

## FW-98BZ30L

98" 4K HDR professional display with Cognitive Processor XR



### Overview

#### **Supreme picture quality and brightness in our largest screen size**

It's BRAVIA at its biggest. Designed to perform flawlessly in demanding professional environments, the super-size 98" BRAVIA FW-98BZ30L boasts cutting-edge technology and installation-friendly features. With 440 nit brightness, cinematic colour, contrast and a huge viewing angle plus doubled memory to store more apps and content, it's the 4K HDR professional display that's bigger in every way.

### Features

#### **Cognitive Processor XR™**

The world's first picture processor with cognitive intelligence understands how humans really see the world. 98" BRAVIA with Cognitive Processor XR™ opens up an unprecedented viewing experience that immerses you even more deeply in the scene.

#### **Professionally designed for better business**

Other so-called professional displays are little more than televisions with a few additional features thrown in as an afterthought. 98" BRAVIA is engineered from the ground up for quicker, easier, more flexible installation in retail and corporate environments. Ergonomically positioned

lower horizontal levels are easy to grab, making lifting easier and more comfortable.

### **Easier access**

Reduced packing carton size eases transportation. The ability to carry BRAVIA vertically (portrait style) gives easier access in elevators and stairways.

### **Side mounted terminals**

All signal connections – including audio, video, networking, control and USB port – are mounted on the side of the display to simplify installation.

### **Subtle logo positioning**

The Sony logo is discreetly positioned on the edge of the display's beautifully slim 20mm bezel. So there's nothing to distract your audience from immersive, super-size images.

### **Portrait and tilt**

Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space, with a tilt range over -15 to +20 degrees for even greater flexibility.

### **32 GB 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. 98" BRAVIA doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.

### **Pro Settings**

BRAVIA FW-98BZ30L makes doing business even easier, allowing you to fine-tune settings to suit the demands of corporate or retail environments. Disable input or remote control functions, 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.

### **Simple signage**

Informing and guiding visitors with digital signage in retail stores and corporate spaces has never been easier. On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos copied onto a USB stick memory when it's slipped into BRAVIA. It's that simple.

### **Meet more easily**

Get Google Meet from Google Play Store, and pair BRAVIA with a compatible webcam for easy video meetings on the big 98" screen.

### **Simple screen mirroring**

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

### **Flexible content layout**

In-built support for HTML5 lets you use BRAVIA to display interactive signage content without needing a dedicated set-top box, media player or PC. On-screen content can be freely laid out using 4K video, still images or even with the HDMI input.

### **Get great pictures fast**

Forget fiddling with display settings – focus on getting amazing results without fuss. 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 settings as well as input control, and more.

## 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.

### Specifications

#### General Features

Screen Size	98"
Brightness (cd/m <sup>2</sup> )	440
Contrast Ratio	5000:1
Dynamic Contrast Ratio	700,000:1
Response Time (ms)	6.5
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	Local Dimming
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Display Device	LCD
Panel Type	VA
Backlight type	Direct(Full Array LED)
TRILUMINOS Display	XR Triluminos Pro
Color gamut (DCI-P3)	95%
Picture Processor	Cognitive Processor XR
Operation time	24/7
Deep Black Non-Glare coating	No
Haze (%)	2%
Viewing Angle (Right/Left)	178(89/89) degree
Viewing Angle (Up/Down)	178(89/89) degree

## Video Specs

Video Processing	XR 4K Upscaling
Motion enhancer	XR Motion Clarity
HDMI Signal	4096x2160p(24,60Hz), 3840x2160p(24,30,60,120Hz), 1080p(24,30,60,120Hz), 1080i(60Hz), 720p(24,30,60Hz), 480p

## Audio Specs

Speaker Position	Down Firing + Side Back
Audio Power Output	10W + 10W + 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 Specs

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

## Convenience Features

MPEG1:MPEG1 /  
MPEG2PS:MPEG2 / MPEG2TS  
(HDV,AVCHD):MPEG2,AVC /

USB playback codecs	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
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On Screen Clock	Yes
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Sleep Timer	Yes
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On/Off Timer	Yes
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Chromecast built-in	Yes
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Apple AirPlay	Yes
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## Control Specs

IP Control	Yes
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RS-232C Control	Yes
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HDMI-CEC	Yes
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## Inputs and Outputs

HDCP	HDCP2.3(for HDMI1/2/3/4)
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Composite Video Input (s)	Hybrid w/S-Center Speaker Input x1(Side, Mini jack)
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HDMI inputs total	4(4Side)
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Analog Audio Input	
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(s) (Total)	1(Side Analog Conversion)
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Digital Audio Output (s)	1(Side)
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USB ports	2(Side)
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Ethernet inputs	1(Side)
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## Design Features

VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch
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## Accessories

Wall-mount adjuster (Bundled) *depending on the region.	No
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Table-top stand (Optional) *depending on the region.	No
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## Environment Specs

Rated Power Consumption	328 W
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Power Consumption (in Standby)	0.5 W
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Dynamic Backlight

Control	Yes
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Power Saving Mode / Back Light Off Mode	Yes
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## Measurements

Dimension of TV without Stand (W x H x D)	2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch
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Dimension of TV with Stand (W x H x D)	-
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Dimension of Package Carton (W x H x D)	2330 x 1394 x 283 mm / 91 3/4 x 55 x 11 1/4 inch
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## Weight

Weight of TV without Stand	67.2 kg / 148.1 lb
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Weight of TV with Stand	-
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Weight of Package Carton (Gross)	91 kg / 200.5lb.
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Related products



## **BRAVIA BZ30L Series**

Professional 24/7  
Portrait/Tilt 4K HDR  
display with Sony  
X1 processing, Pro-  
Mode, Airplay, and  
Chromecast  
capability as well as  
a complete range of  
sizes

## Gallery



