

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 <u>EPEAT Registry (https://www.epeat.net/)</u> for specific models. Registration status and tier levels may vary by country

Specifications

General Features	
Screen Size	98"
Brightness (cd/m²)	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

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)

Yes



Video Specification	1
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	Specii	

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

Professional Features

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



On-board Storage	32GB
(GB)	

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	

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 Speci	Tications
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







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