SONY

FW-55BZ35L

55” Enhanced 4K HDR professional display with 32GB storage and high brightness



Overview

Bold, bright pictures with wide customisation possibilities

BRAVIA FW-55BZ35L is the truly professional display that’s designed for flawless round-the-clock operation in retail, corporate and educational environments. Add impact to digital signage and employee communications with bright, colourful high-contrast 4K HDR images. Pro-friendly features simplify integration, easy operation and seamless content sharing in today’s connected AV environments. Flexible customisation options make the FW-55BZ35L the ideal LED display for doing better business.

Vibrant, true-to-life images that can’t be missed

The 55” FW-55BZ35L grabs your audience’s attention with high 550 nit screen brightness for punchy, high-impact visuals that are always seen clearly. Advanced Sony picture processing technologies ensure your content looks its very best. The panel’s extra-wide viewing angle ensures that everyone in the room can enjoy clear, bright images wherever they’re positioned.

Features

Richer, more natural colour

Sony’s power-packed 4K HDR Processor X1 and TRILUMINOS Pro technology faithfully reproduces a phenomenal range of rich, true-to-life colours.

Finer detail

4K X-Reality PRO processing upscales pictures closer to true 4K quality. Images are sharpened and refined in real time, revealing extra detail from lower-resolution picture sources.

Smoother movement

Motionflow XR ensures smoother, more natural reproduction of rapidly-moving on-screen images.

Installation flexibility to suit every environment

The sleek, minimal design of the FW-55BZ35L brings impeccable style to any business environment. The display’s elegant lines are further enhanced by practical touches for seamless integration in retail stores, colleges and corporate workspaces.

Wall-Mount Adjuster

BRAVIA comes supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

Side Mounted interfaces

Signal connections, networking and other interfaces are conveniently side mounted for easy installation and access when the display’s in portrait position.

Discreet Logo

The Sony logo is discreetly positioned on the edge of the display’s bezel – with nothing distracting your audience from immersive images.

Landscape, Portrait and Tilt
Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

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

Special settings for professional use
Pro Settings mode makes doing business even easier, allowing you to customise BRAVIA settings and operating modes to suit the demands of corporate or retail environments. Disable input or remote control functions, schedule on/off times, remove labels and block buttons to avoid tampering when the screen's being used in public spaces. Customise and store display settings, then copy them easily from display to display via USB flash memory.

Get great pictures fast
Forget fiddling with display settings. One Step Setting offers presets tuned to your environment including meeting room, vivid signage, natural signage and graphics. Just pick a preset: BRAVIA instantly configures picture mode, input, control settings and more.

Easy multi-screen setup
Configuring multiple screens for large display applications is easier than ever. The Multi Display Setting (MDS) app helps you create stunning video walls with multiple BRAVIA displays 'tiled' together.

Easy integration
BRAVIA BZ35L Series is made for today's connected world. There's seamless support for today's leading automation and control platforms, while open APIs simplify integration with other vendor solutions.

Large 32GB internal storage
The internal memory on some other displays is eaten up by the operating system, leaving little space for your own apps and content. FW-55BZ35L doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.

Signage made simple
Informing and guiding visitors with digital signage in retail stores and corporate spaces has never been simpler. Built-in support for HTML5 makes it easy to display interactive signage content on BRAVIA without the need for a dedicated set-top box, media player or PC. On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos when a USB stick memory is slipped into BRAVIA. It's that simple.

Wireless screen mirroring
Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay and Google Chromecast.

Meet more easily
Get Google Meet from Google Play Store, and pair BRAVIA with a compatible webcam for easy video meetings.

With BRAVIA, sustainability in every scene
With growing demand for ever larger display screens, there is also the risk of greater resource and energy use. However, Sony's sustainability commitments are realizing efficiency gains from product development right through to customers viewing screens.

The FW-55BZ35L is registered EPEAT Bronze in 23 countries
EPEAT is the worlds premier global ecolabel for electronics. EPEAT combines rigorous & comprehensive sustainability criteria with ongoing independent third-

party verification for all products in the EPEAT online registry. EPEAT Bronze tier indicates products meet a broad and robust set of criteria, making them a more sustainable purchasing option.

See EPEAT Registry for specific models. Registration status and tier levels may vary by country

Specifications

General Features	
Screen Size	55"
Brightness (cd/m^2)	550
Contrast Ratio	1200:1
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,Dolby Vision)
Aspect Ratio	16:9
Portrait/Tilt Compatibility	Yes

Display Features	
Dimming Type	Frame Dimming
Display Device	LCD
Panel Type	IPS
Backlight Type	Direct LED
TRILUMINOS Display	TRILUMINOS PRO
Colour Gamut (DCI-P3)	92%
Picture Processor	4K HDR Processor X1
Operation Time	24/7
Deep Black Non-Glare	No
Haze (%)	1%
Viewing Angle (Right/Left)	178 (89 / 89) degree (CR >10)
Viewing Angle (Up/Down)	178 (89 / 89) degree (CR >10)

Video Specification	
Video Processing	4K X-Reality PRO

Video Specification

Motion Enhancer	Motionflow XR 200/240Hz (Native 50/60Hz)
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

Speaker Position	Down Firing
Audio Power Output	10W + 10W

Professional Features

Pro Mode	Yes
HDMI Auto Wake-Up	Yes
HTML5 Platform	Yes
Multicast/IPTV	Yes
Operating System	Android TV
On-board Storage (GB)	32GB

Network Specification

Wi-Fi Direct	Yes
Wi-Fi Certified	Yes
Wireless LAN	Integrated

Convenience Features

USB Playback Codecs	MPEG1:MPEG1 / MPEG2PS:MPEG2 / MPEG2TS (HDV,AVCHD):MPEG2,AVC / MP4 (XAVCS):AVC,MPEG4,HEVC / AVI:Xvid,MotionJpeg / ASF (WMV):VC1 / MOV:AVC,MPEG4,MotionJpeg / MKV:Xvid,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
Chromecast Built-In	Yes

Convenience Features

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)
Composite Video Input (s)	1 (Side, Mini jack)
HDMI Inputs Total	4 (4Side)
Analog Audio Input (s) (Total)	1 (Side Analog Conversion)
Digital Audio Output (s)	1 (Side)
USB Ports	2 (Side)
Ethernet Inputs	1 (Side)

Design Features

Frame Colour	Black
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch (W x H)	300 x 300 mm / 11 7/8 x 11 7/8 inch

Environment Specifications

On-Mode Power Consumption (EPREL)	71 kWh/1000h
Power Consumption (in Standby)	0.5 W
Dynamic Backlight Control	Yes
Power Saving Mode	Yes

Certificates

EMC	Class-B

Measurements

Dimension of TV without Stand (W x H x D)	1243 x 721 x 71 mm / 49 x 28 1/2 x 2 7/8 inch

Measurements

Dimension of TV with Stand (W x H x D)	1243 x 787 x 338 mm / 49 x 31 x 13 3/8 inch
Dimension of Package Carton (W x H x D)	1362 x 840 x 160 mm / 53 5/8 x 33 1/8 x 6 3/8 inch

Weight

Weight of TV without Stand	15.7 kg / 34.6 lb
Weight of TV with Stand	16.6 kg / 36.6 lb
Weight of Package Carton (Gross)	23 kg / 50.7lb.

Accessories

Wall-Mount Adjuster (Bundled)	Yes (Depending on Region)
Table-Top Stand (Optional)	Yes (Depending on Region)

Further Information

Product Information Sheet (Europe Only)	https://eprel.ec.europa.eu/qr/1393006

Gallery

























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