

FW-49BZ35F

49" BRAVIA 4K HDR Professional Display



Overview

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

This slim, energy-efficient FW-49BZ35F 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-49BZ35F 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 ²) (*1)	505
Contrast Ratio (*1)	5000:1
Dynamic Contrast Ratio	400,000:1
Response Time (ms) (*1)	8
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)

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

Audio specs

Speaker position Down Firing

Audio Power Output 10W+10W

Network specs

Wi-Fi direct Yes

Wi-Fi Certified Yes

DLNA Home Network Client / Home Network Renderer

Miracast (screen mirroring) Yes

Firmware update Yes

Wireless LAN Integrated

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
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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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Google Cast	Yes
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Inputs and outputs

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

Digital Audio Output(s) 1 (Rear)

Audio Out 1 (Side / Hybrid w/HP and
Subwoofer Out)

USB 3 (Side)

Ethernet
Connection(s) 1 (Side)

Design features

Finish (Surface Color) Black

Table Top Stand Separate (assembly required)

VESA® Hole Spacing
Compatible Yes

VESA® Hole Pitch 200 x 200 mm

Panel type (IPS / VA) VA

Panel surface
treatment AG

Haze (%) 2%

Bezel size

(Top/Side/Bottom (mm))	9.3/9.8/18.4
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Bezel Material	Aluminium, only bottom is Mold
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Eco and energy saving

Screen size (measured diagonally)	49" (48.5")
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Power Consumption (Rated / Standard)	145W
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On Mode Power Consumption	88.0W
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Power Consumption (in Standby)	0.50W
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Power Requirements	DC 19.5V
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Power Saving Mode / Back Light Off Mode	Yes
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Dynamic Backlight Control	Yes
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Light Sensor	Yes
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AC Power Input	AC ADAPTER
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Peak Luminance Ratio	76%
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Mercury Content	0.0 mg
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Presence of Lead	Yes
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Measurements

Display Only (W x H x D) (Approx.)	Approx. 1098 x 644 x 58 (17.2) mm
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Display with Stand (W x H x D) (Approx.)	Approx. 1098 x 703 x 279 mm
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Package Carton (W x H x D) (Approx.)	Approx. 1190 x 780 x 150 mm
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Weight

Display Only	13.2
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Display with Stand	13.7
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Package Carton	19
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Display specifications

Viewing angle (Right/Left)	178 (89/89) degree
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Viewing angle (Up/Down)	178 (89/89) degree
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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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(*2)

Image retention will occur if still picture is left displaying
Decreasing brightness associated with the use time is typical

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