



DESCRIPTION

50 4K HDR professional display with 24/7 operation, portrait/tilt, Pro-Mode, Airplay and Chromecast

Made for business with easy content sharing and customisation

Slim, easy-to-use the FW-50BZ30L professional displays add impact to all your visual communications in retail, corporate and educational environments. Superb 4K HDR picture quality is complemented by flexible customisation options and pro-friendly features for easy integration, setup and content sharing in today's connected AV environments.

Latest Sony picture technologies to impress every audience

The 50 FW-50BZ30L offers a generous 440 nit screen brightness. Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra-wide viewing angle ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.

Richer, more natural colour

Sony's power-packed 4K HDR Processor X1 and TRILUMINOS Pro technology faithfully reproduces a phenomenal range of rich, true-to-life colours.

Finer detail

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

Smoother movement

Motionflow XR ensures smoother, more natural reproduction of rapidly-moving on-screen images.

Installation flexibility to suit every environment

The sleek, minimal design of the FW-50BZ30L brings impeccable style to any business environment. The display's elegant lines are further enhanced by practical touches for seamless integration in retail stores, colleges and corporate workspaces.

Wall-Mount Adjuster

BRAVIA comes supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

Side mounted interfaces

Signal connections, networking and other interfaces are conveniently side mounted for easy installation and access when the displays in portrait position.

Discreet logo

The Sony logo is discreetly positioned on the edge of the displays bezel with nothing distracting your audience from immersive images.

Landscape, Portrait and Tilt

Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

Round the clock reliability

Business never sleeps: BRAVIA is engineered for dependable 24/7 operation in the most challenging corporate and commercial environments.

Special settings for professional use

Pro Settings mode makes doing business even easier, allowing you to customise BRAVIA settings and operating modes to suit the demands of corporate or retail environments. Disable input or remote control functions, schedule on/off times, remove labels and block buttons to avoid tampering when the screens being used in public spaces. Customise and store display settings, then copy them easily from display to display via USB flash memory.

Get great pictures fast

Forget fiddling with display settings. 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 mode, input, control settings and more.

Easy multi-screen setup

Configuring multiple screens for large display applications is easier than ever. The Multi Display Setting (MDS) app helps you create stunning video walls with multiple BRAVIA displays tiled together.

Easy integration

FW-50BZ30L is made for today's connected world. There's seamless support for today's leading automation and control platforms, while open APIs simplify integration with other vendor solutions.

Signage made simple

Informing and guiding visitors with digital signage in retail stores and corporate spaces has never been simpler. Built-in support for HTML5 makes it easy to display interactive signage content on BRAVIA without the need for a dedicated set-top box, media player or PC. On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos when a USB stick memory is slipped into BRAVIA. It's that simple.

Wireless screen mirroring

Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay and Google Chromecast.

Meet more easily

Get Google Meet from Google Play Store, and pair BRAVIA with a compatible webcam for easy video meetings.

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 cu

TECHNICAL CHARACTERISTICS

Brand : SONY

Part number : FW-50BZ30L

Connectivité :

RS-232C : Yes

Représentation / réalisation :

Wi-Fi Direct : Yes

Dolby Vision : Yes

HDCP : Yes

Anti-glare screen : No

Apple AirPlay support : Yes

Audio (L/R) in : 1

Audio (L/R) out : 1

Audio formats supported : FLAC, LPCM, MP3, WAV, WMA

Built-in speaker(s) : Yes

Colour saturation : 92%

Composite video in : 1

Computer system : Yes

Contrast ratio (dynamic) : 300000:1

Contrast ratio (typical) : 5000:1

Depth (with stand) : 286 mm

Display brightness : 440 cd/m²

Display depth : 70 mm

Display diagonal : 127 cm (50»)

Display diagonal (metric) : 127 cm

Display height : 653 mm

Display resolution : 3840 x 2160 pixels

Display technology : LCD

Display weight : 12.3 kg

Display width : 1126 mm

DVI port : No

Ethernet LAN : Yes

Ethernet LAN (RJ-45) ports : 1

Google applications : Google Chromecast

Haze rate : 1%

HD type : 4K Ultra HD

HDCP version : 2.3

HDMI ports quantity : 4

Height (with stand) : 718 mm

High Dynamic Range (HDR) supported : Yes

High Dynamic Range (HDR) technology : Dolby Vision, High Dynamic Range 10 (HDR10), Hybrid Log-Gamma (HLG)

High Dynamic Range 10 (HDR10) : Yes

Hybrid Log-Gamma (HLG) : Yes

Image formats supported : JPEG, MJPEG

Internal storage capacity : 16 GB

LED backlight : Yes

LED backlighting type : Direct-LED

Motion interpolation technology : Motionflow XR 240

Multicast support : Yes

Native aspect ratio : 16:9

Native refresh rate : 60 Hz

Number of built-in speakers : 2

Operating hours (hours/days) : 24/7

Operating system installed : Android

Orientation : Horizontal/Vertical
Package depth : 141 mm
Package height : 782 mm
Package weight : 17 kg
Package width : 1240 mm
Panel mounting interface : 200 x 200 mm
Panel type : VA
Placement supported : Indoor
Power consumption (standby) : 0.5 W
Power consumption (typical) : 140 W
Product colour : Black
Product design : Digital signage flat panel
Purpose : Universal
Response time : 9.5 ms
RGB colour space : DCI-P3
RMS rated power : 20 W
Stand included : Yes
Supported graphics resolutions : 3840 x 2160, 4096 x 2160
Supported video modes : 480p, 720p, 1080i, 1080p, 2160p
Touchscreen : No
USB port : Yes
USB ports quantity : 2
VESA mounting : Yes
Video formats supported : 3GPP, ASF, AVC, AVCHD, HEVC, MKV, MOV, MP4, MPEG1, MPEG2, MPEG2-PS, MPEG2-TS, MPEG4, VC-1, VP8, WEBM, WMV, XVID
Viewing angle, horizontal : 178°
Viewing angle, vertical : 178°
Wall mountable : Yes
Weight (with stand) : 12.9 kg
Width (with stand) : 1126 mm
Wi-Fi : Yes