FW-50BZ35J

50" BRAVIA 4K HDR Professional Display

Overview

The 50" 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 colours 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 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 and Extron.

SONY

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 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.

Enhanced wireless connectivity
The FW-50BZ35J 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-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/m²)	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
Operation Time	24/7

Video

HDR Compatibility	HDR10/HLG/Dolby Vision

Size

VESA® Hole Pitch (mm)	200x200
Display Only (WxHxD) (mm)	1118x649x69
Display with Stand (WxHxD) (mm)	1118x714x285
Package Carton (WxHxD) (mm)	1228x786x143

Weight

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

Power

Rated Power	148

Consumption (W)	
Power Consumption (in Standby) (W)	0.5

Gallery