

SONY

Press Release

Sony Electronics Enhances Its Portfolio of Powerful BRAVIA® Professional Displays to Offer Additional Options That Support High-end and Entry-level B2B Needs

The Expanded Range of Flexible Choices Combine Easy Integration, Seamless Control and Functionality with Superior Visuals



FW-50BZ35J

Hong Kong, June 8, 2021 – With the introduction of the BZ35J and BZ30J series of 4K HDR BRAVIA Professional Displays, Sony continues to expand its versatile lineup of choices. The new options range in size from 32-inches to 100-inches to accommodate corporate and education environments of varying sizes, from large conference rooms and lecture halls to small meeting rooms and huddle spaces, as well as diverse digital signage applications.

The new BRAVIA Professional Displays incorporate Pro Mode, which enables users to easily customize settings to suit different behaviors, based on applications and environments, while One Step Setting allows for quick optimization at the touch of a button. IP control allows for easy installation and integration through support from key partners. Additionally, the latest displays' mirroring capabilities provide exceptional connectivity through Wi-Fi, Bluetooth and both Chromecast built-in™ and Apple AirPlay 2, allowing for a quick and easy connection from a user's device, allowing them to simply control, stream and share content.

“After numerous conversations with installers and users, we’ve designed our latest professional displays to combine all of their most requested features, including Pro Mode, One Step Settings, IP control and mirroring abilities,” said Theresa Alesso, Pro Division President, Sony Electronics Inc. “Additionally, the implementation of our impressive 4K HDR X1 Processor provides the new displays with the best in color, contrast and clarity, resulting in spectacular imagery that accommodates a range of B2B applications and users and further establishes the strengths associated with the BRAVIA name.”

Both new BRAVIA professional series boast a powerful new System on a Chip (SoC) platform, with a built-in Android OS system, that offers an upgraded interface for efficient ease of use, fast boot-up and seamless application integration. The new displays are thoughtfully designed with a side logo and installation-friendly terminals to provide flexibility and meet the demands of the B2B market. They also feature the latest 4K HDR processor X1™, which enhances color, contrast, clarity and motion to produce unrivaled pictures, as well as TRILUMINOS PRO technology to produce realistic imagery with a wide range of vivid colors.

Sony’s portfolio of BRAVIA 4K HDR Professional Displays, including the BZ35J and BZ30J models are ideal for use in corporations and education institutions of all sizes and excel at precisely and clearly displaying content – whether it’s small letters, diagrams and charts or dynamic and detailed rich media. BRAVIA Professional Displays can enhance the quality of presentation materials, communications, photos and videos by conveying textures and amplifying expression through the clarity of 4K resolution and more realistic HDR color spaces, which accurately reproduce a wide range of colors and provide high-contrast imagery. The full lineup of BRAVIA Professional Displays are available in sizes ranging from 32-inches, up to 100-inches.

The high-end BZ35J series, which achieves a high brightness of 560-570 nits with a refresh rate of 120Hz, includes:

- FW-50BZ35J (50-inch)
- FW-43BZ35J (43-inch)

The entry-level BZ30J lineup, which achieves 440 nits brightness* with a refresh rate of 60Hz, includes:

- FW-75BZ30J (75-inch)
- FW-65BZ30J (65-inch)
- FW-55BZ30J (55-inch)
- FW-50BZ30J (50-inch)
- FW-43BZ30J (43-inch)
- FW-32BZ30J (32-inch, [*300 nit brightness](#))

The BZ30J series and 50BZ35J are expected in the fall. For more information on Sony’s professional display technology, please visit: <https://pro.sony/displays>.

[Please download BRAVIA® Professional Displays photos.](#)

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For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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