

SONY



AV Solutions for Corporate Applications

Choosing the best AV for everything
from enterprise to small business

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interactive brochure with Adobe Acrobat

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Meeting the challenges of today's workforce

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Meeting the new challenges of today's workforce

We've seen a rapid evolution – some would say a revolution – of AV technology for businesses. Enabling better workflow and digital communication is no longer an option. To grow your profitability and efficiency, you now must enable remote workers and leverage the best tools available to take your in-office workers to higher levels of productivity.

Fortunately, lessons learned from the recent pivot to more remote working – plus the leadership in product development from world class companies like Sony – have revealed best practices for unlocking better AV solution selection, procurement, ease of installation, and TCO advantages for businesses.

Better yet, all those solutions are now more attainable. We've expanded our financing options, because one of the biggest pain points in AV today is finding the financial solutions needed to facilitate the acquisition of the products you need.

And key to our approach, beyond enabling the curation of great products, is the service and support we provide, with one goal in mind: having your back, as your technology partner, after the AV solutions are installed and up and running. And Sony offers the same service and support to SMB (small and medium size businesses) as it does to leading global organizations.

Digitally empowered employees drive revenue

87%

of CIOs believe digitally empowering their employees can drive at least 5% additional revenue growth over 3 years.

- VMWARE, "THE IMPACT OF A DIGITALLY EMPOWERED WORKFORCE"



Best practices for your business

Best practices start with choosing the right technology partner. Sony is unique in providing the breadth of solutions to help you get past every pain point of AV – not just stunning digital displays and video walls, but also auto-tracking PTZ cameras, beamforming microphones to get the audio right in any room, digital signage for “hero spaces” like lobbies and any common/public space, powerful laser projectors, and cutting-edge AI-driven video analytics. Because accelerating and improving the digitization of employee interaction and collaboration involves the full scope of solutions, not ad-hoc remedies.

Key to display and imaging solution flexibility, for any corporate application, is sourcing solutions from a supplier that offers world-class technologies. Is the business application and performance track record of your AV provider based on advanced audio, video and broadcast DNA that is proven, year-in and year-out, in virtually every market?





Superior imaging empowers your workforce

Business charts, graphics, and video look better when you choose the right LCD displays, with crisp detail and rich, vibrant colors. Choosing a supplier that offers extensive size, resolution, and HDR image quality options will put you at the forefront of new best practices for streamlined messaging, and collaboration efficiency.

Laser projectors must be versatile, compact, quiet, and reliable – with the lamp-free, long life advantages that only laser provides. And the option of 3LCD and SXRD projectors gives you the added flexibility you need – whether you're choosing a projector for a conference room or for a large venue that requires high lumen output and 4K resolution.

For LED video walls, if your goal is to create visually stunning, large-scale digital palettes for a range of corporate applications, you need to understand that all LED displays are not created equal. Choosing LED video wall solutions for highlighting your brand in an immersive visual experience for visitors in your lobby, or for maximizing presentations in your large meeting spaces, is an important investment.





Collaboration and remote communication

Displays and projectors are important, but they are just part of the AV solution puzzle. Best practices are emerging around maximizing efficiencies and leveraging the latest audio and video advancements to enable better engagement for workers wherever they are.

Better cameras for better business collaboration: capturing the whole scene, auto-tracking presenters, and increasing engagement with remote control PTZ, POV, and BOX cameras is key. You need to choose remote cameras that offer superior image quality, high sensitivity, powerful zoom and tilt and more efficient, simple IP production workflow.

Edge Video Analytics take collaboration to a higher level and empower presenters to deliver engaging video presentation content that previously needed large amounts of time, expertise, and expense to produce. That video capability is now in the reach of any company, if you choose your technology partner carefully.

Clear audio for hands-free presentations: Lavalier or handheld mics can be cumbersome and can restrict the movement of the presenter. Beamforming ceiling microphones provide a hands-free experience, plus speech reinforcement and recording capability - allowing presenters to focus on delivering their message.



Best Practice for collaboration: AV integration solutions that work together

Sony solutions are engineered to create an entire AV ecosystem to achieve much better synchronization of display, presentation, camera, and audio tools with AV control and video conferencing platforms.

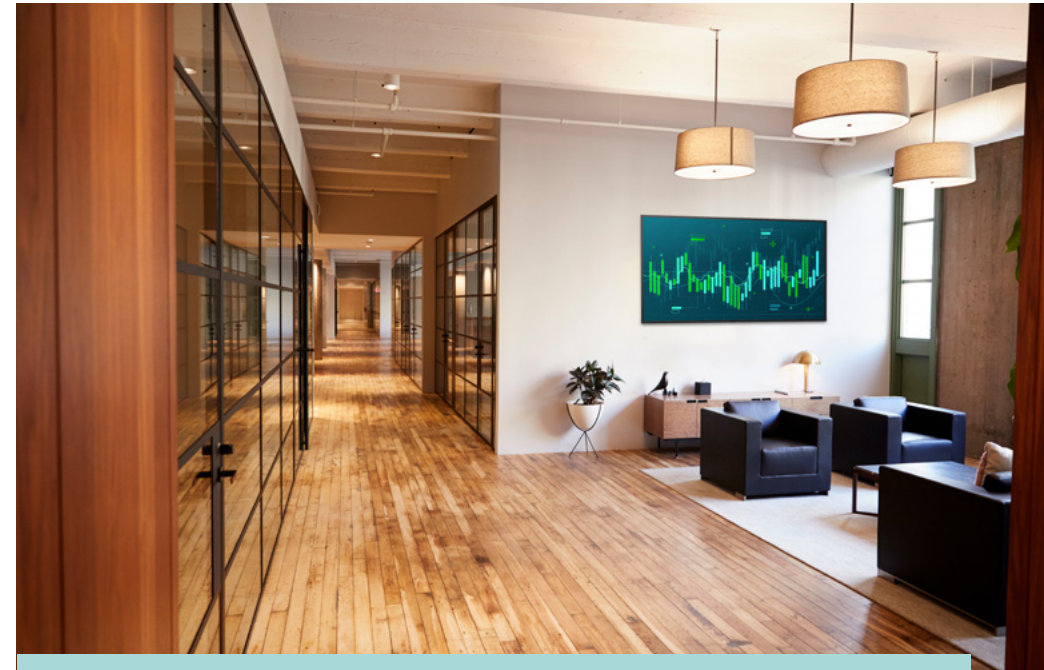
Our products work seamlessly with providers such as Crestron, AMX, Cisco, NewTek, Microsoft, Zoom, and more. And as data gathering capabilities in corporate spaces increase, IT managers can monitor usage trends for their installed products to leverage these synergies and optimize performance.



The power of digital signage

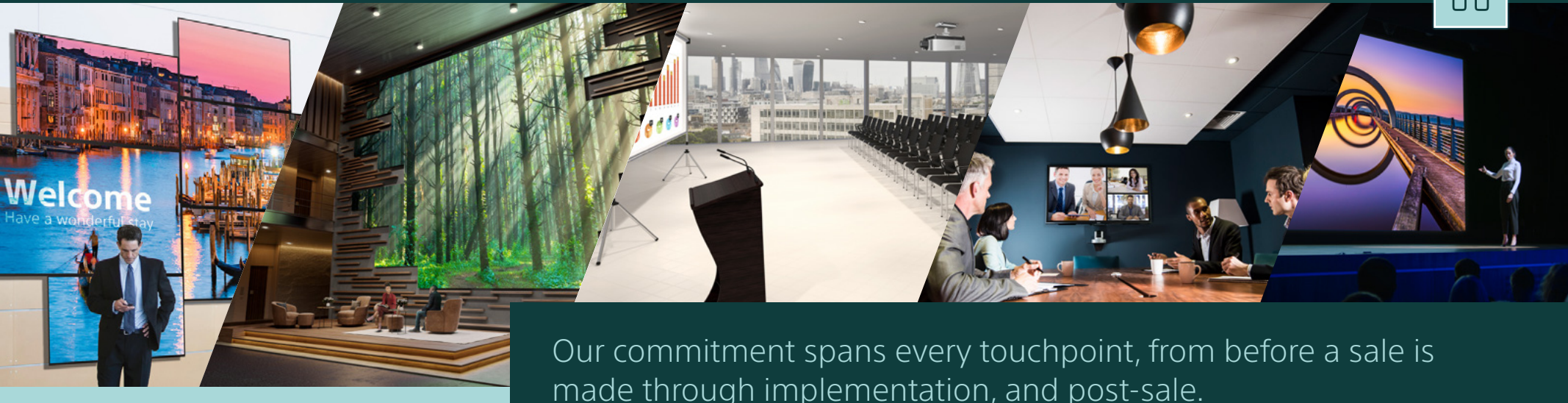
Do you need to communicate with workers when they're not in meeting rooms, boardrooms, or at their desks? Communication today means taking your message where employees and visitors enter the building, circulate, dine – anywhere they are on your premises.

New hardware and software tools bring your entire corporate campus into the digital communication equation. The most forward-thinking companies are using new display technology to bring better communication and messaging to their employees wherever they are – outdoor spaces, entrance lobbies, dining areas, and more. Because the new, connected workplace is all about the entire experience, if you do it right – which starts with choosing the best technology partner.



Best Practice: more efficient SoC-enabled digital signage displays

Choose digital signage displays that are easy for the IT department to deploy and monitor, and easy for content creators at your company to manage. SoC (system on a chip) enabled displays that run on an Android platform are an ideal solution. They make it easy to implement an easy-to-install single-screen solution, or as your ambitions – and your business – expand, build a cost-effective, easy-to-manage network with as many screens as you need.



Our commitment spans every touchpoint, from before a sale is made through implementation, and post-sale.

Sony's value proposition

What sets Sony apart? We bring award-winning expertise from the broadcast, music, gaming, movie production, and digital cinema industries to pro AV. Sony is the only manufacturer that develops multiple display formats, multiple camera options, audio solutions, and leverages AI-production tools for business applications.

In addition to traditional AV technologies including displays, projectors, remote cameras, presentation tools, and microphones, Sony also provides specialized equipment as part of complete end-to-end solutions. With a long history in the consumer and professional spaces, business customers can also rely on Sony's AI and AR technologies; broadcast, studio and cinema cameras; switchers and professional monitors; speakers and headphones; gaming devices; cloud-based workflows; and content storage, archive and management tools.

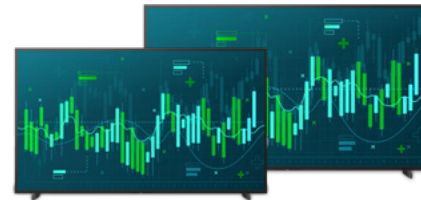
But our value proposition is not just about world-class, gold-standard products. We work collaboratively with our partners, integrators, resellers, distributors, architects, designers, and of course, our end-user customers, to mindfully curate complete solutions.



Curating your entire AV ecosystem

Leading design consultants and AV/IT tech managers are curating advanced technologies to improve every aspect of corporate communication, from robust remote collaboration to effective in-office systems.

With Sony's solutions you can leverage not just world-class displays and projectors, you can also maximize your operation with high quality image capture, audio reinforcement and recording, and innovative Edge analytics, so all elements work together, seamlessly.



Capture






Create

Display

Project



Display, video and AI technologies can inspire and engage visitors and employees, foster communication across sites, and enable the sharing of ideas among workers.

Lobbies	Meeting rooms	Boardrooms	Auditorium	Common areas
				
<p>Crystal LED C-series Why: 800 cd/m² high brightness and high contrast to WOW visitors.</p> <p>BRAVIA Pro Displays Why: high brightness, 24/7 operation, and IP control to communicate via digital signage.</p>	<p>BRAVIA Pro Displays Why: powerful X1 or XR processor for superior images, and pro mode.</p> <p>Laser Projectors Why: HDBaseT & LAN control, 20,000 hrs light source, and infinity:1 contrast ratio.</p> <p>Network Cameras Why: Compatible with Webex, Zoom, Teams.</p>	<p>Crystal LED C-series Why: accurate color, high contrast, & installation is now simpler.</p> <p>Laser Projectors Why: HDBaseT & LAN control, 20,000 hrs light source, and infinity:1 contrast ratio.</p> <p>BRAVIA Pro Displays Why: larger sizes have become more affordable.</p> <p>Network Cameras Why: Compatible with Webex, Zoom, Teams.</p>	<p>Crystal LED C-series Why: accurate colors, 800 cd/m² high brightness, high contrast, HDR capability.</p> <p>Laser Projectors Why: 20,000 hrs light source, infinity: 1 contrast ratio, intelligent setting for long life, and huge screen size at affordable pricing.</p> <p>Network Cameras Why: Auto Track Presenter w/ Edge AI</p>	<p>BRAVIA Pro Displays Why: high brightness, 24/7 operation, and IP control to communicate via digital signage.</p> <p>Crystal LED C-series Why: accurate colors, 800 cd/m² high brightness and high contrast to attract people back to the office.</p>



Outfitting every space

Sony solutions cover every aspect of display, collaboration, and communication for office and business environments.

Meeting rooms >

Auditoriums & theaters >



Digital signage >

Corporate lobbies & showrooms >



Meeting rooms



PRESENT

[3LCD Laser Projectors](#)

[BRAVIA Pro Displays](#)

SPEECH REINFORCEMENT

[Beamforming Ceiling Mics](#)

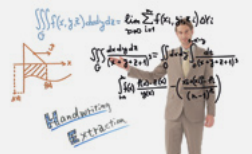
PRESENTATION CAPTURE

[Network Cameras](#)

[Beamforming Ceiling Mics](#)

HANDWRITING EXTRACTION & AUTO TRACKING

[Edge Video Analytics](#)





Digital signage

DIGITAL SIGNAGE
WELCOME
MESSAGING &
REGISTRATION

Direct-view LED

BRAVIA Pro Displays





Corporate lobbies & showrooms



PRESENT

[Direct-view LED](#)



[BRAVIA Pro Displays](#)



[4K Pro SXR D Projectors](#)



[3LCD Projectors](#)





Auditoriums & theaters



PRESENT

[3LCD Laser Projectors](#)

[4K Pro SXR D Projectors](#)

[Direct-view LED](#)



SPEECH REINFORCEMENT

[Beamforming Ceiling Mics](#)



LECTURE CAPTURE

[Network Cameras](#)

[Beamforming Ceiling Mics](#)



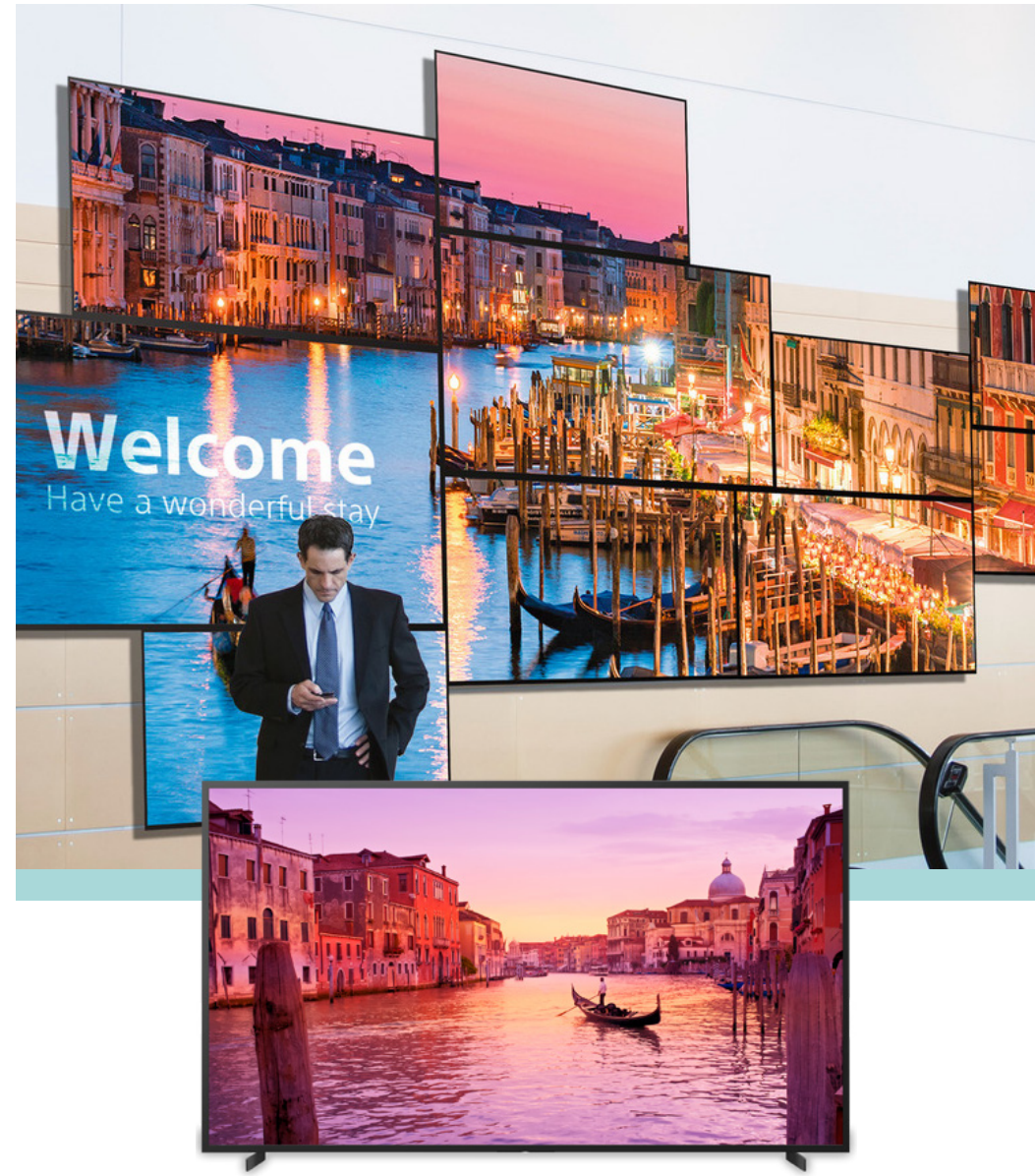


Powerful displays

Leverage the quality, reliability, and collaboration-friendly features of BRAVIA for your business with the latest range of ultra-slim and energy efficient professional displays. Available from 32" to 100", they are installation-friendly and easy to manage for your IT department.

The 4K resolution LCD panel (3840 x 2160 pixels) ensures incredible color, contrast and realism, with four times the detail of Full HD. All models are HDR compatible, displaying a wider range of brightness levels for a level of detail and realism beyond anything you've seen before.

An added bonus, for collaboration, with BRAVIA: you can cast content on to Sony Pro BRAVIA displays from your laptop, tablet, or from a Smartphone. Sony Pro BRAVIA is the only display that supports both Google Chromecast™ and Apple Airplay™ 2, providing a simple, quick and seamless connection from a user's device. With AirPlay 2, users can stream, control, and share their favorite content directly from their iPhone, iPad or Mac to the display.



[Find out more](#)



Brilliant projectors

There's been a resurgence in the use of projection for business applications – because the lamp-free, lower TCO (total cost of ownership) advantages of the new generation laser projectors are clear. And many applications need the larger-screen-size-for-the-budget and portability advantages of laser projectors. But all laser projectors are not created equal. Sony laser projectors – both the Sony 3LCD series and the 4K Pro SXRD line-up – have proven themselves in the most rigorous business use cases.

- The Sony 3LCD projector series – the powerful Z-Phosphor laser light source is teamed with Sony's advanced 3LCD projection and Reality Creation image processing to deliver extremely bright, rich, and stable colors with great clarity.
- Every projector in our SXRD projector line-up, for larger venue business applications, is based on Sony SXRD technology, and delivers stunning high contrast, native 4K images. Cutting-edge Sony imaging technologies, including the Sony-exclusive SXRD chip, provide native 4K resolution and high contrast ratio.



[Find out more](#)





Astonishing videowalls

Sony is leading the drive to bring the benefits of spectacular, high resolution direct-view LED to business applications. Our Crystal LED C-series and B-series turn your company's biggest ideas into reality – in corporate lobbies, boardrooms, videoconferencing spaces, research facilities, and more.

- Immersive high brightness images, with unprecedented depth and detail.
- Stunning contrast, HDR ready – the tiny size of each micro-LED element, combined with 22-bit Super Bit Mapping, results in an extraordinary contrast ratio of more than 1,000,000:1 – far beyond the performance of conventional LED array systems – for smooth, natural tonal gradients.
- Crystal clarity, with no image artifacts or picture noise.
- Exceptionally wide viewing angle, with no color shift from any viewpoint or angle.
- Seamless images on any scale, with no visible gaps or tiling lines.

[Find out more](#)



Direct-view LED

For video walls, direct-view LED (dvLED) is on the rise. In addition to the excellent brightness, contrast, and general “wow” factor of LED, these dynamics are driving increased use:

- Better affordability compared to just a few years ago
- More flexible design options: can be tailored to any format/ shape for any architectural need. And large video walls benefit from LED advantages especially.
- Better Serviceability – front access is by far the preferred design.
- Less electricity consumption than other display technologies.



Image capture

Sony's 4K and Full HD PTZ cameras take your video creation and videoconferencing to a higher level. Smooth, silent operation combined with a powerful zoom range means you can capture every presenter and contributor with crisp clarity.

The new Exmor R CMOS Sensor in all Sony cameras ensures high quality 4K images with less noise. The SRG line supports multiple camera control protocols, multi stream codec as well as NDI®|HX offering great compatibility and flexible IP. Control is easy, over standard IP networks as well as the ability to stream video over the same network connection.

Our compact POV and BOX remote cameras deliver high-quality images at 4K 60P, alongside full IP connectivity. Users can select wide-angle or the powerful optical zoom models, which offer users new options for sites that are hard-to-access or where there is no space for a full-sized camera and dedicated operator.

We are constantly working with third party companies for certification and compatibility testing, for presentation capture, control systems, and streaming and unified communications.

[View Sony's PTZ and Remote Camera Compatibility chart >](#)

[Find out more](#)





Clear sound

Our Beamforming Ceiling Microphone frees presenters to focus on their materials without the hassles of lavalier or hand-held mics.

The microphone is incredibly simple to install as it supports the Dante®* digital audio-over-IP networking standard and Power over Ethernet (PoE) so power is managed through a single network cable. It also features auto-noise reduction capabilities to minimize background sound, making it ideal for presentation capture.

The microphone can be easily integrated into existing AV setups and used with a wide range of products and supports central setting and management of multiple microphones in various rooms via IP.



[Find out more](#)

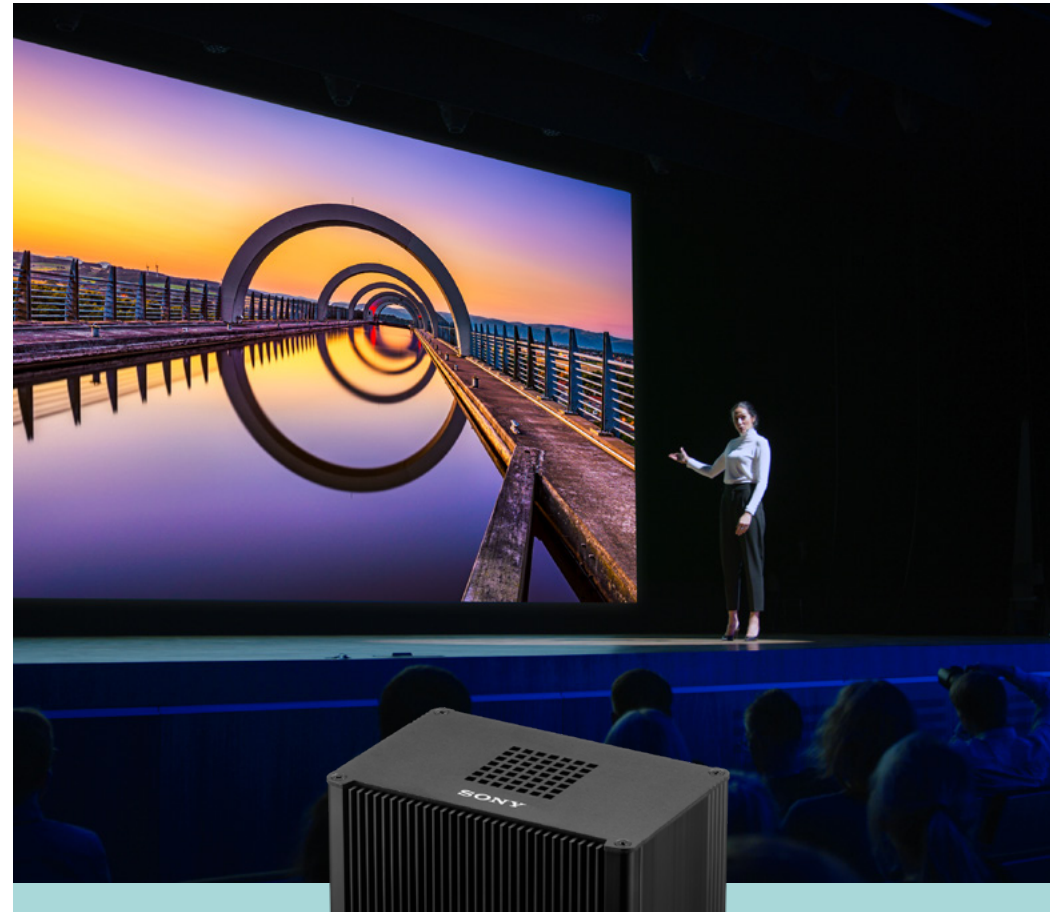




Live and recorded presentations

With the innovative Edge Analytics Appliance, you can easily create impactful video content that can be displayed live or recorded. The use of Artificial Intelligence-driven GPU video analytics technologies acts as the smart hub of a connected AV setup, so the compact and light-weight unit automatically generates compelling video content in real time:

- Triggers the camera to zoom in and frame a team member that stands up to speak
- Tracks presenters to keep them within frame and in focus as they move in the room
- Zooms in on an audience member to show reactions or highlight questions
- Extracts characters and diagrams in real time from white or black boards to keep the material in full view
- Creates animated imagery, still pictures, and supporting graphics
- Shows two different images at once for added impact.



[Find out more](#)





Customer focused programs

As a technology leader in AV – with award-winning audio, video, and display solutions – Sony can be a valuable partner to help you unlock best practices for for companies ranging from small to medium-sized businesses to large corporations. We offer gold-standard support and valuable programs to back up gold-standard products.



Customer Loyalty Program

Rewards end-user customers who have purchased combined quantities of our select BRAVIA Professional Displays, Professional Laser Projectors and PTZ Network Cameras.

[Customer Loyalty Program >](#)



Advanced Replacement Program

Customers that may experience a problem with a BRAVIA Professional Display or VPL-Series Professional Laser Projector (excluding VPL-G, VPL-H, VPL-W models) while still under warranty may be entitled to receive a replacement unit at no cost in exchange for the return of a unit that is determined by Sony to be defective.

[Advanced Replacement Program >](#)



Zero-Percent Finance Program

Turns a customer's wish list into reality with a Sony-sponsored lease financing program available from DLL, and take advantage of 12-month, 0% financing on select Sony professional products.

[Zero-Percent Finance Program >](#)



Your investment – protected. Our service commitment



All of Sony's professional products are backed by our product and parts professional warranty, which ranges from one to five years.



For post-sales support, our service centers and field service engineers offer responsive repair and maintenance services. Telephone support is available Monday through Friday from 10 am to 6 pm ET.



Our Advanced Replacement Program for select BRAVIA Pro Displays and VPL-Series Pro Laser Projectors still under warranty, ensures peace of mind secures the longevity of your product.



SupportNet® service contracts go beyond a standard warranty with access to expert technical assistance.



Product information for each model is readily available on the pro.sony website, including features, specifications, accessories, and operations manual, software and firmware downloads.



After purchase, end-user customers can register a new product to receive updates on firmware upgrades, product trade-in programs and more, to help get the most of new gear.

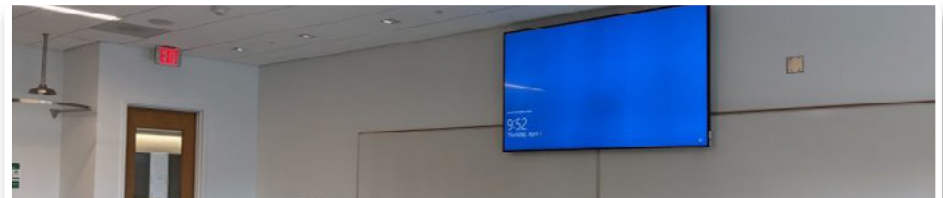
[Learn more >](#)



Customer success stories



Sony PTZ cameras enable remote customer inspection for Emerson



Sony Crystal LED helps Honda design the cars of the future




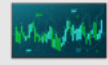










Crystal LED Video wall sparks imaginations at Shiseido Global Innovation Center



EDGE Technologies selects Sony for landmark sustainable intelligent building





Capture	<u>PTZ Cameras</u>		4K & NDI HX Ready	BRAVIA Professional Displays		Pro Series 32" to 100" 24/7 operation, designed for landscape, portrait and tilt
	<u>POV Cameras</u>		4K 60p - Wide Angle Lens			
	<u>BOX Cameras</u>		4K 60p - 25x Optical Zoom			
	<u>Beamforming Ceiling Mic</u>		MAS Series			
Create	<u>AI-Based Video Analytics</u>		REA Series	Crystal LED Modular Video Walls		Pro Tuner Series 55" to 85" 18/7 operation
Project	<u>Laser Projectors</u>		3LCD Ultra-Compact			
			3LCD Mid-Range			
			3LCD Large-Venue			
			4K SXRD			
				Display		High Contrast C Series
						High Brightness B Series

Find out how we can help your business succeed.

SONY

Contact us



pro.sony/avsolutions

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