

FWD-55BZ30E

55" 4K HDR Professional Display*



Overview

Superior displays designed for business

Offering advanced control, professional mode, optional interactive compatibility, 18/7 operation and an embedded HTML5 platform for easy digital signage creation: 4K Displays are designed to suit all your professional needs, so you always present a clear image.

There's all the technological performance and style you'd expect, powered by the latest X1 processor. The 4K LCD panel offers four times the pixel count of Full HD for outstanding picture quality, while the ultra-slim design enhances any corporate or retail environment.

Now featuring a range of built-in solutions to customise your Professional Display exactly the way you want. Options include Corporate Solutions, Digital Signage, Smart Automation System and the Applications Store: there's no need for any external devices or players.

*Available in Singapore, Malaysia 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.

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.

More detail in bright highlights and deep shadows

4K HDR (High Dynamic Range) reveals previously-hidden details in the brightest highlights and areas of dark shadow.

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 BRAVIA 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

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 BRAVIA 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
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Number of tuners	1(Digital/Analog)
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Display features

Dimming type	Frame Dimming
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Display device	LCD
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Backlight type	Edge LED
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Video specs

Wide Mode	Full/Normal/Wide Zoom/Zoom/Caption/14:9
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4:3 Default	Yes
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Video Processing	4K X-Reality PRO
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Motionflow	Motionflow XR 200Hz (Native 50Hz)
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Compatible with HDR	Yes
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Video Signal	4096x2160p(24, 50, 60Hz), 3840x2160p(24, 25, 30, 50, 60Hz), 1080p(30, 50, 60Hz), 1080/24p, 1080i(50, 60Hz), 720p(30, 50, 60Hz), 720/24p, 576p, 576i, 480p, 480i
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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 Yes (Opera)

Wireless LAN Integrated

Convenience features

USB Play (contents) MPEG1:MPEG1/MPEG2PS:MPEG2/MPEG2TS(HDV,AVCHD S):AVC,MPEG4,HEVC/AVI:Xvid,MotinJpeg/ASF(WMV):VC1/MOV:AVC,MPEG4,Mot WEBM:VP8/3GPP:MPEG4,AVC/MP3/ASF(WMA)/WAV/MP4

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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Inputs and outputs

HDCP	HDCP 2.2 (for HDMI 1/2/3/4)
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RF Connection Input(s)	1 (Side)
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Composite Video Input(s)	2 (1Bottom Analog Conversion/1Bottom Hybrid w/Component)
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Component Video (Y/Pb/Pr) Input(s)	1 (Bottom Hybrid w/Composite)
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HDMI™ Connection(s) (Total)	4 (2 Side/2 Rear)
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Digital Audio Output(s)	1 (Rear)
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Audio Out	1 (Rear/Hybrid w/HP and Subwoofer Out)
USB	3 (Side)
Ethernet Connection(s)	1 (Bottom)

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)	149 W
Annual Power Consumption	153 kWh/Year(Singapore) , 133 kWh/Year (Jordan)
Power Consumption (in Standby)	0.50 W
Power Requirements	AC 110 - 240 V

Power Saving Mode / Back Light Off Mode	Yes
Dynamic Backlight Control	Yes
Light Sensor	Yes
AC Power Input	1 (REAR)

Measurements

Display Only (WxHxD) (Approx.)	Approx. 1232 x 716 x 57 (14) mm
Display with Stand (WxHxD) (Approx.)	Approx. 1232 x 772 x 252 mm
Package Carton (WxHxD) (Approx.)	Approx. 1332 x 827 x 170 mm

Weight

Display Only	17.6 kg
Display with Stand	18.6 kg
Package Carton	26 kg

Display specifications

Viewing angle (Right/Left)	178 (89/89) degree
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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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OS	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 (Bottom/ Mini Jack)
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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

