

## FW-50BZ35J

50 in BRAVIA 4K HDR  
Professional Display



### Overview

The 50-inch BRAVIA FW-50BZ35J combines bright, beautiful 4K pictures with business-friendly features.

Featuring Sony's powerful 4K HDR Processor X1, the FW-50BZ35J delivers superb picture quality, with immersive images that improve the three major elements of picture quality: clarity, vividness of colors, and contrast.

The robust, rigid FW-50BZ35J is designed with a wide range of B2B applications in mind, featuring a smart design which combines a flat bottom bezel and a side logo position—perfect for portrait and tilt applications, particularly in signage applications. The display's powerful built-in Android OS System on an SoC platform ensures fast boot-up plus smooth apps, animations, and a seamless user experience.

Pro mode allows quick and easy customization to suit different environments including corporate, education, and digital signage, while One Step Setting optimizes set-up for signage and conference rooms at the touch of a button. IP control capability allows easy installation with support from major key partners including Crestron and Extron.

All of our BZ35J models are Energy Star certified and offer frugal power consumption for reduced running costs.

## Features

### **4K image resolution (3840 x 2160 pixels)**

4K offers four times the detail of Full HD, with a resolution of over 8 million pixels bringing extra clarity to corporate display, education, and digital signage applications.

### **4K HDR Processor X1**

Sony's powerful 4K HDR Processor X1 enhances color, clarity, and contrast for outstandingly lifelike 4K HDR picture quality.

### **See finer detail with 4K X-Reality PRO**

4K X-Reality PRO upscales pictures closer to true 4K quality. Images are sharpened and refined in real time, revealing extra detail from lower-resolution picture sources.

### **Rich, natural color with TRILUMINOS PRO**

TRILUMINOS PRO maps colors from a wider palette, faithfully reproducing a world of more vivid, lifelike hues and tones.

### **Smooth, fluid on-screen action**

The 4K panel is teamed with Motionflow XR technology for smoother, more natural reproduction of rapidly moving on-screen images.

### **Quick set-up with Pro Mode**

Customize and store display settings and features, then copy easily to multiple displays via USB flash memory.

### **One Step Setting**

A time-saver in corporate environments, One Step Setting optimizes picture and networking settings to suit meeting rooms and signage applications at the touch of a single button.

### **Enhanced wireless connectivity**

The FW-50BZ35J supports wireless connectivity via Wi-Fi 5 GHz and 2.4 GHz as well as Bluetooth 4.2.

## Reliable 24/7 operation

BRAVIA is engineered for dependable round-the-clock operation in the most demanding corporate and AV presentation environments.

## Made for doing business

The FW-50BZ35J is designed for professional installations with support for landscape, portrait, or tilt orientation.

## Developer friendly, easy integration

BRAVIA offers seamless support with leading automation and control platforms, while open APIs offer limitless integration opportunities with other vendor solutions.

## Specifications

Panel	
Brightness (cd/m <sup>2</sup> )	Typical: 570
Contrast Ratio	5000:1
Response time (ms) (*1)	6
Dynamic Contrast Ratio	500,000:1
Panel type (IPS/VA)	VA
Panel Surface	Anti glare
Haze (%)	2
Backlight Type	Direct LED

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Operation Time	24/7
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## Video

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HDR compatibility	HDR10/HLG/Dolby Vision
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## Size

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VESA® Hole Pitch (mm)	200 x 200
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Display Only (W x H x D) (mm)	1118 x 649 x 69
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Display with Stand (W x H x D) (mm)	1118 x 714 x 285
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Package Carton (W x H x D) (mm)	1228 x 786 x 143
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## Weight

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Display Only (kg)	12.7
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Display with Stand (kg)	13.3
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Package Carton (kg)	19
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## Power

Rated power consumption (W)	148
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Power Consumption (in Standby) (W)	0.5
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## Gallery



