

## FW-55BZ35F

55" BRAVIA 4K HDR Professional Display



### Overview

#### **Optimised display for professional use - display a better, brighter image for your business**

This slim, energy-efficient FW-55BZ35F BRAVIA Professional Display combines bright, beautiful 4K HDR image quality with easy operation, flexible networking/control and extensive integration options.

Ideally suited to professional use, the display takes full advantage of latest consumer television technologies to ensure vibrant 4K images. It's ideal for integration in corporate environments, with Pro mode to simplify installation and allow easy customisation of display settings to suit different applications and environments.

The display's intuitive built-in software platform broadens control and customisation options even further. It's easy to create attractive digital signage, mixing media files and online content with no need for additional player hardware. There's also a wide range of APIs (Application Programming Interface) options to enable remote control/monitoring and integration with external systems.

The FW-55BZ35F is ideal for a wide range of business and educational environments. Applications include meeting room

displays, information displays for lobbies and waiting rooms, digital signage, classroom displays, hotel guest room TV, security camera monitoring, guide displays for showrooms and museums, and information displays for sports stadiums, arenas and live venues.

## Features

### **Optimised for professional use**

The display meets the needs of a wide range of business applications, with flexible installation options plus wired and wireless network connection and serial communication control.

### **Versatile remote control**

Control BRAVIA remotely – including on/off, input signal select and adjust volume – over IP via RJ45 by web API or via RS-232C.

### **Flexible mounting and installation**

The display offers flexible mounting options (vertical, tilt and table-top), with VESA standard mounting for easy integration into a wide range of environments.

### **Quick set-up with Pro Mode**

Customise and store display settings and features, then copy them easily to multiple displays via USB flash memory.

Pro mode enables a detailed customisation for a variety of setting menus, which are available to meet your specific usage requirements.

### **One-step setting optimised for signage and meeting rooms**

This tool instantly completes the necessary settings to optimise the signage or meeting room used.

### **In-built software platform**

Powerful processing capabilities broaden control/customisation options and reduces total ownership costs.

## **Easily create digital signage**

Integrated support for HTML5 makes it easy to produce compelling digital signage, with no extra hardware or prior training needed. Combine graphics, text, 4K video and live web content to create attractive signage in minutes.

## **Open API support**

Compatibility with a wide range of web APIs broadens options for remote control/monitoring and integration with external systems.

## **4K image resolution (3840 x 2160 pixels)**

4K offers four times the detail of Full HD, with a resolution of over 8 million pixels bringing extra clarity to corporate display, education and digital signage applications.

## **Clearer, more natural 4K images**

Images are clearer, smoother and more natural with Sony's 4K X-Reality™ PRO picture processing technology. Advanced noise reduction techniques and a special pattern database ensure that every scene is packed with lifelike detail.

## **Compatible with 4K HDR**

High brightness and dynamic contrast are ideal for displaying 4K HDR (High Dynamic Range) content, revealing previously-hidden details in the brightest highlights and areas of dark shadow.

## **Smooth, fluid on-screen action**

Motionflow XR 960 ensures smoother, more natural reproduction of rapidly-moving images on screen.

## **Greater colours with TRILUMINOS Display**

Our unique TRILUMINOS Display technology enhances your audience's viewing with a wider palette of rich, natural-looking colours.

## Specifications

### Display features

Dimming type	Frame Dimming
Display device	LCD
Backlight type	Edge LED
Brightness (cd/m <sup>2</sup> ) (*1)	620
Contrast Ratio (*1)	1400:1
Dynamic Contrast Ratio	500,000:1
Response Time (ms) (*1)	5
Operation time (*2)	24/7
Portrait Mode	Yes

### Video specs

Wide Mode	Wide zoom / Normal / Full / Zoom / 14:9
4:3 Default	Yes
Video Processing	4K X-Reality PRO
Motionflow	Motionflow XR 960 (Native 100Hz)

Compatible with HDR	Yes (HDR10, HLG)
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Video Signal	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (30, 60Hz), 1080 / 24p, 1080i (60Hz), 720p (30, 60Hz), 720 / 24p, 480p, 480i
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## Audio specs

Speaker position	Down Firing
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Audio Power Output	10W+10W
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## Network specs

Wi-Fi direct	Yes
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Wi-Fi Certified	Yes
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DLNA	Home Network Client, Home Network Renderer
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Miracast (screen mirroring)	Yes
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Firmware update	Yes
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Wireless LAN	Integrated
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## Convenience features

USB Play (contents)	MPEG1 : MPEG1 / MPEG2PS : MPEG2 / MPEG2TS (HDV, AVCHD) :MPEG2, AVC / MP4 (XAVC S) :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) / WAV / MP4AAC / FLAC / JPEG
On screen clock	Yes
Sleep timer	Yes
On/Off timer	Yes
Google Cast	Yes

## Inputs and outputs

HDCP	HDCP2.2 (for HDMI 1 / 2 / 3 / 4)
Composite Video Input(s)	1 (Rear Hybrid w/Component)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear Hybrid w/Composite)
HDMI™ Connection(s) (Total)	4 (3 Side, 1 Rear)

Analog Audio Input(s) (Total)	1 (Rear)
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Digital Audio Output(s)	1 (Rear)
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Audio Out	1 (Side / Hybrid w/HP and Subwoofer Out)
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USB	3 (Side)
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Ethernet Connection(s)	1 (Side)
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## Design features

Finish (Surface Color)	Black
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Table Top Stand	Separate (assembly required)
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VESA® Hole Spacing Compatible	Yes
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VESA® Hole Pitch	300 x 200 mm
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Panel type (IPS / VA)	IPS
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Panel surface treatment	AG
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Haze (%)	3%
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Bezel size	
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(Top/Side/Bottom (mm)) 8.5/8.5/14.1

Bezel Material Aluminium, only bottom is Mold

## Eco and energy saving

Screen size (measured diagonally) 55" (54.6")

Power Consumption (Rated / Standard) 170W

On Mode Power Consumption 103W

Power Consumption (in Standby) 0.50W

Power Requirements AC 110-240V for other, AC 110V for Taiwan

Power Saving Mode / Back Light Off Mode Yes

Dynamic Backlight Control Yes

Light Sensor Yes

AC Power Input 1 (REAR)

Peak Luminance Ratio 81%



Mercury Content	0.0 mg
Presence of Lead	Yes

## Measurements

Display Only (W x H x D) (Approx.)	Approx. 1231 x 713 x 52 (14.1) mm
Display with Stand (W x H x D) (Approx.)	Approx. 1231 x 776 x 315 mm
Package Carton (W x H x D) (Approx.)	Approx. 1334 x 820 x 160 mm

## Weight

Display Only	19.1
Display with Stand	20
Package Carton	26

## Display specifications

Viewing angle (Right / Left)	178 (89 / 89) degree
Viewing angle (Up / Down)	178 (89 / 89) degree

Display resolution	QFHD
Aspect ratio	16:9
OS	Android 7.0 Nougat

## Signage specs

Easy HTML5 Signage embedded	Yes
Multicast / IPTV	Yes

## Control specs

RS-232C Control	1 (Side)
Pro Mode	Yes
IP Control	Yes
HDMI auto wake-up	Yes

## Notes

(*1)	Typical value of the panel spec.  Guaranteed operating temperature range 0°C~35°C Please set the picture mode to "Standard"
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Image retention will occur if still picture is left displaying  
Decreasing brightness associated with the use time is typical

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## Gallery

