

## FW-43XE8001

43" BRAVIA 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: BRAVIA 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 from BRAVIA, 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.

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

### 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 TDM 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 display on BRAVIA 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 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 BRAVIA into an interactive touchscreen or information kiosk. An optional screen overlay fits seamlessly onto BRAVIA, 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.

Dimming type	Frame Dimming
Display device	LCD
Backlight type	Edge LED
Brightness (cd/m2)(*1)	400
Contrast Ratio(*1)	1300:1
Response Time (ms) (*1)	8

## Video specs

Wide Mode	Full/Normal/Wide Zoom/Zoom/Caption/14:9 for Video
4:3 Default	Yes
Video Processing	4K X-Reality PRO
Motionflow	Motionflow XR 200Hz (Native 50Hz)
Compatible with HDR	Yes
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

## Audio specs

Speaker position      Down Firing

Audio Power Output      10W+10W

## Network specs

Wi-Fi direct      Yes

Wi-Fi Certified      Yes

DLNA      Network Client / Network Renderer

Miracast (screen mirroring)      Yes

Firmware update      Yes (network or USB)

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	HDCP2.2 (for HDMI1/2/3/4)
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RF Connection Input(s)	1 (Side)
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Composite Video Input(s)	2 (1 Bottom Analog Conversion / 1 Bottom 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)
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USB	3 (Side)
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Ethernet Connection(s)	1 (Bottom)
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## Design features

Finish (Surface Color)	Black
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Table Top Stand	Included (assembly required)
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VESA® Hole Spacing Compatible	Yes (100 x 200 mm)
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## Eco and energy saving

Energy Label Rating	A
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Screen size (measured diagonally)	43" (42.5")
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Power Consumption (in Operation) (Rated / Standard)	Rated: 133W / Standard: 70W
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Annual Power Consumption	97 kWh/Year
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Power Consumption (in Standby)	0.50 W
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Power Consumption	
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(Networked Standby Mode)	3.00W (Wi-Fi) / 3.00W (LAN)
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Peak Luminance Ratio	75%
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Lead content	Yes
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Mercury content (mg)	0.0
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Power Requirements	DC 19.5V
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Power Saving Mode / Back Light Off Mode	Yes
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Dynamic Backlight Control	Yes
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Light Sensor	Yes
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AC Power Input	AC ADAPTER
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## Measurements

Display Only (W x H x D) (Approx.)	Approx. 96.4 x 56.7 x 5.7 (1.40) cm
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Display with Stand (W x H x D) (Approx.)	Approx. 96.4 x 61.7 x 24.2 cm
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Package Carton (W x H x D) (Approx.)	Approx. 106.0 x 66.4 x 15.6 cm
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## Weight

Display Only	10.1 kg
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Display with Stand	10.8 kg
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Package Carton	15 kg
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## 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	4K (3840 x 2160)
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Aspect ratio	16:9
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OS	Android 6.0, Marshmallow
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## Control specs

RS-232C Control	Yes (jack 3.5)
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Hotel Mode Pro	Yes(Simple)
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## Notes

(*1)	Typical value of the panel spec.
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## Gallery

