



## DESCRIPTION

### **BRAVIA FW-98BZ50L**

Experience absolute picture quality with Sonys flagship professional 4K display with Sony XR processing.

#### **Supreme picture quality and brightness in our largest screen size**

Its BRAVIA at its brightest and biggest. Designed to perform flawlessly in demanding professional environments, super-size 98 BRAVIA BZ50L boasts cutting-edge technology and installation-friendly features. With 780 nit brightness, cinematic color, contrast and a huge viewing angle plus doubled memory to store more apps and content, its the 4K HDR professional display thats bigger in every way.

#### **Spectacular 780 nit brightness, and more**

Brighter is better. In busy retail showrooms or corporate lobbies, 98 BRAVIA shines with an extraordinary 780 nit screen brightness that cant be missed, even in light-flooded spaces. Full Array Local Dimming boosts peak brightness further still to an eye-popping 1500 nits.

#### **High refresh rate**

98 BRAVIA sports a 4K 120Hz panel, teamed with XR Motion Clarity and Motionflow XR to express fast paced on-screen movement with unprecedented smoothness, clarity and realism.

#### **Richer, more lifelike color**

XR Triluminos Pro color technology expresses an even wider palette of exquisitely lifelike hues and tones, thanks to Sonys unique Cognitive Processor XR processor.

#### **Cognitive Processor XR**

The worlds 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.

Discover an even wider palette of beautifully natural colors with extended hue and saturation, vivid shades, and realistic textures.

Cognitive Processor XR accesses vast amounts of picture data, intelligently recreating lost details and texture with upscaled image sources.

XR Motion Clarity analyzes scene data to ensure on-screen action stays smooth, bright, and clear without blur, even in fast-moving scenes.

With XR Contrast Booster, bright areas are brighter and dark areas darker, adding depth to scenes without lost highlights or shadow details.

#### **Professionally designed for flexible installation**

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.

#### **Lighten the load**

98 BRAVIA BZ50L weighs around 20 kg less than the previous 100 100BZ40J model, lightening the load on installation teams.

#### **Safer carrying**

Ergonomically positioned lower horizontal levels are easy to grab, making lifting easier and more comfortable.

#### **Easier access**

The ability to carry BRAVIA vertically (portrait style) gives easier access to elevators and stairways.

#### **Side mounted terminals**

All signal connections including audio, video, networking, control and USB ports 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 displays beautifully slim 20 mm 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.

#### **Robust Usability**

The BRAVIA FW-98BZ50L contains a host of useful functions for business, such as purpose driven applications and setting customization to make daily work more efficient.

#### **Professional Settings**

BRAVIA 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 screens being used in public spaces. Customize 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 conte

## TECHNICAL CHARACTERISTICS

Brand : SONY

Part number : FW-98BZ50L

### 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 : 95%

Composite video in : 1

Computer system : Yes

Contrast ratio (dynamic) : 700000:1

Contrast ratio (typical) : 5000:1

Display brightness : 780 cd/m<sup>2</sup>

Display depth : 85 mm

Display diagonal : 2.49 m (98»)

Display diagonal (metric) : 248.9 cm

Display height : 1255 mm

Display resolution : 3840 x 2160 pixels

Display technology : LCD

Display weight : 67.2 kg

Display width : 2199 mm

DVI port : No

Energy consumption (HDR) per 1000 hours : 223 kWh

Energy consumption (SDR) per 1000 hours : 154 kWh

Energy efficiency class (HDR) : G

Energy efficiency class (SDR) : E

Energy efficiency scale : A to G

Ethernet LAN : Yes

Ethernet LAN (RJ-45) ports : 1

Google applications : Google Chromecast

Haze rate : 2%

HD type : 4K Ultra HD

HDCP version : 2.3

HDMI ports quantity : 4

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 : 32 GB

LED backlight : Yes

LED backlighting type : Direct-LED

Motion interpolation technology : XR Motion Clarity
Multicast support : Yes
Native aspect ratio : 16:9
Native refresh rate : 120 Hz
Number of built-in speakers : 4
Operating hours (hours/days) : 24/7
Operating system installed : Android 10
Orientation : Horizontal/Vertical
Package depth : 283 mm
Package height : 1394 mm
Package weight : 91 kg
Package width : 2330 mm
Panel mounting interface : 600 x 400 mm
Panel type : VA
Placement supported : Indoor
Power consumption (standby) : 0.5 W
Power consumption (typical) : 505 W
Product colour : Black
Product design : Digital signage flat panel
Purpose : Universal
Response time : 6.5 ms
RGB colour space : DCI-P3
RMS rated power : 40 W
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, AVI, HEVC, MKV, MOV, MP4, MPEG1, MPEG2, MPEG2-PS, MPEG2-TS, MPEG4, VC-1, VP8, WEBM, WMV, XAVC S, XVID
Viewing angle, horizontal : 178°
Viewing angle, vertical : 178°
Wi-Fi : Yes