SONY

FW-55XD8501

55" BRAVIA Professional 4K Colour LED Display

Overview

Immersive 4K picture quality for corporate display, education and digital signage applications

Bring the eye-catching depth and resolution of 4K to your business with this 55" BRAVIA Professional 4K LED Display. Slim, beautifully styled and energy efficient, it's ideal for corporate presentations, digital signage, video conferencing and educational applications.

4K delivers four times the screen resolution of Full HD, with Sony's powerful 4K Processor X1 assuring extra clarity, colour and contrast for all your visual communications. BRAVIA also supports HDR, allowing you to benefit from the new wave of high-impact content with a wider brightness range.

With an HTML5 platform built in, BRAVIA offers everything you need to build a complete entry-level networked digital signage solution with no extra boxes or player hardware needed. Play out content directly over HDMI, from a connected USB device or over the network. TDM Digital Signage licenses let you create compelling, media-rich signage for one or more screens, with no need for special design skills.

Support for Android TV allows quick customisation and extra functionality with a growing range of B2B applications, including

content sharing, video conferencing and more. Control power, volume, channel change and other functions over the network via a web API. And for even greater versatility, an optional overlay turns BRAVIA into a multi-point touch sensitive display for interactive kiosk and information point applications.

Integration is simple, with flexible mounting and versatile control options. Hotel Professional Mode allows customisation and storage of advanced display settings.

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 unprecented clarity to corporate display, education and digital signage applications.

Portrait hardware compatibility
Achieve greater flexibility with portrait hardware compatibility. Now retail, 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.

Compatible with HDR (High Dynamic Range)
View content shot in HDR (High Dynamic Range), with an extra-wide range of brightness levels for impressive contrast and rich colour.

Great looking images from any input source
Sony's powerful 4K X-Reality PRO engine upscales lower-resolution content so it's closer to 4K Ultra HD quality. From client presentations to high-impact digital signage, you'll see the difference with better looking pictures.

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 Hotel Mode, HDMI auto wake-up and 17/7 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 Hotel 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 (RS-232C control requires optional HDMI convertor box CBX-

H11/1).

Control with your smartphone

One-touch Mirroring lets you use your smartphone to swipe, enlarge, move and select content on the big screen for everyone to see.

Internet ready

Ethernet connector and built-in Wi-Fi allow easy wired or wireless Internet connection.

Integrated IPTV system

Stream IPTV content directly to the BRAVIA with no need for any set-top boxes or media players. Add interactive channels, video-on-demand, interactives menus, video security live streams and more.

Integrated media player

Play videos and other media content at up to 4K resolution, directly from USB flash memory or live streaming in a wide range of file formats.

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 new 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

Display features	
Dimming type	Frame Dimming
Display device	LCD
Backlight type	Edge LED
Operation time	17/7

Display specifications	
Brightness (cd/m²)***	450
Native constrast ratio	1400:1
Response time (ms)	5
Dynamic contrast ratio	over 1 million
Viewing angle (Right/Left/Up/Down)	178 (89/89/89/89)
Display resolution	4K (3840x2160)
Aspect ratio	16:9
Android system	Yes

Portrait (Hardware compatibility)*	Yes****

TV System

Tuner	DVB-T/T2/C/S/S2
Number of tuners	2

Video specs

Wide Mode	Full/Normal/Wide Zoom/Zoom/Caption/14:9 for Video Normal/Full1/Full2 for PC
4:3 Default	Yes
Video Processing	4K X-Reality Pro
Motionflow	Motionflow XR 800Hz
Compatible with HDR	Yes
PC Format	640x480(60Hz), 800x600(60Hz), 1024x768(60Hz), 1280x1024(60Hz), 1600x900(60Hz), 1152x864(75Hz), 1680x1050(60Hz),

	1920x1080(60Hz), 3840x2160(30Hz)
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 Up to 18Gbps:4K 60p 4:4:4(8bit), 4:2:2(8,10,12bit), 4:2:0(8,10bit) HDR included for HDMI 1/2/3/4
HDMI auto wake-up	Yes

Audio specs

Speaker position	Down Firing
Audio Power Output	10W+10W
Invisible speaker	Yes

Signage specs

Easy HTML5 Signage embedded	Yes
Multicast / IPTV	Yes (UDP/RTP)
	Customised design, text, pictures, videos, PowerPoint, YouTube,

Compatible content	traffic, weather, public information, Facebook, Twitter and more.

Network specs

Wi-Fi direct	Yes
Wi-Fi Certified	Yes
DLNA	Yes
Miracast (screen mirorring)	Yes
Firmware update	Yes (network or USB)
Internet Browser	Yes (Opera)
Wireless LAN	Integrated

Convenience features

USB Play (contents)	MPEG1 / MPEG2PS / MPEG2TS / AVCHD / MP4Part10 / MP4Part2 / AVI(XVID) / AVI(MotinJpeg) / MOV / WMV / MKV / WEBM / 3GPP / MP3 / WMA / WAV / JPEG / MPO / RAW(ARW)
On screen clock	Yes

Sleep timer	Yes
On/Off timer	Yes
Google Cast	Yes

Control specs

Hotel Mode Pro	Yes
IP Control	Yes
RS-232C Control	Yes

Inputs and outputs

HDCP	2,2
RF Connection Input(s)	1 (Side)
IF (BS/CS) Input(s)	2 (Side)
Composite Video Input(s)	1 (Rear Hybrid w/Component)
Component Video (Y/Pb/Pr) Input(s)	1 (Rear)
SCART (without Smartlink)	1 (Rear)
HDMI™ Connection(s)	

(Total)	4 (side3, rear1)
Analog Audio Input(s) (Total)	2 (Rear)
Digital Audio Output(s)	1 (Side)
Audio Out	1 (Side/Hybrid w/HP and Subwoofer Out)
USB	3 (side)
Ethernet Connection(s)	1 (side)
PCMCIA Slot(s)	1 (Top)

Design features

Finish (Surface Color)	Black
Table Top Stand	Separate(assembly required)
VESA® Hole Spacing Compatible	Yes

Eco and energy saving

Energy Label Rating	A
Screen size (measured diagonally)	55"(54.6") / 138.8cm

Power Consumption(in operation: vivid/ standard)	157W/103W
Annual Power Consumption	143kWh/Year
Power Consumption (in Standby)	0.5W
Power Consumption (Networked Standby)	3.00W(Wi-Fi) / 3.00W(LAN) / 0.50W(Bluetooth)
Peak Luminance Ratio	74%
Lead content	Yes
Mercury content (mg)	0.0
Light Sensor	Yes
Dynamic Backlight Control	Yes
Power Saving Mode / Back Light Off Mode	Yes
AC Power Input	AC ADAPTER

Measurements

Display Only (WxHxD) (Approx.)	Approx. 123.1x71.7x4.4(1.12) cm
Display with Stand (WxHxD) (Approx.)	Approx. 123.1x77.0x26.3 cm
Package Carton (WxHxD) (Approx.)	Approx. 155.2 x 82.5 x 18.2 cm

Weight

Display Only	Approx. 15.1 Kg
Display with Stand	Approx. 18.6 Kg
Package Carton	27 kg

Service and Warranty

Service and Warranty	3 Years with Advanced Exchange

Notes

*	Please contact your Sony dealer for more Information
***	Typical value of panel spec
****	SU-WL500 wall mount is recommended

Gallery