SONY

# FW-85BZ35P

85” 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-85BZ35P 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 85” FW-85BZ35P 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-85BZ35P 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-85BZ35P ideal for horizontal or vertical mounting in signage and other applications. Integral carry handles offer a safe and secure hold for more confident handling during installation.

**Streamlined setup, enhanced usability**
Pro BRAVIA FW-85BZ35P 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-85BZ35P 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-85BZ35P 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-85BZ35P 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-85BZ35P 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-85BZ35P 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-85BZ35P 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-85BZ35P features ENERGY STAR and EPEAT* certification. (Note that certifications vary depending on region).
*Certification underway

## Specifications

| General Features | |
|---|---|
| Screen Size | 85" |
| Brightness (cd/m$^2$) | 500 |
| Contrast Ratio | 4500:1 |
| Dynamic Contrast Ratio | 400,000:1 |
| Response Time (Gray to gray, Typical, ms) | 8 |
| 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 | Direct 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),<br>3840x2160p(24, 25, 30, 50, 60Hz),<br>1080p(24, 30, 50, 60Hz),<br>1080i(50, 60Hz),<br>720p(24, 30, 50, 60Hz),<br>576p<br>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) | 400 x 400 mm / 15 3/4 x 15 3/4 inch |

## Environment Specifications

| | |
|---|---|
| On-Mode Power Consumption (EPREL) | 113 kWh/1000h |
| Power Consumption (in Standby) | 0.5 W |
| Dynamic Backlight Control | Yes |
| Power Saving Mode | Yes |

## Certificates

| | |
|---|---|
| EPEAT | TBD |

## Certificates

| | |
|---|---|
| EMC | TBD |

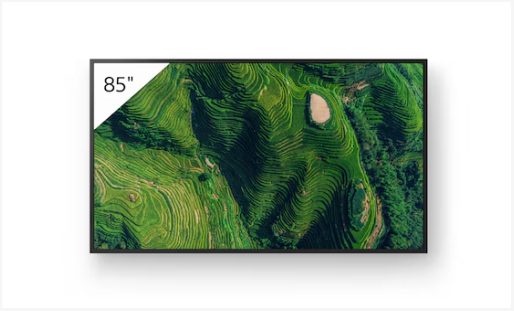
## Measurements

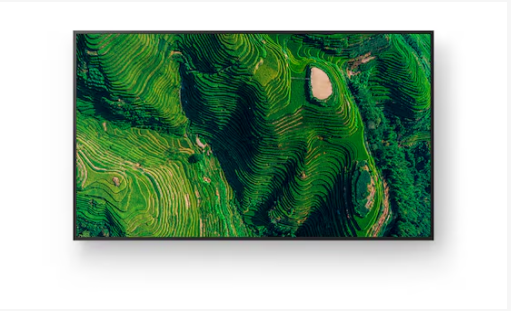
| | |
|---|---|
| Dimension of TV without Stand (W x H x D) | Approx. 191.0 x 109.1 x 7.3 cm |
| Dimension of Package Carton (W x H x D) | TBD |

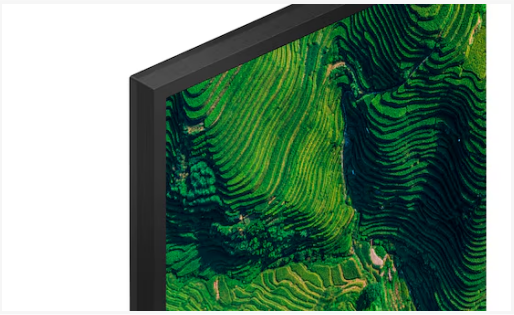
## Weight

| | |
|---|---|
| Weight of TV without Stand | Approx. 41.5 kg |
| Weight of Package Carton (Gross) | TBD |

Gallery





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