

FW-98BZ53L

Flagship 98-inch 4K Ultra HD
HDR BRAVIA Professional Display
with Deep Black Non-Glare
Coating and Cognitive Processor
XR



Overview

Awesome picture quality, brightness and contrast in our largest screen size

The extraordinary presence of our biggest, brightest BRAVIA demands every audience's attention. Blending cutting-edge technology with installation-friendly features, 98" BRAVIA BZ53L adds Sony's unique Deep Black Non-Glare Coating for even more dynamic visuals that always stand out. With spectacular 780 nit brightness, cinematic colour and a huge viewing angle plus capacious 32 GB memory to store more apps and content, it's the 4K HDR professional display that's bigger in every way.

Features

Spectacular 780 nit brightness, and more

Brightness matters. In busy retail showrooms or corporate lobbies, 98" BRAVIA BZ53L shines with an extraordinary 780 nit screen brightness that can't be missed, even in light-flooded spaces. Full Array Local Dimming boosts peak brightness further still to an eye-popping 1500 nits.

Deep Black Non-Glare Coating ensures clarity and contrast, even in bright lighting

Bright or harsh room lights can mean grey, washed-out images in retail stores and shopping malls, corporate lobbies, conference rooms and classrooms. Sony's Deep Black Non-Glare Coating combines anti-glare and low-reflection technologies. Reducing

reflections and boosting contrast, it's the key to dynamic visuals bursting with true-to-life colour and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

Anti-Glare

A microscopic unevenness is added to the surface of the display panel. Incident light is diffusely reflected in all directions, becoming a whitish blur that's less noticeable to viewers than sharply reflected light.

Low Reflection

A special coating is added to the surface of the panel. Incident light rays bounce off the surface of the clear layer, as well as the panel surface beneath. Interference between the reflected rays causes cancellation, reducing reflections seen by viewers.

High refresh rate

98" BRAVIA BZ53L sports a 4K 120Hz panel, coupled with XR Motion Clarity and Motionflow XR to reproduce fast paced on-screen movement with unprecedented smoothness, clarity and realism.

Richer, more lifelike colour

XR Triluminos Pro colour technology expresses an even wider palette of exquisitely lifelike hues and tones, thanks to Sony's unique Cognitive Processor XR processor.

Cognitive Processor XR™

The world's first picture processor with cognitive intelligence understands how humans really see the world. The 98" BRAVIA BZ53L with Cognitive Processor XR™ opens up an unprecedented viewing experience, immersing you even more deeply in every scene.

Exceptional dynamic range with Full Array Local Dimming

Our Full Array LED screen technology delivers superior contrast

compared with conventional edge LED screens. It's also more energy efficient, helping you enjoy spectacular high-contrast images while consuming less power.

Professionally designed for flexible installation

Other so-called professional displays are little more than televisions with a few additional features thrown in as an afterthought. Our flagship 98" BRAVIA BZ53L is engineered from the ground up for quicker, easier, more flexible installation in retail and corporate environments.

Lighten the load

The 98" BRAVIA BZ53L weighs around 20kg less than Sony's earlier-generation 100" 100BZ40J model, lightening the load on installation teams.

Safer carrying

Ergonomically positioned lower horizontal levels are easy to grab, making lifting more comfortable.

Easier access

The ability to temporarily carry BRAVIA vertically (portrait style) gives easier access for installers in elevators and stairways.

Side-mounted terminals

All signal connections – including audio, video, networking, control and USB ports – 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.

Robust usability

BRAVIA FW-98BZ53L contains a host of useful functions for business, such as purpose-driven applications and setting customization to make daily work more efficient.

Professional settings

BRAVIA 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 is 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

Built-in 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 mode, input, control settings, and more.

Large 32GB 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. The 98” BRAVIA BZ53L offers a very generous 32GB internal storage – giving loads more room onboard to hold apps, photos, videos, and digital signage.

Specifications

General Features

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|------------------------------------|-------------|
| Screen Size | 98" |
| Brightness (cd/m ²) | 780 |
| 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 | |

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| Range) Compatibility | Yes (HDR10,HLG,Dolby Vision) |
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| Aspect Ratio | 16:9 |
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| Portrait/Tilt Compatibility | Yes |
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Display Features

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| Dimming Type | Local Dimming |
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| Display Device | LCD |
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| Panel Type | VA |
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| Backlight Type | Direct (Full Array LED) |
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| TRILUMINOS Display | XR Triluminos Pro |
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| Colour Gamut (DCI-P3) | 95% |
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| Picture Processor | Cognitive Processor XR |
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| Operation Time | 24 / 7 |
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| Deep Black Non-Glare Coating | Yes |
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| Haze (%) | 47% |
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| Viewing Angle (Right/Left) | 178 (89 / 89) degree (CR >10) |
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| Viewing Angle (Up/Down) | 178 (89 / 89) degree (CR >10) |
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Video Specification

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| Wide Mode | Wide Zoom / Normal / Full / Zoom |
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| 4:3 Default | Yes |
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| Video Processing | XR 4K Upscaling |
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| Motion Enhancer | XR Motion Clarity |
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| HDMI Signal | 4096 x 2160p (24,60Hz), 3840 x 2160p (24,30,60,120Hz), 1080p (24,30,60,120Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p |
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Audio Specification

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

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| Pro Mode | Yes |
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| | Yes |
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HDMI Auto Wake-Up

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| HTML5 Platform | Yes |
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| Multicast/IPTV | Yes |
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| Operating System | Android TV |
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| On-board Storage (GB) | 32GB |
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Network Specification

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| Wi-Fi Direct | Yes |
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| Wi-Fi Certified | Yes |
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| Wireless LAN | Integrated |
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Convenience Features

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| 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 / |
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MP4AAC / FLAC / JPEG

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| On Screen Clock | Yes |
| Sleep Timer | Yes |
| On/Off Timer | Yes |
| Chromecast Built-In | Yes |
| Apple AirPlay | Yes |

Control Specifications

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| IP Control | Yes |
| RS-232C Control | Yes |
| HDMI-CEC | Yes |

Inputs and Outputs

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| 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 | |

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| (s) | 1 (Side) |
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| USB Ports | 2 (Side) |
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| Ethernet Inputs | 1 (Side) |
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Design Features

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| Frame Colour | Black |
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| Stand Design | No stand |
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| VESA® Hole Spacing Compatible | Yes |
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| VESA® Hole Pitch (W x H) | 600 x 400 mm / 23 5/8 x 15 3/4 inch |
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Environment Specifications

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| Screen Size for WEB (diagonal, cm, integer or 1st decimal) | 248 cm |
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| Rated Power Consumption | 505 W |
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| Power Consumption (in Standby) | 0.5 W |
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| Dynamic Backlight | Yes |
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Control

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| Power Saving Mode | Yes |
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Measurements

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| 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 |
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| Dimension of TV with Stand (W x H x D) | - |
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| 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 |
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Weight

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| Weight of TV without Stand | 67.2 kg / 148.1 lb |
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| Weight of TV with Stand | - |
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|----------------------------------|------------------|
| Weight of Package Carton (Gross) | 91 kg / 200.5lb. |
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Gallery



