

## FW-43BZ35F

43" BRAVIA 4K HDR Professional Display



### Overview

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

This slim, energy-efficient FW-43BZ35F 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, high-brightness 4K images that stand out from the crowd. 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-43BZ35F 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.

For even greater peace of mind there's the added reassurance of our 3 Years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible. You can also choose to extend your support for an additional 2 years.

## 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.

### **Very high brightness and contrast, ideal for HDR**

The high brightness, high contrast panel outshines other displays. It's ideal for presenting 4K HDR (High Dynamic Range) content, revealing subtle detail 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.

### Greater Peace of Mind

There's the added reassurance of our 3 Years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible. You can also choose to extend your support for an additional 2 years.

## Specifications

### General features

Screen size (diagonal) 43"

Brightness (cd/m<sup>2</sup>) (\*1) 505 cd/m<sup>2</sup>

Native contrast ratio 1,400:1

Dynamic contrast ratio Over 1 million

Response time (ms) 5

Display resolution 4K (3840 x 2160)

Compatible with HDR Yes (HDR10, HLG)

Aspect ratio 16:9

Portrait compatibility Yes

## Display features

Dimming type                      Frame Dimming

Display device                      LCD

Backlight type                      Edge LED

Operating system                      Android 7.0

Processor                              X1

Operation time (\*2)                      24/7

## Video specs

Wide Mode                              Wide zoom / Normal / Full / Zoom  
/ 14:9

4:3 Default                              Yes

Video Processing                      4K X-Reality PRO

Motionflow                              Motionflow XR 800Hz (Native  
100Hz)

Triluminos                              Yes

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

4096 x 2160p (24, 60Hz), 3840 x

Video Signal (HDMI)	2160p (24, 30, 60Hz), 1080p (30, 60Hz), 1080/24p, 1080i (60Hz), 720p (30, 60Hz), 720/24p, 480p, 480i
4K 60P quality format	Up to 18Gbps:4K 60p 4:4:4 (8bit), 4:2:2 (8, 10, 12bit), 4:2:0 (8, 10bit) HDR included for HDMI 1 / 2 / 3 / 4

## Audio specs

Speaker position	Down Firing
Audio Power Output	10W + 10W
Invisible speaker	Yes

## Professional features

Professional Hidden Mode	Yes
HDMI auto wake-up	Yes
HTML5 platform	Yes
Multicast / IPTV	Yes (UDP / RTP)
Compatible with TDM Digital Signage	Yes
Available storage	16 GB

Compatible TDM content	Customised design, text, pictures, videos, YouTube, traffic, weather, public information, Facebook, Twitter, powerpoint and more.
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## Network specs

Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
DLNA	Network Client / Network Renderer
Firmware update	Yes (network or USB)
Internet Browser	Yes (Opera)
Wireless LAN	Integrated

## Convenience features

USB HDD REC	Yes
USB Play (contents)	MPEG1:MPEG1 / MPEG2PS:MPEG2 / MPEG2TS (HDV,AVCHD):MPEG2, AVC / MP4 (XAVC EG4, 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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## Control specs

IP Control	Yes
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RS-232C Control	Yes (jack 3.5)
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HDMI CEC	Yes
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## Inputs and outputs

HDCP	2.2 (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) 1 (Rear)  
for HDMI (Total)

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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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## Environment specs

Light Sensor Yes

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Energy Label B

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Screen size (measured  
diagonally) 43"

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Power Consumption  
(in Standby) 0.50W

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Power Consumption 2.00 W (Wi-Fi)

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(networked standby mode)	2.00 W (LAN)
Peak Luminance Ratio	77%
Power Consumption (in Operation)	76.0W
Lead content	Yes
Mercury content (mg)	0.0
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
AC Power Input	AC Adapter

## Measurements

Display Only (W x H x D)	96.5 x 56.9 x 5.8 (1.69) cm
Display with Stand (W x H x D)	96.5 x 62.8 x 27.9 cm
Package Carton (W x H x D)	107.0 x 69.5 x 14.8 cm

## Weight

Display Only	10.8 Kg
Display with Stand	11.13 Kg
Package Carton	16 Kg

## Optional accessories

TDM Digital Signage 1-year license	TDM-DS1Y
TDM Digital Signage 3-years license	TDM-DS3Y
Manage for TEOS Control license	TEM-CO10
Manage for TEOS Meeting Room license	TEM-MR10
Manage for TEOS Signage license	TEM-DS10
Connect for TEOS Mirroring license	TEC-SC100
10 point IR touch overlay	TO-1343-IR10
10 point Capacitive touch overlay	TO-1343-CA10

White cover	FC-1343/W
Wood cover	FC-1343/WO
Wallmount bracket	SU-WL450/PSE
VGA to HDMI cable	CAB-VGAHDMI1
RS232 jack cable	CAB-RSJA1

## PrimeSupport

Included PrimeSupport	3 years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible.
Optional PrimeSupport Extensions	Optional 2-year support extension available: PSP.FW43BZ35.2X

## 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 typical

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## Gallery

