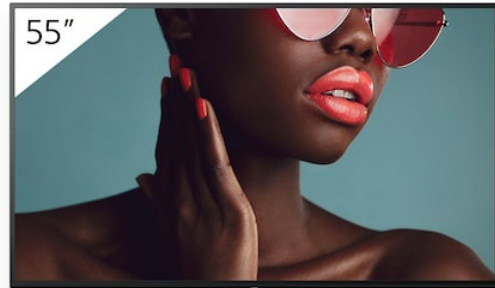


## FW-55BZ40L

55" Exceptionally bright 4K HDR professional display with unique Deep Black Non-Glare technology



### Overview

#### **Superlative picture quality. Made for professionals.**

Engineered to perform flawlessly in demanding retail, corporate and educational environments, the FW-55BZ40L is the truly professional display. It's packed with Sony innovation – including latest Deep Black Non-Glare technology – for impressively bright, high-contrast 4K HDR images with sumptuous colours and exquisite detail. Pro-friendly features simplify integration, easy operation and seamless content sharing in today's connected AV environments. And with generous customisation options, the FW-55BZ40L is the premium LED display that fits right in with your business needs.

### Features

#### **Deep Black Non-Glare**

Featured exclusively on BRAVIA BZ40L, 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 colour and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

#### **Exquisite images that always stand out**

Our 55" FW-55BZ40L 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 ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.

### **Richer, more natural colour**

Sony's power-packed 4K HDR Processor X1 and TRILUMINOS Pro technology faithfully reproduces a phenomenal range of rich, true-to-life colours.

### **Finer detail**

4K X-Reality PRO processing upscales pictures closer to true 4K quality. Images are sharpened and refined in real time, revealing extra detail from lower-resolution picture sources.

### **Smoother movement**

Motionflow XR ensures smoother, more natural reproduction of rapidly-moving on-screen images.

### **Installation flexibility to suit every environment**

The sleek, minimal design of the FW-55BZ40L Series brings impeccable style to any business environment. The display's elegant lines are further enhanced by practical touches for seamless integration in retail stores, colleges and corporate workspaces.

### **Wall-Mount Adjuster**

BRAVIA comes supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

### **Side Mounted interfaces**

Signal connections, networking and other interfaces are conveniently side mounted for easy installation and access when the display's in portrait position.

## **Discreet Logo**

The Sony logo is discreetly positioned on the edge of the display's bezel – with nothing distracting your audience from immersive images.

## **Landscape, Portrait and Tilt**

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.

## **Round the clock reliability**

Business never sleeps: BRAVIA is engineered for dependable 24/7 operation in the most challenging corporate and commercial environments.

## **Special settings for professional use**

Pro Settings mode makes doing business even easier, allowing you to customise BRAVIA settings and operating modes to suit the demands of corporate or retail environments. Disable input or remote control functions, schedule on/off times, remove labels and block buttons to avoid tampering when the screen's being used in public spaces. Customise and store display settings, then copy them easily from display to display via USB flash memory.

## **Get great pictures fast**

Forget fiddling with display settings – focus on getting amazing results without fuss. One Step Setting offers presets tuned to your environment including meeting room, vivid signage, natural signage and graphics. Just pick a preset: BRAVIA instantly configures picture mode, input, control settings and more.

## **Easy multi-screen setup**

Configuring multiple screens for large display applications is easier than ever. The Multi Display Setting (MDS) app helps you create stunning video walls with multiple BRAVIA displays 'tiled' together.

## **Easy integration**

FW-55BZ40L is made for today's connected world. There's seamless support for today's leading automation and control platforms, while open APIs simplify integration with other vendor solutions.

## **Large 32GB internal storage**

The internal memory on some other displays is eaten up by the operating system, leaving little space for your own apps and content. FW-55BZ40L doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.

## **Signage made simple**

Informing and guiding visitors with digital signage in retail stores and corporate spaces has never been simpler. Built-in support for HTML5 makes it easy to display interactive signage content on BRAVIA without the need for a dedicated set-top box, media player or PC. On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos when a USB stick memory is slipped into BRAVIA. It's that simple.

## **Wireless screen mirroring**

Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay and Google Chromecast.

## **Meet more easily**

Get Google Meet from Google Play Store, and pair BRAVIA with a compatible webcam for easy video meetings.

## **With BRAVIA, sustainability in every scene**

With growing demand for ever larger display screens, there is also the risk of greater resource and energy use. However, Sony's sustainability commitments are realizing efficiency gains from product development right through to customers viewing screens.

## Specifications

### General Features

Screen Size	55"
Brightness (cd/m <sup>2</sup> )	700
Contrast Ratio	1200:1
Dynamic Contrast Ratio	600,000:1
Response Time (ms)	8
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
Display Device	LCD
Panel Type	VA

Backlight Type	Direct (Full Array LED)
TRILUMINOS Display	XR Triluminos Pro
Colour Gamut (DCI-P3)	95%
Picture Processor	Cognitive Processor XR
Operation Time	24/7
Deep Black Non-Glare Coating	No
Haze (%)	2%
Viewing Angle (Right/Left)	178 (89 / 89) degree (CR >10)
Viewing Angle (Up/Down)	178 (89 / 89) degree (CR >10)

## Video Specification

Video Processing	XR 4K Upscaling
Motion Enhancer	XR Motion Clarity
HDMI Signal	4096x2160p(24,60Hz), 3840x2160p(24,30,60Hz), 1080p(24,30,60Hz), 1080i(60Hz), 720p(24,30,60Hz),

480p

## Audio Specification

Speaker Position      Down Firing

Audio Power Output      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 Specification

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 (XAVCS):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
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On Screen Clock	Yes
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Sleep Timer	Yes
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On/Off Timer	Yes
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Chromecast Built-In	Yes
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Apple AirPlay	Yes
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## Control Specifications

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IP Control	Yes
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RS-232C Control	Yes
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HDMI-CEC	Yes
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## 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)
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

Frame Colour	Black
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch (W x H)	300 x 300 mm / 11 7/8 x 11 7/8 inch

## Environment Specifications

Rated Power	201 W
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## Consumption

Power Consumption (in Standby)	0.5 W
Dynamic Backlight Control	Yes
Power Saving Mode	Yes

## Measurements

Dimension of TV without Stand (W x H x D)	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)	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch
Dimension of Package Carton (W x H x D)	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch

## Weight

Weight of TV without Stand	15.8 kg / 34.9 lb
Weight of TV with Stand	16.7 kg / 36.8 lb
Weight of Package	

Carton (Gross)

23 kg / 50.7lb.

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## Accessories

Wall-Mount Adjuster  
(Bundled)

Yes (Depending on Region)

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Table-Top Stand  
(Optional)

Yes (Depending on Region)

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Related  
products



### **BRAVIA BZ40L Series**

Exceptionally bright  
4K HDR professional  
displays with unique  
Deep Black Non-Glare  
technology. Available  
in multiple screen  
sizes

## Gallery



