SONY

FW-50BZ35P

50″ high brightness 500 nit 4K HDR professional display with Deep Black Non-Glare Standard and IP5X dust resistance

Overview

Streamlined design, elevated performance

Slim, strikingly styled Pro BRAVIA FW-50BZ35P is the truly professional display, uniting spectacular 4K HDR picture quality and enhanced reliability with greater energy efficiency and reduced ownership costs in retail, corporate and educational environments. Image innovation includes Deep Black Non-Glare Standard for high-contrast pictures that stand out, even in brightly-lit spaces. The display's tough redesigned chassis offers IP5X dust protection for greater durability in challenging pro applications. Flexible integration, friendly operation and generous customisation options make life simpler for system integrators and users in today's connected AV spaces.

Features

Reduced reflections and high contrast with Deep Black Non-Glare Standard
Deep Black Non-Glare Standard combines a high-haze, glare-reducing coating with advanced contrast processing powered by the XR Processor. Reflections are supressed to deliver high-contrast visual performance.

Wide angle visual impact
The 50″ FW-50BZ35P grabs your audience's attention with high 500 nit screen brightness for bold, high-impact visuals that are always seen clearly, even in bright environments. Advanced Sony picture processing technologies ensure your content looks its very best. The display's wide viewing angle* ensures that everyone in the room can enjoy clear, bright images wherever they're positioned.
*Viewing angle characteristics vary depending on model and screen size.

Intelligence to captivate viewers' imaginations
Sony's advanced XR Processor immerses audiences more deeply in every viewing environment, from retail stores and showrooms to restaurants and visitor attractions. Powerful AI-powered picture processing understands how people really see the world, faithfully reproducing everything from lifelike skin tones to the mouthwatering colour and freshness of food. Two newly developed picture modes for digital signage applications - Standard and Dynamic - fully leverage the awesome power of the XR Processor.

Richer, even more lifelike colour
Powered by the XR processor, Cross Analysis simultaneously analyses key image elements - colour, contrast, resolution, focal points, depth, and motion - for strikingly rich, immersive visuals while avoiding unnatural tones or excessive enhancement.

Detail rediscovered
Lower resolution content is automatically upscaled to near-4K quality, revealing fine details without harsh, artificial-looking enhancement.

Effortlessly adapts to every environment

Pro BRAVIA FW-50BZ35P introduces a slim redesigned chassis and unified design that blends gracefully into contemporary business and retail environments while reducing the workload on pro AV installers. With a consistent design concept across Pro BRAVIA BZ40P/BZ35P/BZ30P Series models, it's easy to combine displays in all series and screen sizes for beautifully harmonised results that suit every installation and budgetary need.

Designed for smooth, flexible installation
Accentuating Pro BRAVIA's stylish, contemporary looks, the display's slim-line chassis is complemented by narrow, evenly sized bezels on all sides of the screen. Installation flexibility is enhanced by the centrally positioned VESA hole patterns, making Pro BRAVIA FW-50BZ35P ideal for horizontal or vertical mounting in signage and other applications.

Streamlined setup, enhanced usability
Pro BRAVIA FW-50BZ35P makes life even simpler in professional applications with a redesigned setup wizard and intuitive user interface. There's also a simplified home screen that integrates Pro Mode settings for quick and easy access.

Signage made simple with no set-top box
Pro BRAVIA FW-50BZ35P features a powerful SoC (system on chip) platform that enables smart digital signage operation without the need for an external set-top box (STB). With no extra hardware or unsightly cabling required, installation and operation are simplified while optimising device reliability and security. The addition of a Real-Time Clock allows content management app schedules to be maintained even when display power is switched off.

Made to make business easier
Fine-tune Pro BRAVIA FW-50BZ35P to suit the demands of corporate or retail environments. Newly-enhanced Pro Mode makes it even easier to control and customise display functions to meet today's business needs. When a laptop or HDMI device is connected, Pro BRAVIA automatically powers on and selects the correct input to save time in meetings. Physical buttons, remote control, inputs and selected functions can be restricted to discourage tampering in stores and public spaces. One-step setting instantly applies optimised settings to suit commonly encountered applications - Signage Dynamic, Signage Standard or Meeting Room.

Cloud-based setup and management
Support for remote management applications* by Sony and other developers gives full control over cloud-based display setup, control, monitoring and maintenance. Zero touch provisioning reduces time and effort in large multi-screen deployments. Physical installation environment conditions are detected by tilt angle and temperature sensors for integration via API with third-party remote management systems. * Application support varies by sales region.

Round the clock reliability
Business never sleeps: Pro BRAVIA FW-50BZ35P is engineered for dependable 24/7 operation in challenging corporate and commercial environments.

Wireless screen mirroring
It's easy to mirror content wirelessly from handheld devices onto the display with support for Apple AirPlay.

Dust resistant chassis
Pro BRAVIA FW-50BZ35P features a re-engineered chassis housing that meets IP5X standards for resistance to dust, ensuring uncompromised operation in challenging environments.

Tested for endurance
A gruelling testing programme includes drop, vibration, temperature and humidity tests to ensure long-term reliability in real-world business environments.

Committed to sustainability

Pro BRAVIA FW-50BZ35P is manufactured exclusively using components from Sony-certified Green Partners, reflecting our commitment to environmental sustainability.

Energy saving features for lowered power consumption
Thanks to an efficient new optical system and intelligent backlight control that works with the XR Processor's AI scene recognition, power consumption is reduced by up to 31% compared to previous models. Power saving mode limits energy consumption, helping to reduce energy costs further during long-term operation in professional environments.

Reducing environmental impact
Pro BRAVIA FW-50BZ35P features increased used of SORPLAS, Sony's groundbreaking plastic material made with used water bottles and waste optical discs that helps to reduce CO2 emissions. Compared to previous models, BZ35P Series increases SORPLAS usage up to 43% of all plastic materials. The display's redesigned card product packaging uses less raw materials, with environmental impact reduced further by use of water based printing ink.

Sustainability in every scene
With growing demand for larger display screens, there's also the risk of greater resource and energy use. Sony's sustainability commitments are realising efficiency gains from product development right through to displaying content and viewing screens. Pro BRAVIA FW-50BZ35P features ENERGY STAR and EPEAT* certification. (Note that certifications vary depending on region).
*Certification underway

Specifications

General Features	
Screen Size	50"
Brightness (cd/m^2)	500
Contrast Ratio	5,000:1
Dynamic Contrast Ratio	400,000:1
Response Time (Gray to gray, Typical, ms)	6
Display Resolution (H x V, pixels)	3840 x 2160
HDR (High Dynamic Range) Compatibility	Yes (HDR10,HLG)
Portrait/Tilt Compatibility	Yes

Display Features	
Dimming Type	Frame Dimming
Panel Type	VA
Backlight Type	Edge LED
Colour Gamut (DCI-P3)	92%
Picture Processor	XR Processor

Display Features

Operation Time	24/7
Deep Black Non-Glare	Standard
Haze (%)	25%
Viewing Angle (Right/Left)	178 (89 / 89) degree (CR >10)
Viewing Angle (Up/Down)	178 (89 / 89) degree (CR >10)

Video Specification

HDMI Signal	4096x2160p(24, 50, 60Hz), 3840x2160p(24, 25, 30, 50, 60Hz), 1080p(24, 30, 50, 60Hz), 1080i(50, 60Hz), 720p(24, 30, 50, 60Hz), 576p 480p

Audio Specification

Audio Power Output	20W

Professional Features

IP Rating (Dust resistant)	IP5X
Real-Time Clock	Yes
Pro Mode	Yes
HDMI Auto Wake-Up	Yes
HTML5 Platform	Yes
Multicast/IPTV	TBD
Operating System	Android
On-board Storage (GB)	32GB

Network Specification

Wireless LAN	Integrated

Convenience Features

USB Playback Codecs	MPEG1:MPEG1 / MPEG2PS:MPEG2 / MPEG2TS(HDV,AVCHD):MPEG2,AVC / MP4(XAVCS):AVC,MPEG4,HEVC / AVI,MotionJpeg / MOV:AVC,MPEG4,MotionJpeg / MKV,AVC,MPEG4,VP8.HEVC / WEBM:VP8 / 3GPP:MPEG4,AVC / MP3 / ASF(WMA) / LPCM / WAV / MP4AAC / FLAC / JPEG
On Screen Clock	Yes
Sleep Timer	Yes
On/Off Timer	Yes
Apple AirPlay	Yes

Control Specifications

IP Control	Yes
RS-232C Control	Yes
HDMI-CEC	Yes

Inputs and Outputs

HDCP	HDCP2.3 (for HDMI1/2/3/4)
HDMI Inputs Total	4 (Side)
USB Ports	2 (Side)
Ethernet Inputs	1 (Side)

Design Features

VESA® Hole Pitch (W x H)	200 x 200 mm / 7 7/8 x 7 7/8 inch

Environment Specifications

On-Mode Power Consumption (EPREL)	54 kWh/1000h
Power Consumption (in Standby)	0.5 W
Dynamic Backlight Control	Yes
Power Saving Mode	Yes

Certificates

EPEAT	TBD

Certificates

EMC	TBD

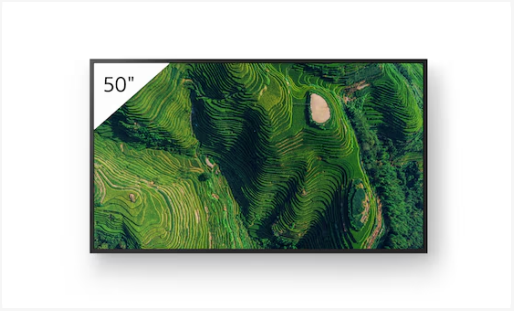
Measurements

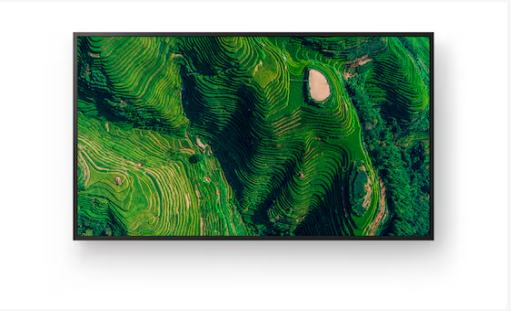
Dimension of TV without Stand (W x H x D)	Approx. 112.6 x 64.7 x 4.7 cm
Dimension of Package Carton (W x H x D)	Approx. 122.8 x 77.4 x 13.3 cm

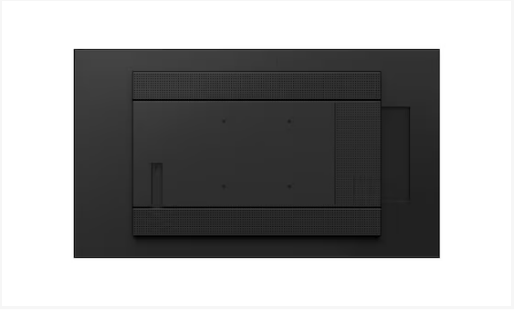
Weight

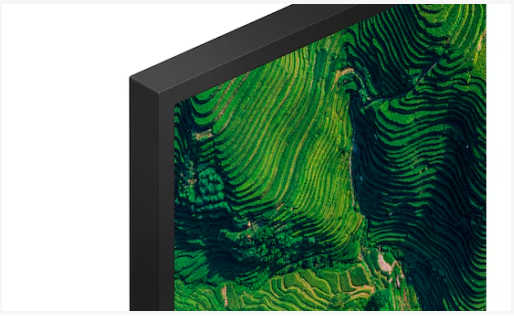
Weight of TV without Stand	Approx. 11.5 kg
Weight of Package Carton (Gross)	Approx. 16 kg

Gallery









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