensure action stays smooth, bright and clear with no blur.

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

Features for Professional Use

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 black 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 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 TM**: 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.
- **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**: Suitable designs for professional use such as Digital Signage.

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.
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.

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 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 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 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 deeper, scenes look more real with extra depth and detail.

Full Array LED

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.

Picture Quality Features

Cosmetic Design

Portrait • Tilt

Logo position

All Side Terminal Position

Flat bottom bezel

24/7 • Portrait • Tilt

BZ40J Features

- 100"
- 24/7
- Portrait
- Tilt

BZ40H Features

- 85"
- 75"
- 65"
- 55"
- Portrait
- Tilt
**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

---

**Picture Quality Features**

**Color Reproduction**
Our displays with a wide colourgamut 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.

---

**Portrait·Tilt**

- 32°
- 75°-43°
- 75°-32°
## BZ-series Specifications

### High-end Line

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td><strong>Audio Specs</strong>&lt;br&gt;<strong>Video Specs</strong>&lt;br&gt;<strong>Display</strong>&lt;br&gt;<strong>General</strong>&lt;br&gt;<strong>USB ports</strong>&lt;br&gt;<strong>On Screen Clock</strong>&lt;br&gt;<strong>Wireless LAN</strong>&lt;br&gt;<strong>On-board Storage (GB)</strong>&lt;br&gt;<strong>Operating System</strong>&lt;br&gt;<strong>Multicast/IPTV</strong>&lt;br&gt;<strong>HDMI auto wake-up</strong>&lt;br&gt;<strong>Professional Hidden mode</strong>&lt;br&gt;<strong>Audio Power Output</strong>&lt;br&gt;<strong>HDR (High Dynamic Range) compatibility</strong>&lt;br&gt;<strong>Response Time (ms)</strong>&lt;br&gt;<strong>Screen Size</strong>&lt;br&gt;<strong>Portrait/Tilt Compatibility</strong>&lt;br&gt;<strong>Aspect Ratio</strong>&lt;br&gt;<strong>HDMI Signal</strong>&lt;br&gt;<strong>Viewing Angle (Right/Left)</strong>&lt;br&gt;<strong>Viewing Angle (Up/Down)</strong>&lt;br&gt;<strong>Dimming type</strong>&lt;br&gt;<strong>Local Dimming</strong>&lt;br&gt;<strong>TRILUMINOS Display</strong>&lt;br&gt;<strong>Motion enhancer</strong>&lt;br&gt;<strong>Motionflow XR</strong>&lt;br&gt;<strong>Auto mode</strong>&lt;br&gt;<strong>X-Motion Clarity</strong></td>
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<td><strong>Viewing Angle (Right/Left)</strong></td>
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<td>200 x 200 mm</td>
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<td>200 x 200 mm</td>
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<tr>
<td><strong>Viewing Angle (Up/Down)</strong></td>
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<td>200 x 200 mm</td>
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<td><strong>Motion enhancer</strong></td>
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<td><strong>Motionflow XR</strong></td>
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<td><strong>X-Motion Clarity</strong></td>
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### Mid-range Line

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<tr>
<th>Feature</th>
<th>FW-70BZ30J</th>
<th>FW-85BZ30J</th>
<th>FW-100BZ30J</th>
<th>FW-50BZ30J</th>
<th>FW-55BZ30J</th>
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<td><strong>Video Specs</strong></td>
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<td><strong>On-board Storage (GB)</strong></td>
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<td><strong>Operating System</strong></td>
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<td><strong>Multicast/IPTV</strong></td>
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<td><strong>HDMI auto wake-up</strong></td>
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<td><strong>Professional Hidden mode</strong></td>
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<td><strong>HDR (High Dynamic Range) compatibility</strong></td>
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<td><strong>Response Time (ms)</strong></td>
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<td><strong>Portrait/Tilt Compatibility</strong></td>
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<td><strong>Viewing Angle (Right/Left)</strong></td>
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<td>Yes</td>
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<td>Yes</td>
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<td><strong>Viewing Angle (Up/Down)</strong></td>
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<td><strong>Local Dimming</strong></td>
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<td><strong>TRILUMINOS Display</strong></td>
<td>Yes</td>
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<td>Yes</td>
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<td><strong>Motion enhancer</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td><strong>Motionflow XR</strong></td>
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<td>Yes</td>
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<td><strong>Auto mode</strong></td>
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<td>Yes</td>
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<td>Yes</td>
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<td><strong>X-Motion Clarity</strong></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>

### Additional Info
- Please refer to "Wall-Mount Installation Manual" for condition details.
- This site's accessibility is based on the user's understanding and ability to use accessible features.
- Information is subject to change without notice.

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*Please refer to "Wall-Mount Installation Manual" for condition details.*
**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](http://pro.sony/displays)