

SONY

BRAVIA® Professional Display Digital Signage Solutions

High Quality Images
Simple System Configuration
Scalable Solutions





seaside mall
MAKUHARI

Fish

Grilled red sea bream and sauteed spring vegetables

\$23.00

Burger

Burger with organic vegetables

\$18.00

Pizza

Gorgonzola pizza

\$21.00

Salad

Seafood salad

\$13.00

Red Wine
White Wine

Orange
Lime
Cranberry
Mango
Soft Drinks

FALL SELECTION SALE
UP TO 50% OFF

Realistic Images

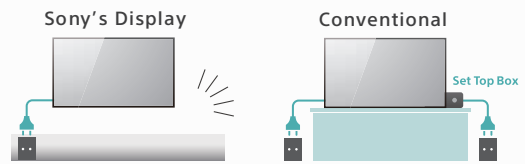
Brilliant image clarity with extended details

Easy to use

Simple signage system configuration without a set top box

Low cost with no need for a peripheral device

There's no need to invest in costly set top boxes or extra peripheral devices to drive each screen. So you can save on space and power.



Simply insert a USB flash memory to start playback

Use as a standalone signage and information point, with no networked connection needed. Just connect a portable USB flash memory to the display and play out content according to your defined playlist.

MP4, JPEG, BMP, PNG, GIF and HTML5 are supported.



Easily deliver content over the network

Connect a display to your network and distribute content from a central server – or the cloud – to as many screens as you wish.



Extensibility

Start small, grow big

Flexible uses to fit your environment

BRAVIA Professional Displays offer a totally flexible digital signage solution that grows readily with your needs. As your ambitions expand, build a cost-effective, easy-to-manage network with as many screens as you need.



Create effects using HTML5

BRAVIA professional displays support HTML5 content. Combine dynamic video and static images to create rich, visually appealing content.



HTML5 content

Easy to modify the content partially

Android open platform

BRAVIA displays use an Android open platform with a multitude of apps and cloud services available.



Distribute content from cloud service

Interactive application with touch overlay



Interactive touch-panel interface

※Requires touch overlay (optional)

Sony's digital signage solution

Stand alone - Simple Media Player 2

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 using the BRAVIA display's remote controller.

Main features

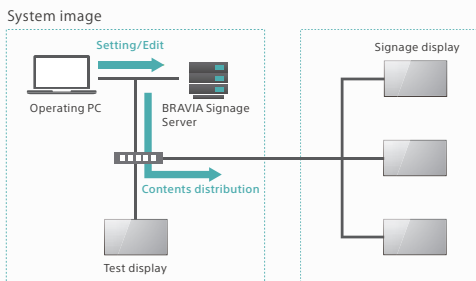
- Media player displays images, videos, HTML
- Set screens with remote controller
- Edit, preview, schedule playlists
- Animation effect for switching content timing
- Scrolling text on playing content

Network - BRAVIA Signage

BRAVIA Signage simplifies management and distribution of signage content across multiple networked BRAVIA displays. Group displays, schedule content payout and more – everything's included with this highly flexible package.

Main features

- Display Management allows grouping displays, and checking their status
- Power Management controls the display's power scheduling
- Contents Library hosts content including images, videos and HTML5 files
- Manage playlists by editing, setting their duration, and previewing each piece of content
- Download content into USB flash memory to display it even if the network is disconnected
- Manage the schedule and delivery of playlists to distribution groups
- Delivery can be interrupted, which is useful for last minute sales or emergency situations
- Log events and receive email reports on warning and error messages
- A server API function is available for system integrators



Schedule and manage distribution of content from a central web server for scheduled payout on multiple 4K Professional Displays. There's no limit to the physical size of your network - screens can be managed on premises or at several remote locations via the network.

Typical Applications

I want to start one display
I want to save costs



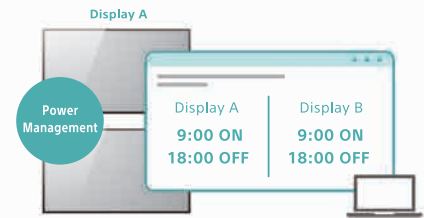
Easy to create playlist and set schedule ^{*2}

Easily create playlists and schedule content payout to deliver the right message at the right time, from a morning greeting for guests to daily changing restaurant menus.

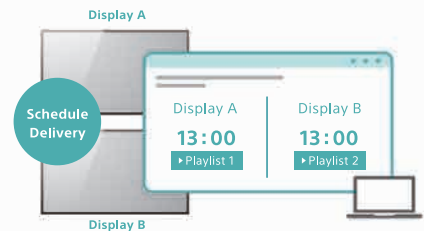
*2 Need to set the time of display

Typical Applications

Simultaneous distribution to multiple locations
Real-time information update



Power management



Schedule delivery



Interrupt delivery

Distribute content by interrupting the playlist content.

Sony exclusive technology



More detailed, more natural, more real

4K HDR Processor X1™

As if you are under the wave, waiting for the water to break over you, the 4K HDR Processor X1 reproduces every sparkling pattern and texture for incredible realism.



Life's brilliance, revealed with extra colors

TRILUMINOS™ Display

See vivid real-world colors all around you. A TRILUMINOS Display maps colors from a wider palette, faithfully reproducing every shade and hue in the umbrellas.



Uncover detail with 4K HDR

4K High Dynamic Range

For the ultimate in picture quality, this Display pairs the brilliance of 4K clarity with the brightness, color, and detail of High Dynamic Range (HDR). Previously hidden areas of dark shadow and sunlight are now full of clarity and detail.



Reality revealed through exceptional contrast

X-tended Dynamic Range™ PRO

Enjoy a beautiful night view, full of dazzling lights and deeper blacks. Dark scenes are darker and bright scenes brighter.



Ideal for a variety of applications



Easel stand installation



Portrait installation



Guide touch panel installation



Ceiling installation

Functions

| Feature | Simple Media Player 2 WQ-USMP2 | BRAVIA Signage WQ-BS1 |
|-----------------------------------|-----------------------------------|--------------------------|
| Free / Paid | Free | Paid |
| Network environment | | Required |
| Content distribution Server | | ✓ |
| Application Server Preparation | | ✓ |
| Scheduled content playback | ✓ *3 | ✓ |
| Playlist playback | ✓ | ✓ |
| Setting screen | ✓ (On display) | ✓ (PC Web Browser) |
| Power management | | ✓ |
| Video / 4K Video Content playback | ✓ | ✓ |
| Image / 4K Image / HTML5 Content | ✓ | ✓ |
| Background Download Content | | Video/Photo/HTML5 |
| Scrolling text | ✓ | |
| Event Log | | ✓ |
| Grouping multiple TVs | | ✓ |
| Reporting function | | ✓ |

*3 Need to set the time of display

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