

## FW-50BZ30J

50" BRAVIA 4K Ultra HD HDR  
Professional Display



### Overview

The 50" BRAVIA FW-50BZ30J combines bright, beautiful 4K pictures with business-friendly features.

Featuring Sony's powerful 4K HDR Processor X1, the FW-50BZ30J delivers superb picture quality, with immersive images that combine amazing colour, contrast, clarity and motion.

Robust FW-50BZ30J is designed with a wide range of B2B applications in mind, featuring a smart design.

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 customisation to suit different environments including corporate, education and digital signage, while One Step Setting optimises 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, Extron and Kramer. The FW-50BZ30J also features integrated mirroring functionality through both Chromecast built-in and AirPlay2, providing a simple, quick and touchless connection from a user's device.

For even greater peace of mind there's the added reassurance of

our 3 Years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible. You can also choose to extend your support for an additional 2 years.

## 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, especially when viewed up close, for example in huddle spaces.

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

Sony's powerful 4K HDR Processor X1 enhances colour, 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 colour with TRILUMINOS PRO**

TRILUMINOS PRO maps colours 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**

Customise 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 optimises picture and networking settings to suit meeting rooms

and signage applications at the touch of a single button.

### **Simple screen mirroring**

Support for Chromecast built-in and Apple AirPlay2 makes it easy to stream AV content wirelessly from an Android or iOS device straight to BRAVIA.

### **Enhanced wireless connectivity**

The FW-50BZ30J supports wireless connectivity via Wi-Fi 5GHz and 2.4GHz 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-50BZ30J 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.

### **Greater Peace of Mind**

There's the added reassurance of our 3 Years warranty with Repair or if necessary advanced exchange handled by local partner, on premise where possible. You can also choose to extend your support for an additional 2 years.

## Specifications

### Panel

Brightness (cd/m<sup>2</sup>)      Typical : 440

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Contrast Ratio	5000:1
Response Time (ms) (*1)	9
Dynamic Contrast Ratio	300,000:1
Panel Type (IPS / VA)	VA
Panel Surface	Anti Glare
Haze(%)	2
Backlight Type	Direct LED
Operation Time	24/7

## Video

HDR Compatibility	HDR10 / HLG / Dolby Vision
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## Size

VESA® Hole Pitch (mm)	200 x 200
Display Only (WxHxD) (mm)	1126 × 653 × 69
Display with Stand (WxHxD) (mm)	1126 × 718 × 285

Package Carton (WxHxD) (mm)	1128x786x143
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## Weight

Display Only (kg)	12.3
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Display with Stand (kg)	12.9
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Package Carton (kg)	17
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## Power

Rated Power consumption (W)	146
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On-Mode Power Consumption <sup>1</sup> (Lot 5) (W)	86W
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Power Consumption (in Standby) (W)	0.5
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## Display Features

Dimming Type	Local Dimming
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Viewing Angle (Right/Left)	178 (89/89) degree
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Viewing Angle (Up/Down)	178 (89/89) degree
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Panel Refresh Rate (Native Hertz)	50Hz
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## Professional Features

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Operating System	Android 10
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## Network Features

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Wi-Fi direct	Yes
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Wi-Fi Certified	Yes
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Wi-Fi Standard	a/b/g/n/ac
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Wi-Fi Frequency	2.4 Ghz/5 GHz (for Wi-Fi Direct: 2.4 GHz Only)
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Apple AirPlay (Internet required)	Yes
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Chromecast built-in	Yes
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Wireless LAN	Integrated
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IP Control	Yes
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RS-232C Control	1 (Side)
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Pro mode	Yes
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## Inputs & Outputs

Composite Video Input(s)	1 (Side)
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HDMI Inputs Total	4 (Side)
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Digital Audio Output(s)	1 (Side)
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Headphone Output(s)	1 (Side)
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USB Ports	2 (Side)
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Ethernet Inputs	1 (Side)
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RS-232C Input(s)	1 (Side)
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## Further Information

Product Information Sheet	<a href="https://eprel.ec.europa.eu/qr/527368">https://eprel.ec.europa.eu/qr/527368</a>
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## Notes

1	Lot 5 On mode power demand in Standard Dynamic Range SDR kWh/1000h
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## Gallery



