

## BRAVIA BZ35J Series

Standard 4K Ultra HD HDR  
Professional Displays with high  
brightness and superb picture  
quality in 43” and 50” screen  
sizes



### Overview

#### **Bright, arresting visuals and easy content sharing**

Slim, energy-efficient BRAVIA BZ35J creates extra-bright, sumptuously detailed 4K HDR pictures with an extra-wide viewing angle – adding impact to signage and all your visual communications in business, retail, educational and public environments. It's tailor-made for business with reliable 24/7 operation, productivity-focused apps on board, easy customisation and simple content sharing.

Available in screen sizes from 43”-50”, BRAVIA BZ35J Series offers high screen brightness up to 570 nits, ensuring punchy, high-contrast visuals that can always be seen clearly, even in well-lit rooms and public spaces.

BRAVIA BZ35J Series brings greater clarity, colour and contrast to corporate meetings, presentations and digital signage. Advanced Sony picture processing technologies add even more impact and realism to videos, photos, charts, graphics and text. 4K X-Reality PRO upscales lower-resolution picture sources closer to true 4K quality, sharpening and refining in real time to reveal extra detail. The panel's extra-wide viewing angle ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.

## Features

### **Exquisitely rich, natural colour**

Sony's power-packed 4K HDR Processor X1 and TRILUMINOS PRO technology ensure that BRAVIA BZ35J Series faithfully reproduces a phenomenal range of rich, true-to-life colours.

### **Fluid, blur-free movement**

Motionflow XR technology ensures that on-screen content always remains smooth, clear and blur-free – even with fast-moving video scenes.

### **Smart apps all ready for business**

BRAVIA BZ35J Series helps your business move forward with in-built apps and solutions including screen mirroring, digital signage and meeting room management. There are even more smart apps to explore at Google Play Store.

### **Round the clock reliability**

Because business never sleeps. BRAVIA BZ35J Series is ruggedly engineered for reliable 24/7 operation – ideal for applications like signage where your message always needs to be clearly visible.

### **Stunning images in any orientation**

BRAVIA fits right in with your business needs. The display can be mounted horizontally (landscape) or vertically (portrait) to suit any environment, from corporate boardrooms to digital signage. Tilt your BRAVIA to help capture your audience's attention\*.

\*The tilt degree varies by model

### **Quick set-up**

Pro Mode lets you customise and store display settings to suit different environments, then copy them easily to multiple displays via USB flash memory. One Step Setting optimises picture and network settings for meeting rooms and signage applications at the touch of a button.

### **Signage made simple**

In-built support for HTML5 makes it easy to display interactive signage content on BRAVIA BZ35J Series without the need for a dedicated set-top box, media player or PC.

### **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 realising efficiency gains from product development right through to watching TV and viewing screens.

### **24/7**

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

### **Energy Saving**

BRAVIA incorporates advanced energy saving features to reduce power consumption and keep running costs in check.

### **Easy integration**

BRAVIA BZ30J Series 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 a wide range of solutions from other vendors.

## Specifications

### Display Features

Brightness (cd/m <sup>2</sup> )	43" Screen: 560, 50" Screen: 570
Native Contrast Ratio	43" Screen: 4,000:1 50" Screen: 5,000:1
Dynamic Contrast	43" Screen: 400000:1 50" Screen:

Ratio	500000:1
Response Time (ms)	6
Panel Type (IPS/VA)	VA
Dimming Type	Local Dimming
Display Device	LCD
Backlight Type	Direct LED
Operation Time	24/7
Portrait Mode	Yes

## Display Specifications

### Screen Size for WEB

(diagonal, cm, integer or 1st decimal)      Option 1: 108cm , Option 2: 126cm

Display resolution (H x V, pixels)      3840 x 2160

Screen Size (inch, measured diagonally)      Option 1: 43"(42.5)" , Option 2: 50"(49.5")

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

Display Resolution      QFHD

Aspect Ratio      16:9

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## Professional Features

Professional Hidden Mode	Yes
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HDMI Auto Wake-up	Yes
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Multicast/ IPTV	Yes
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Compatible with TDM Digital Signage/TEOS Solutions	Yes
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Operating System	Android TV
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On-board Storage (GB)	16GB
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## Network Features

Wi-Fi Direct	Yes
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Wi-Fi Certified	Yes
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Wi-Fi Standard	a/b/g/n/ac
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Wi-Fi Frequency	2.4GHz/5GHz(for Wi-Fi Direct: 2.4GHz Only)
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MPEG1:MPEG1 / MPEG2PS:MPEG2 / MPEG2TS
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Codec for Home Network	(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
Apple AirPlay (Internet required)	Yes
Chromecast built-in	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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HDMI-CEC	Yes
On Screen Clock	Yes
Sleep Timer	Yes
On/Off Timer	Yes
Display Language	AFR, AMH, ARA, ASM, AZE, BEL, BUL, BEN, BOS, CAT, CZE, DAN, DEU, GRE, ENG, SPA, EST, BAQ, PER, FIN, FRA, GLG, GUJ, HIN, HRV, HUN, IND, ISL, ITA, HEB, JPN, KAZ, KAN, KOR, KIR, LAO, LIT, LAV, MAC, MAL, MON, MAR, MAY, BUR, NOB, NEP, NLD, ORI, PAN, POL, POR, RUM, RUS, SOL, SLV, ALB, SRP, SWE

## Control Specs

IP Control	Yes
RS-232C Control	1 (Side)
Pro mode	Yes

## Inputs & Outputs

4096x2160p(24,50,60Hz),  
3840x2160p(24,25,30,50,60Hz),

HDMI Signal	1080p(30,50,60,100,120Hz), 1080/24p, 1080i(50,60Hz), 720p(30,50,60Hz), 720/24p, 576p, 480p
HDCP	HDCP2.3(for HDMI1/2/3/4)
AC Power Input	C8 INLET(REAR)
Composite Video Input(s)	1(Side, Mini jack)
HDMI Inputs Total	4 (4Side)
Digital Audio Output(s)	1(Side)
Headphone Output(s)	1(Side)
USB Ports	2(Side)
Ethernet Inputs	1(Side)
RS-232C Input(s)	1(Side)

## Audio Specifications

Speaker Position	Down Firing
Audio Power Output	10W + 10W
Digital Audio Out (Optical) Format	Two channel linear PCM: 48kHz 16bits, Dolby Audio, DTS



Dolby Atmos	Yes
Speaker Type-2	X-Balanced Speaker
Clear Phase	Yes
Dolby Audio Format Support	Dolby Audio, Dolby Atmos
HDMI Audio Return Channel(ARC)	Yes (eARC/ARC)
HDMI Input Audio Format	5.1 channel linear PCM: 32/44.1/48/88.2/96/176.4/192kHz 16/20/24bits, Dolby Audio, Dolby Atmos, DTS
ARC Output Format	Two channel linear PCM: 48kHz 16bits, Dolby Audio, Dolby Atmos, DTS

## Video Specifications

Wide Mode	Wide Zoom/Normal/Full/Zoom
4:3 Default	Yes
Video Processing	4K X-Reality PRO
Motion Enhancer	43" Screen: Motionflow XR 960 (Native 120Hz) 50" Screen: Motionflow XR 240

	(Native 60Hz), Auto mode
4K Processor	4K HDR Processor X1
HDR (High Dynamic Range) compatibility	Yes (HDR10,HLG,Dolby Vision)
Panel Refresh Rate (Native Hertz)	43" Screen: 120Hz 50" Screen: 60Hz

## Design Features

Cable Management	Yes
Frame color	Black
Stand Design	Metal Blade Stand
VESA® Hole	Yes
VESA® Hole Pitch(W x H)	200 x 200 mm , 7 7/8 x 7 7/8 inch

## Eco & Energy saving

Rating	G
On-mode Power Consumption	43" Screen: 146 W 50" Screen: 148W
Power Consumption (in Standby)	0.50W

Peak Luminance Ratio for EU	75%
Mercury Content (mg)	0
Power Saving Mode / Back Light Off	Yes
Power Requirements (voltage)	AC 120V for UL cUL AC 110-240V for other

## Regulatory approvals

Regulatory approvals	CE CB EAC
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## Dimensions

Display Only (W x H x D)	43" Screen: 964 x 563 x 69 mm , 50" Screen: 1126 x 653 x 70 mm
Display with Stand (W x H x D)	43" Screen: 964 x 628 x 286 mm , 50" Screen: 1126 x 718 x 286 mm
Dimension of Package Carton (W x H x D)	43" Screen: 1070 x 695 x 141 mm , 50" Screen: 1240 x 796 x 141 mm

## Weights (Approx.)

Display Only	43" Screen: 10.2 kg , 50" Screen: 12.3 kg
Display with Stand	43" Screen: 10.7 kg , 50" Screen: 12.9 kg
Package Carton (Gross)	43" Screen: 14 kg , 50" Screen: 17 kg

## Optional Accessories

SU-WL450 (Terminal access limitation, refer to SU-WL450 product page), SU-WL850, SU-WL500

## PrimeSupport

3 Years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible.

## Further Information

Product Information Sheet	<a href="https://eprel.ec.europa.eu/qr/526771">https://eprel.ec.europa.eu/qr/526771</a>
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Related  
products



## **BRAVIA Signage Free**

Standalone simple  
digital signage (Free)

## Gallery



