

FW-49XE9001

49" BRAVIA 4K HDR Professional Display



Overview

Spectacular 4K HDR picture quality for corporate displays, education and digital signage

Bring your audience even more compelling, immersive visual experiences with this 49" BRAVIA 4K Professional Display. Slim, beautifully styled and energy efficient, it's ideal for corporate presentations, digital signage, video conferencing and educational applications.

Sony's powerful new-generation 4K HDR Processor X1™ uses object-based HDR remaster and Super Bit Mapping™ 4K HDR technology, ensuring ultra-real images with even more depth, texture and naturally pure colours than its predecessor.

X-tended Dynamic Range PRO™ precisely adjusts light levels in each area of the scene, for spectacular high-contrast images with a brightness range up to five times greater than conventional LED-backlit displays. TRILUMINOS™ Display maps colours from a wider palette, faithfully reproducing every shade and hue with compelling realism.

With a powerful Professional Mode and HTML5 platform built in, BRAVIA offers everything you need to build a complete entry-level networked digital signage solution with no extra boxes or player hardware needed. Play out content directly over HDMI, from a

connected USB device or over the network. TDM Digital Signage licenses let you create compelling, media-rich signage for one or more screens, with no need for special design skills.

Support for Android TV allows quick customisation and extra functionality with a growing range of B2B applications, including content sharing, video conferencing and more.

Control power, volume, channel change and other functions over the network via a web API. And for even greater versatility, an optional overlay turns BRAVIA into a multi-point touch sensitive display for interactive kiosk and information point applications.

Integration is simple, with flexible mounting and versatile control options. Professional Mode allows customisation and storage of advanced display settings.

Features

4K image resolution (3840 x 2160 pixels)

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

Easily create digital signage

Now retailers, schools and businesses have more choice than ever to create compelling signage for every kind of space, with no prior training needed; add graphics, text, video and sound files in minutes. Full compatibility with TDM Digital Signage.

Ultra-real 4K HDR images

Sony's powerful new-generation 4K HDR Processor X1™ uses object-based HDR remaster and Super Bit Mapping™ 4K HDR technology, assuring ultra-real images with even more depth, texture and naturally pure colours than its predecessor.

Higher dynamic range and greater contrast

X-tended Dynamic Range PRO™ ensures spectacular high-contrast images with sparkling highlights and rich, deep shadow detail. Screen light levels are precisely dimmed in some picture areas and boosted in others, for a brightness range up to five times greater than conventional LED-backlit displays. Even standard dynamic range content is upscaled to near 4K HDR quality for unforgettable clarity, contrast and colour.

Greater colours with TRILUMINOS Display

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

Do more with the power of Android TV

Personalise and control BRAVIA Professional Displays with Android TV. Download a growing range of B2B-focused apps to create a customised, even smarter display experience.

Easily share content with Google Cast

Send content to display on BRAVIA from other professional and personal devices, including laptops or Android/iOS phones and tablets.

Energy-efficient LED Backlight

The panel's LED backlight consumes less power than conventional fluorescent backlighting, reducing running costs and permitting an ultra-slim, discreet profile.

Practical features for better business

Bravia is great for retail and public display applications: advance controls include Professional Mode, HDMI auto wake-up and 24/7 operation.

Built-in HTML5 for dynamic box-free signage

Integrated support for HTML5 makes it easy and cost effective to create your own digital signage content. Combine text, graphics and video with live web feeds and IPTV to produce compelling

displays with no dedicated hardware player needed.

Quick set-up with Professional Mode

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

Versatile remote control options

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

Add the interactive power of touch

Turn BRAVIA into an interactive touchscreen or information kiosk. An optional screen overlay fits seamlessly onto BRAVIA, adding multi-touch capability to allow instant customer interaction. Contact your local Sony dealer for more information.

Slim styling and easy cable management

Sleek, slim styling looks great in any corporate, retail or educational environment. Our convenient cable management system ensures a neat appearance without visible wires.

Easy, flexible integration

The slim, stylish display offers VESA standard mounting for easy integration, and blends elegantly into a wide range of corporate, retail or educational environments.

Specifications

TV System	
Tuner	DVB-T/T2/C/S/S2
Tuner (Cable)	DVB-C
Number of tuners	2

Display features

Dimming type	Local Dimming
Display device	LCD
Backlight type	Direct LED
Brightness (cd/m2)(*1)	562
Contrast Ratio (*1)	5000:1
Response Time (ms) (*1)	6
Operation time (*2)	24/7

Video specs

Wide Mode	Full/Normal/Wide Zoom/Zoom/Caption/14:9 for Video
4:3 Default	Yes
Video Processing	4K X-Reality PRO
Motionflow	Motionflow XR200Hz
Compatible with HDR	Yes
	4096x2160p(24, 50, 60Hz), 3840x2160p(24, 25, 30, 50, 60Hz),

Video Signal	1080p(30, 50, 60Hz), 1080/24p, 1080i(50, 60Hz), 720p(30, 50, 60Hz), 720/24p, 576p, 576i, 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	Network Client / Network Renderer
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Miracast (screen mirroring)	Yes
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Firmware update	Yes (network or USB)
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Internet Browser	Yes (Opera)
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Wireless LAN	Integrated
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Convenience features

USB Play	MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV,AVCHD S):AVC,MPEG4,HEVC/
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(contents) AVI:Xvid,MotinJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,Mot
WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF(WMA)/WAV/MP4

On screen
clock Yes

Sleep
timer Yes

On/Off
timer Yes

Google
Cast Yes

Inputs and outputs

HDCP HDCP 2.2 (for HDMI 1/2/3/4)

RF Connection
Input(s) 1 (Side)

Composite Video
Input(s) 2 (1 Side Analog Conversion / 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) 1

(Total)

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	Included (assembly required)
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VESA® Hole Spacing Compatible	Yes (200 x 200mm)
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Eco and energy saving

Energy Label Rating	B
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Screen size (measured diagonally)	49" (48.5")
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Power Consumption (in operation) (Rated/standard)	Rated : 173W / Standard 102 W
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Annual Power Consumption	141 kWh/Year
Power Consumption (in Standby)	0.50 W
Power Consumption (networked standby mode)	3.00 W (Wi-Fi) / 3.00 W (LAN) / 0.50 W (Bluetooth)
Peak Luminance Ratio	78%
Lead content	Yes
Mercury content (mg)	0.0
Power Requirements	DC 19.5V
Power Saving Mode / Back Light Off Mode	Yes
Dynamic Backlight Control	Yes
Light Sensor	Yes
AC Power Input	AC ADAPTER

Measurements

Display Only (WxHxD) (Approx.)	Approx. 109.3 x 63.1 x 6.2 cm
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Display with Stand (WxHxD) (Approx.)	Approx. 109.3 x 68.5 x 23.6 cm
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Weight

Display Only	12.6 kg
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Display with Stand	13.8 kg
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Package Carton	20 kg
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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	4K (3840 x 2160)
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Aspect ratio	16:9
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Operating System	Android 6.0, Marshmallow
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Control specs

RS-232C Control	Yes (jack 3.5)
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IR Pass Through	Yes
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Hotel Mode Pro	Yes(Simple)
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Notes

(*1) Typical value of the panel spec.

(*2) Guaranteed operating temperature range 0°C~35°C
Please set the picture mode to "Standard"
Image retention will occur if still picture is left displaying
Decreasing brightness associated with the use time is out of warranty

Gallery

