

## 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.

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

### **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.

## Greater Peace of Mind

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## Specifications

Panel	
Brightness (cd/m <sup>2</sup> )	Typical: 570
Contrast Ratio	5000:1
Response Time(ms) (*1)	6
Dynamic Contrast	500,000:1

## Ratio

Panel Type (IPS/VA)	VA
Panel Surface	Anti Glare
Haze (%)	2
Backlight Type	Direct LED
Operation Time	24/7

## Video

HDR Compatibility	HDR10/HLG/Dolby Vision
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## Size

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

## Weight

12.7

Display Only (kg)

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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  
Consumption (W) 148

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Power Consumption  
(in Standby) (W) 0.5

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## Further Information

Product  
Information Sheet <https://eprel.ec.europa.eu/qr/526764>

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## Gallery



