

## FWD-55BZ40E

55" 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 55" 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, Sony displays offer 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.

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 your display 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.

\*Available in Singapore, Vietnam and Indonesia

## 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 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 your 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 view on your display 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: advanced controls include Professional Mode, HDMI auto wake-up and 18/7 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 your Professional Display 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 your display into an interactive touchscreen or information kiosk. An optional screen overlay fits seamlessly onto your display, 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 |
|-------|----------|

|                  |                      |
|------------------|----------------------|
| Number of tuners | 1 (Digital / Analog) |
|------------------|----------------------|

## Display features

|              |               |
|--------------|---------------|
| Dimming type | Local Dimming |
|--------------|---------------|

|                |     |
|----------------|-----|
| Display device | LCD |
|----------------|-----|

|                |            |
|----------------|------------|
| Backlight type | Direct LED |
|----------------|------------|

## Video specs

|           |                                    |
|-----------|------------------------------------|
| Wide Mode | Wide<br>zoom/Normal/Full/Zoom/14:9 |
|-----------|------------------------------------|

|             |     |
|-------------|-----|
| 4:3 Default | Yes |
|-------------|-----|

|                  |                  |
|------------------|------------------|
| Video Processing | 4K X-Reality PRO |
|------------------|------------------|

|            |                                  |
|------------|----------------------------------|
| Motionflow | Motionflow XR 800 (Native 100Hz) |
|------------|----------------------------------|

|                     |     |
|---------------------|-----|
| Compatible with HDR | Yes |
|---------------------|-----|

|              |   |
|--------------|---|
| Video Signal | 4096x2160p(24, 50, 60Hz),<br>3840x2160p(24, 25, 30, 50, 60Hz),<br>1080p(30, 50, 60Hz), 1080/24p,<br>1080i(50, 60Hz), 720p(30, 50, 60Hz),<br>720/24p, 576p, 576i, 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   |
| Internet Browser            | Opera                                       |
| Wireless LAN                | Integrated                                  |

## Convenience features

|                     |  |
|---------------------|--|
| USB Play (contents) | MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV,AVCHD /AVI:Xvid,MotinJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,Mo /WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF(WMA)/WAV/MP |
| 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) (Total) 1

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 |
|-------------------------------|-----|

## Eco and energy saving

|                                   |             |
|-----------------------------------|-------------|
| Screen size (measured diagonally) | 55" (54.6") |
|-----------------------------------|-------------|

|                           |      |
|---------------------------|------|
| Power Consumption (Rated) | 171W |
|---------------------------|------|

|                          |                          |
|--------------------------|--------------------------|
| Annual Power Consumption | [Singapore] TBD kWh/Year |
|--------------------------|--------------------------|

|                                |        |
|--------------------------------|--------|
| Power Consumption (in Standby) | 0.50 W |
|--------------------------------|--------|

|                    |          |
|--------------------|----------|
| 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)<br>(Approx.) | Approx. 1228 x 707 x 60 mm |
|-----------------------------------|----------------------------|

|   |                             |
|---|-----------------------------|
| Display with Stand<br>(WxHxD) (Approx.) | Approx. 1228 x 772 x 259 mm |
|---|-----------------------------|

|                                     |                             |
|-------------------------------------|-----------------------------|
| Package Carton<br>(WxHxD) (Approx.) | Approx. 1336 x 834 x 198 mm |
|-------------------------------------|-----------------------------|

## Weight

|              |         |
|--------------|---------|
| Display Only | 16.9 kg |
|--------------|---------|

|                    |         |
|--------------------|---------|
| Display with Stand | 18.1 kg |
|--------------------|---------|

|                |       |
|----------------|-------|
| Package Carton | 27 kg |
|----------------|-------|

## Display specifications

|                               |                    |
|-------------------------------|--------------------|
| Viewing angle<br>(Right/Left) | 178 (89/89) degree |
|-------------------------------|--------------------|

|               |  |
|---------------|--|
| Viewing angle |  |
|---------------|--|

|           |                    |
|-----------|--------------------|
| (Up/Down) | 178 (89/89) degree |
|-----------|--------------------|

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|                    |      |
|--------------------|------|
| Display resolution | QFHD |
|--------------------|------|

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|              |      |
|--------------|------|
| Aspect ratio | 16:9 |
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|                  |         |
|------------------|---------|
| Operating System | Android |
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## Signage specs

|                             |     |
|-----------------------------|-----|
| Easy HTML5 Signage embedded | Yes |
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|                  |     |
|------------------|-----|
| Multicast / IPTV | Yes |
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## Control specs

|                 |                    |
|-----------------|--------------------|
| RS-232C Control | 1 (Rear/Mini Jack) |
|-----------------|--------------------|

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|                 |     |
|-----------------|-----|
| IR Pass Through | Yes |
|-----------------|-----|

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|----------------|-----|
| Hotel Mode Pro | Yes |
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|            |     |
|------------|-----|
| IP Control | Yes |
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|                   |     |
|-------------------|-----|
| HDMI auto wake-up | Yes |
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## Gallery

