

## FW-50BZ35J

50" BRAVIA 4K HDR Professional Display



### Overview

The 50" BRAVIA FW-50BZ35J combines bright, beautiful 4K pictures with business-friendly features.

Featuring Sony's powerful 4K HDR Processor X1, the FW-50BZ35J delivers superb picture quality, with immersive images that improve the three major elements of picture quality: clarity, vividness of colours and contrast.

The robust, rigid FW-50BZ35J is designed with a wide range of B2B applications in mind, featuring a smart design which combines a flat bottom bezel and a side logo position – perfect for portrait and tilt applications particularly in signage applications. The display's powerful built-in Android OS System on an SoC platform ensures fast boot-up plus smooth apps, animations and a seamless user experience.

Pro mode allows quick and easy customisation to suit different environments including corporate, education and digital signage, while One Step Setting optimises set-up for signage and conference rooms at the touch of a button. IP control capability allows easy installation with support from major key partners including Crestron and Extron.

## Features

### **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.

### **4K HDR Processor X1**

Sony's powerful 4K HDR Processor X1 enhances colour, clarity and contrast for outstandingly lifelike 4K HDR picture quality.

### **See finer detail with 4K X-Reality PRO**

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

### **Rich, natural colour with TRILUMINOS PRO**

TRILUMINOS PRO maps colours from a wider palette, faithfully reproducing a world of more vivid, lifelike hues and tones.

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

The 4K panel is teamed with Motionflow XR technology for smoother, more natural reproduction of rapidly moving on-screen images.

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

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

### **One Step Setting**

A time-saver in corporate environments, One Step Setting optimises picture and networking settings to suit meeting rooms and signage applications at the touch of a single button.

### **Enhanced wireless connectivity**

The FW-50BZ35J supports wireless connectivity via Wi-Fi 5GHz and 2.4GHz as well as Bluetooth 4.2.

### **Reliable 24/7 operation**

BRAVIA is engineered for dependable round-the-clock operation in the most demanding corporate and AV presentation environments.

### **Made for doing business**

The FW-50BZ35J is designed for professional installations with support for landscape, portrait or tilt orientation.

### **Developer friendly, easy integration**

BRAVIA offers seamless support with leading automation and control platforms, while open APIs offer limitless integration opportunities with other vendor solutions.

## Specifications

Panel	
Brightness (cd/m <sup>2</sup> )	Typical: 570
Contrast Ratio	5000:1
Response Time(ms) (*1)	6
Dynamic Contrast Ratio	500,000:1
Panel Type (IPS/VA)	VA
Panel Surface	Anti Glare
Haze (%)	2
Backlight Type	Direct LED
Operation Time	24/7

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## Video

HDR Compatibility	HDR10/HLG/Dolby Vision
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## Size

VESA® Hole Pitch (mm)	200x200
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Display Only (WxHxD) (mm)	1118x649x69
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Display with Stand (WxHxD) (mm)	1118x714x285
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Package Carton (WxHxD) (mm)	1228x786x143
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## Weight

Display Only (kg)	12.7
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Display with Stand (kg)	13.3
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Package Carton (kg)	19
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## Power

Rated Power	148
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Consumption (W)

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Power Consumption (in Standby) (W)	0.5
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## Gallery



