New Sony Professional BRAVIA® 4K Displays Series
BZ50L, BZ40L, BZ35L, BZ30L Series
Outstanding Picture Quality and Unique Deep Black, Non-Glare Technology (40L Series only)
TAA Compliant, Outstanding Warranty & Advanced Exchange Program

24/7 • Portrait • Tilt

Key model features (BZ Series):

- Common chassis design & interface / side Sony logo placement
- Run applications on integrated SoC and Android TV O/S without set top box reduces cost
- Pro Mode for custom settings
- Built-in Wi-Fi, Ethernet / IP, and RS232 connectivity
- Integrated support for Apple Airplay2 and Google Chromecast for easy screen mirroring
- Future upgrades include Sony Device Management Platform (DMP)
- TAA compliant (except FW32BZ30J)
- Advanced exchange service program
- The BZ50L & BZ40L -Series has a **5-Year** standard warranty / BZ35L & BZ30L Series has a **3-Year** standard warranty
- Education End-User discounts
- Registration program discounts and Loyalty discounts for qualifying customers

Flagship Model BZ50L High Brightness/Non-Glare Series BZ40L	Screen Size	Brightness	Haze/Non-Glare Coating	Built-in Storage	Inputs/Outputs | Processor	
FW-98BZ50L	98"	780 NIT 1,500 NIT PEAK	2%	32GB	**Inputs/Outputs:** HDCP2.3 (for HDMI1/2/3/4); HDMI Connections – 4 total (side); Composite Video / Analog Audio Input, 3.5mm TRRS type – 1 (side); Analog Audio Input for HDMI 4– 1 (side); Analog Audio Output – 1 (side); Digital Audio Output – 1 (side); USB – 2 (Side); Ethernet – 1 (side); RS232C, 3.5mm Stereo type – 1 (side) **Processor:** X1 4K HDR / 98" Cognitive Processor XR	
FW-85BZ40L	85"	650 NIT	58%	32GB		
FW-75BZ40L	75"	700 NIT	47%	32GB		
FW-65BZ40L	65"	700 NIT	47%	32GB		
FW-55BZ40L	55"	700 NIT	47%	32GB		
Enhanced Series	Screen Size	Brightness	Haze	Built-in Storage	Inputs/Outputs | Processor	
FW-85BZ35L	85"	550 NIT	1-2%	32GB	**Inputs/Outputs:** HDCP2.3 (for HDMI1/2/3/4); HDMI Connections – 4 total (side); Composite Video / Analog Audio Input, 3.5mm TRRS type – 1 (side); Analog Audio Input for HDMI 4– 1 (side); Analog Audio Output – 1 (side); Digital Audio Output – 1 (side); USB – 2 (Side); Ethernet – 1 (side); RS232C, 3.5mm Stereo type – 1 (side) **Processor:** X1 4K HDR	
FW-75BZ35L	75"	550 NIT	1-2%	32GB		
FW-65BZ35L	65"	550 NIT	1-2%	32GB		
FW-55BZ35L	55"	550 NIT	1-2%	32GB		
COMMON FEATURES:	**Pro Models – HDMI Video Signal (BZ50L Series)** 4096x2160p (24,60Hz) 3840x2160p (24,30,60,120Hz) 1080p (24,30,60,120Hz) 1080i (60Hz) 720p (24,30,60Hz) 480p (60Hz)	**Pro Models – HDMI Video Signal (BZ40L/BZ35L Series)** 4096x2160p (24,60Hz) 3840x2160p 24,30,60Hz) 1080p (24,30,60Hz) 1080i(60Hz) 720p (24,30,60Hz) 480p (60Hz)		**Sustainability:** Redesigned packaging, ECO dashboard to optimize ECO friendly settings and energy efficiency. Stand is optional accessory for sizes 55" and 65".	- Run Time: 24/7; - Finish (Surface Color): Black; - VESA Wall Mount Adjuster for Centering (not required for BZ50L model) - Energy Star: BZ40L (65" only) / BZ35L (all models), BZ50L (NA)	

Compatible with various Digital Signage partners powered by SoC and Android TV OS – Visit pro.sony/alliances for complete list

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Complete Series	Screen Size	Brightness	Haze	Built-in Storage	Inputs/Outputs | Processor		
FW-98BZ30L	98"	515 NIT	1-2%	32GB			
FW-85BZ30L	85"	440 NIT	1-2%	16GB	**Inputs/Outputs:** HDCP2.3 (for HDMI1/2/3/4); HDMI Connections – 4 total (side); Composite Video / Analog Audio Input, 3.5mm TRRS type – 1 (side); Analog Audio Input for HDMI 4– 1 (side); Analog Audio Output – 1 (side); Digital Audio Output – 1 (side); USB – 2 (Side); Ethernet – 1 (side); RS232C, 3.5mm Stereo type – 1 (side)		
FW-75BZ30L	75"	440 NIT	1-2%	16GB			
FW-65BZ30L	65"	440 NIT	1-2%	16GB			
FW-55BZ30L1	55"	440 NIT	1-2%	16GB			
FW-50BZ30L	50"	440 NIT	1-2%	16GB			
FW-43BZ30L	43"	440 NIT	1-2%	16GB	**Processor:** X1 4K HDR / 98" Cognitive Processor XR		
FW-32BZ30J	32"	300 NIT	25%	16GB			
COMMON FEATURES:	**Pro Models – HDMI Video Signal (BZ30L Series)** 4096x2160p (24,60Hz) 3840x2160p (24,30,60) / 98" (24,30,60,120Hz) 1080p (30,60) / 98" (24,30,60,120Hz) 1080i (60Hz) 720p (24,30,60Hz) 480p (60HZ)				**Sustainability:** Redesigned packaging, ECO dashboard to optimize ECO friendly settings and energy efficiency. Stand is optional accessory for sizes 43", 50", 55" and 65".	• Run Time: 24/7; • Finish (Surface Color): Black; • VESA Wall Mount Adjuster for Centering (not required for 98BZ30L model) • Energy Star: BZ30L (43", 50" and 85" only)	

Tuner Models	Screen Size	Brightness	HDMI Video Signal	Inputs/Outputs	
FWD-85X80K	85"	560 cd/m²	4096x2160p (24,60Hz) 3840x2160p (24,30,60,120Hz) 1080p (24,30,60,120Hz) 1080i (60Hz) 720p (24,30,60Hz) 480p (60HZ)	**X80K Series:** HDCP2.3 (for HDMI1/2/3/4); RF Connection Input – 1 side; Composite Video Input – 1 side; HDMI Connections – 4 side; Analog Audio Input for HDMI – 1 side; Digital Audio Output - 1 side; USB – 2 sides; Ethernet / IP Control- 1 side; RS-232 Control – 1 Side	
FWD-75X80K	75"	450 cd/m²	4096x2160p (24,60Hz) 3840x2160p (24,30,60Hz) 1080p(24,30,60Hz) 1080i(60Hz) 720p (24,30,60Hz) 480p (60HZ)		
FWD-65X75K	65"	380 cd/m²	4096x2160p (24,60Hz) 3840x2160p (24,30,60Hz) 1080p(24,30,60Hz) 1080i(60Hz) 720p (24,30,60Hz) 480p (60HZ)	**X75K Series:** HDCP2.3 (for HDMI1/2/3); RF Connection Input – 1 side; Composite Video Input – 1 rear; HDMI Connections – 3 side; Analog Audio Input for HDMI – 1 rear; Digital Audio Output - 1 rear; USB – 2 side; Ethernet / IP Control - 1 rear; Headphone/Analog Audio Out – 1 side	
FWD-55X75K	55"	380 cd/m²			
COMMON FEATURES:	TV System (Digital Terrestrial): ATSC (X75K) / ATSC 3.0 (X80K) TV System (Digital Cable): Clear QAM TAA Compliance: All FWD models are TAA Compliant			Finish (Surface Color): Black | Tabletop Stand: Provided (assembly required) VESA Hole Spacing Compatible Run Time: 18/7 confirmed for X75K/X80K Series	

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Corporate /Education

- Wireless Connectivity to easily cast presentations, materials or website from mobile phone or tablet.
- Efficient work environment settings for wake-up signaling, power scheduling, & optimizing PC display.
- Remote Controller-Free operation allows PC/HDMI connection to be detected automatically.
- Reliability tested for 24/7 operation and special cosmetic design for B2B operations.

Retail/Digital Signage

- Simple, built-in signage configuration without a set top box reduces the cost of deploying digital signage.
- Special cosmetic design for landscape, portrait, and tilt operation.
- Create content using HTML5.
- Reliability tested for 24/7 operation and special cosmetic design for B2B operations.

Transportation

- Economical FW-32BZ30J 4K model is ideal for arrival & departure displays.
- Large size options, like the FW-98BZ50L / FW-98BZ30L models, support social spacing by displaying messages clearly and vividly from a distance.
- Flexible installation options, including portrait and tilt mount.
- Reliability tested for 24/7 operation and special cosmetic design for B2B operations.

Additional Product Information available @
pro.sony/BRAVIA
pro-bravia.sony.net

pro.sony/AVsolutions

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