

## FW-98BZ30L

98" 4K HDR professional display with Cognitive Processor XR™



### Overview

#### **Supreme picture quality and brightness in our largest screen size**

It's BRAVIA at its biggest. Designed to perform flawlessly in demanding professional environments, the super-size 98" BRAVIA FW-98BZ30L boasts cutting-edge technology and installation-friendly features. With 440 nit brightness, cinematic colour, contrast and a huge viewing angle plus doubled memory to store more apps and content, it's the 4K HDR professional display that's bigger in every way.

### Features

#### **Cognitive Processor XR™**

The world's first picture processor with cognitive intelligence understands how humans really see the world. 98" BRAVIA with Cognitive Processor XR™ opens up an unprecedented viewing experience that immerses you even more deeply in the scene.

#### **Professionally designed for better business**

Other so-called professional displays are little more than televisions with a few additional features thrown in as an afterthought. 98" BRAVIA is engineered from the ground up for quicker, easier, more flexible installation in retail and corporate environments. Ergonomically positioned lower horizontal levels are easy to grab, making lifting easier and more comfortable.

## **Easier access**

Reduced packing carton size eases transportation. The ability to carry BRAVIA vertically (portrait style) gives easier access in elevators and stairways.

## **Side mounted terminals**

All signal connections – including audio, video, networking, control and USB port – are mounted on the side of the display to simplify installation.

## **Subtle logo positioning**

The Sony logo is discreetly positioned on the edge of the display's beautifully slim 20mm bezel. So there's nothing to distract your audience from immersive, super-size images.

## **Portrait and tilt**

Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space, with a tilt range over -15 to +20 degrees for even greater flexibility.

## **32 GB internal storage**

The internal memory on some other displays is eaten up by the operating system, leaving little space for your own apps and content. 98" BRAVIA doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.

## **Pro Settings**

BRAVIA FW-98BZ30L makes doing business even easier, allowing you to fine-tune settings to suit the demands of corporate or retail environments. Disable input or remote control functions, remove labels and block buttons to avoid tampering when the screen's being used in public spaces. Customise and store display settings, then copy them easily from display to display via USB flash memory.

## **Simple signage**

Informing and guiding visitors with digital signage in retail stores and corporate spaces has never been easier. On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos copied onto a USB stick memory when it's slipped into BRAVIA. It's that simple.

### **Meet more easily**

Get Google Meet from Google Play Store, and pair BRAVIA with a compatible webcam for easy video meetings on the big 98" screen.

### **Simple screen mirroring**

Easily mirror content wirelessly from your own handheld device onto BRAVIA with in-built support for Apple AirPlay and Google Chromecast.

### **Flexible content layout**

In-built support for HTML5 lets you use BRAVIA to display interactive signage content without needing a dedicated set-top box, media player or PC. On-screen content can be freely laid out using 4K video, still images or even with the HDMI input.

### **Get great pictures fast**

Forget fiddling with display settings – focus on getting amazing results without fuss. One Step Setting offers presets tuned to your environment, including meeting room, vivid signage, natural signage and graphics. Just pick a preset: BRAVIA instantly configures picture settings as well as input control, and more.

### **With BRAVIA, sustainability in every scene**

With growing demand for ever larger display screens, there is also the risk of greater resource and energy use. However, Sony's sustainability commitments are realizing efficiency gains from product development right through to customers viewing screens.

### **The FW-98BZ30L is registered EPEAT Bronze in 23**

## countries

EPEAT is the worlds premier global ecolabel for electronics. EPEAT combines rigorous & comprehensive sustainability criteria with ongoing independent third-party verification for all products in the EPEAT online registry. EPEAT Bronze tier indicates products meet a broad and robust set of criteria, making them a more sustainable purchasing option.

See [EPEAT Registry \(https://www.epeat.net/\)](https://www.epeat.net/) for specific models. Registration status and tier levels may vary by country

## Specifications

General Features	
Screen Size	98"
Brightness (cd/m <sup>2</sup> )	440
Contrast Ratio	5000:1
Dynamic Contrast Ratio	700,000:1
Response Time (ms)	6.5
Display Resolution (H x V, pixels)	3840 x 2160
HDR (High Dynamic Range) Compatibility	Yes (HDR10,HLG,Dolby Vision)
Aspect Ratio	16:09

Portrait/Tilt Compatibility	Yes
-----------------------------	-----

## Display Features

Dimming Type	Local Dimming
--------------	---------------

Display Device	LCD
----------------	-----

Panel Type	VA
------------	----

Backlight Type	Direct (Full Array LED)
----------------	-------------------------

TRILUMINOS Display	XR Triluminos Pro
--------------------	-------------------

Colour Gamut (DCI-P3)	95%
-----------------------	-----

Picture Processor	Cognitive Processor XR
-------------------	------------------------

Operation Time	24/7
----------------	------

Deep Black Non-Glare Coating	No
------------------------------	----

Haze (%)	2%
----------	----

Viewing Angle (Right/Left)	178 (89 / 89) degree (CR >10)
----------------------------	-------------------------------

Viewing Angle (Up/Down)	178 (89 / 89) degree (CR >10)
-------------------------	-------------------------------

## Video Specification

Video Processing	XR 4K Upscaling
Motion Enhancer	XR Motion Clarity
HDMI Signal	4096x2160p(24,60Hz), 3840x2160p(24,30,60,120Hz), 1080p(24,30,60,120Hz), 1080i(60Hz), 720p(24,30,60Hz), 480p

## Audio Specification

Speaker Position	Down Firing + Side Back
Audio Power Output	10W + 10W + 10W + 10W

## Professional Features

Pro Mode	Yes
HDMI Auto Wake-Up	Yes
HTML5 Platform	Yes
Multicast/IPTV	Yes
Operating System	Android TV

On-board Storage (GB)	32GB
--------------------------	------

## Network Specification

Wi-Fi Direct	Yes
--------------	-----

Wi-Fi Certified	Yes
-----------------	-----

Wireless LAN	Integrated
--------------	------------

## Convenience Features

USB Playback Codecs	MPEG1:MPEG1 / MPEG2PS:MPEG2 / MPEG2TS (HDV,AVCHD):MPEG2,AVC / MP4(XAVCS):AVC,MPEG4,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) / LPCM / WAV / MP4AAC / FLAC / JPEG
---------------------	---

On Screen Clock	Yes
-----------------	-----

Sleep Timer	Yes
-------------	-----

On/Off Timer	Yes
--------------	-----

Chromecast Built-In	Yes
---------------------	-----

Apple AirPlay	Yes
---------------	-----

## Control Specifications

IP Control	Yes
------------	-----

RS-232C Control	Yes
-----------------	-----

HDMI-CEC	Yes
----------	-----

## Inputs and Outputs

HDCP	HDCP2.3 (for HDMI1/2/3/4)
------	---------------------------

Composite Video Input (s)	Hybrid w/S-Center Speaker Input x1 (Side, Mini jack)
---------------------------	--

HDMI Inputs Total	4 (4Side)
-------------------	-----------

Analog Audio Input (s) (Total)	1 (Side Analog Conversion)
--------------------------------	----------------------------

Digital Audio Output (s)	1 (Side)
--------------------------	----------

USB Ports	2 (Side)
-----------	----------

Ethernet Inputs	1 (Side)
-----------------	----------



## Design Features

Frame Colour	Black
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch

## Environment Specifications

Rated Power Consumption	328 W
Power Consumption (in Standby)	0.5 W
Dynamic Backlight Control	Yes
Power Saving Mode	Yes

## Measurements

Dimension of TV without Stand (W x H x D)	2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch
Dimension of Package Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 55 x 11 1/4 inch

---

## Weight

Weight of TV without Stand 67.2 kg / 148.1 lb

---

Weight of Package Carton (Gross) 91 kg / 200.5lb.

---

## Further Information

Product Information

Sheet <https://eprel.ec.europa.eu/screen/product/electronic>  
(Europe Only)

---

Related products



### **BRAVIA BZ30L Series**

Professional 24/7 Portrait/Tilt 4K HDR display with Sony X1 processing, Pro-Mode, Airplay, and Chromecast capability as well as a complete range of sizes

## Gallery



