SONY

FW-50BZ30L

50” 4K HDR professional display with 24/7 operation, portrait/tilt, Pro-Mode, Airplay and Chromecast



Overview

Made for business with easy content sharing and customisation

Slim, easy-to-use the FW-50BZ30L professional displays add impact to all your visual communications in retail, corporate and educational environments. Superb 4K HDR picture quality is complemented by flexible customisation options and pro-friendly features for easy integration, setup and content sharing in today’s connected AV environments.

Latest Sony picture technologies to impress every audience

The 50” FW-50BZ30L offers a generous 440 nit screen brightness. 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-50BZ30L 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
FW-50BZ30L 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.

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-50BZ30L 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	50"
Brightness (cd/m^2)	440
Contrast Ratio	5000:1
Dynamic Contrast Ratio	300,000:1
Response Time (Gray to gray, Typical, ms)	9.5
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	VA
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
Motion Enhancer	Motionflow XR 200/240Hz (Native 50/60Hz)

Video Specification

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

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)	16GB

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

Convenience Features

Chromecast Built-In	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)
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)	200 x 200 mm / 7 7/8 x 7 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)	1126 x 653 x 70 mm / 44 3/8 x 25 3/4 x 2 7/8 inch
Dimension of TV with Stand (W x H x D)	1126 x 718 x 286 mm / 44 3/8 x 28 3/8 x 11 3/8 inch
Dimension of Package Carton (W x H x D)	1240 x 782 x 141 mm / 48 7/8 x 30 7/8 x 5 5/8 inch

Weight

Weight of TV without Stand	12.3 kg / 27.1 lb
Weight of TV with Stand	12.9 kg / 28.5 lb
Weight of Package Carton (Gross)	17 kg / 37.5lb.

Accessories

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

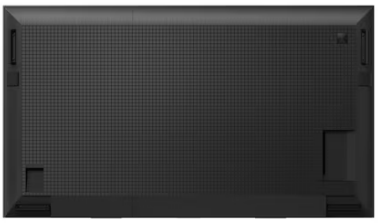
Further Information

Product Information Sheet (Europe Only)	https://eprel.ec.europa.eu/qr/1392991

Gallery























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