

An aerial view of a city at dusk, with numerous skyscrapers illuminated by their lights. A horizontal bar with a rainbow gradient is positioned above the main text.

# Professional BRAVIA

SONY PROFESSIONAL SOLUTIONS EUROPE

SONY

PARIS, FRANCE



# 2019 NEW LINE-UP



# BRAVIA PROFESSIONAL DISPLAYS

\*Only applicable for the XG8 Series

## Professional BRAVIA



Superior displays designed for business



### THE BEST OF CONSUMER TECHNOLOGIES

- **Picture & Audio excellence**
- High end design

### THE BEST OF PROFESSIONAL TECHNOLOGIES

- **24/7** operation\*
- **Portrait / Landscape\***
- **IP** built-in
- **Built-in professional solutions**
- Powerful **Professional Mode**
- **Extreme Low Failure rate**

### THE BEST OF PROFESSIONAL SERVICES

- **3 years Advanced Exchange** by a new model, for free
- Ability to develop **customized softwares and tools**
- Quotation of **any type of services**
- Natively compatible with **TEOS Manage** and **TEOS Connect**
- Ability to **customize accessories**



# XG8

## XG80

## XG85

### FWD-43X80G/T

### FWD-49X80G/T

### FWD-55X85G/T

### FWD-65X85G/T

### FWD-75X85G/T

### FWD-85X85G/T



43"

49"

55"

65"

75"

85"

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- Android 7.0, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 69W
- 3Y Advanced Exchange

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- Android 7.0, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 77W
- 3Y Advanced Exchange

- 4K HDR
- 620 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- X1 Processor
- Android 8.0, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 111W
- 3Y Advanced Exchange

- 4K HDR
- 620 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- X1 Processor
- Android 8.0, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 127W
- 3Y Advanced Exchange

- 4K HDR
- 620 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- X1 Processor
- Android 8.0, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 158W
- 3Y Advanced Exchange

- 4K HDR
- 620 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- X1 Processor
- Android 8, 16 GB storage
- Portrait / Landscape
- IP control
- 4 x HDMI
- 216W
- 3Y Advanced Exchange

#### Built-in Solutions

- Built-in Meeting-Room solution
- Built-in Smart Automation System
- Built-in Media Player
- Built-in Android Applications Store

#### Optional Solutions

(chargeable, without extra hardware)

- TEOS Connect Mirroring solution
- TEOS Manage Workplace Management solution
- TDM Digital Signage solution

# AG8/AG9

## AG8

## AG9

FWD-55A8G/T

FWD-65A8G/T

FWD-55A9G/T

FWD-65A9G/T

FWD-77A9G/T



**BRAVIA**  
OLED



**TEOS**



55"

65"

55"

65"

77"

- 4K HDR
- OLED Technology
- Professional Mode
- TV Tuner
- Processor X1 Extreme
- Android 7.0, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 130W
- 3Y Advanced Exchange

- 4K HDR
- OLED Technology
- Professional Mode
- TV Tuner
- Processor X1 Extreme
- Android 7.0, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 167W
- 3Y Advanced Exchange

- 4K HDR
- OLED Technology
- Professional Mode
- TV Tuner
- Processor X1 Ultimate
- Android 8, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 132 W
- 3Y Advanced Exchange

- 4K HDR
- OLED Technology
- Professional Mode
- TV Tuner
- Processor X1 Ultimate
- Android 8, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 169 W
- 3Y Advanced Exchange

- 4K HDR
- OLED Technology
- Professional Mode
- TV Tuner
- X1 Processor Ultimate
- Android 8, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 211 W
- 3Y Advanced Exchange

**Built-in Solutions**

- Built-in Meeting-Room solution
- Built-in Smart Automation System
- Built-in Media Player
- Built-in Android Applications Store

**Optional Solutions**

*(chargeable, without extra hardware)*

- TEOS Connect Mirroring solution
- TEOS Manage Workplace Management solution
- TDM Digital Signage solution



# ZG9



**SONY** - Professional BRAVIA

## ZG9

### FWD-85Z9G/T



### FWD-98Z9G/T



85"

- 8K HDR
- Professional Mode
- Direct LED (Backlight Master Drive)
- TV Tuner
- Processor X1 Ultimate
- Android 8.0, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 636 W
- 3Y Advanced Exchange

98"

- 8K HDR
- Professional Mode
- Direct LED (Backlight Master Drive)
- TV Tuner
- Processor X1 Ultimate
- Android 8.0, 16 GB storage
- Landscape
- IP control
- 4 x HDMI
- 802W
- 3Y Advanced Exchange

#### Built-in Solutions

Built-in Meeting-Room solution  
 Built-in Smart Automation System  
 Built-in Media Player  
 Built-in Android Applications Store

#### Optional Solutions (chargeable, without extra hardware)

TEOS Connect Mirroring solution  
 TEOS Manage Workplace Management solution  
 TDM Digital Signage solution



## FWD-43X70G/T



43"

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 66W
- 3Y Advanced Exchange

## FWD-49X70G/T



49"

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Edge LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 75W
- 3Y Advanced Exchange

## FWD-55X70G/T



55"

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 110W
- 3Y Advanced Exchange

## FWD-65X70G/T



65"

- 4K HDR
- 393 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 151W
- 3Y Advanced Exchange

### Built-in Solutions

Built-in Media Player

### Optional Solutions

*(chargeable, without extra hardware)*

TDM Digital Signage solution\*  
TEOS Manage Workplace Management solution\*



## WD6

## WG6

### FWD-32WD605/T



32"

- HD Ready
- 350 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 2 x HDMI
- 35W
- 3Y Advanced Exchange

### FWD-43W66G/T



43"

- Full HD
- 350 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 46W
- 3Y Advanced Exchange

### FWD-50W66G/T



50"

- Full HD
- 350 cd/m<sup>2</sup>
- Professional Mode
- Direct LED
- TV Tuner
- Linux, 4 GB storage
- Landscape
- IP control
- 4 x HDMI
- 79W
- 3Y Advanced Exchange

#### Built-in Solutions

Built-in Media Player

#### Optional Solutions

(chargeable, without extra hardware)

TDM Digital Signage solution\*  
TEOS Manage Workplace Management solution\*



# DESIGN & PICTURE QUALITY





# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

Elegant. Slim. Structurally simple.

Standard VESA for easy wall mounting

Mold (Metal Look)

Small bezels  
(size: top – side)  
- 43": 11.4 – 12 mm  
- 49": 11.4 – 11.4 mm

Possibility to customize the design  
with optional customizable Front  
Covers, to match your environment



Display stand bundled in the box



# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

Elegant. Slim. Structurally simple.

Standard VESA for easy wall mounting

Small bezels  
*(size: top – side)*  
- 55": 8.5 – 8.5 mm  
- 65": 8.5 – 8.5 mm  
- 75": 9.6 – 9.6 mm  
- 85": 16.5 – 16.5 mm

Aluminium design



Possibility to customize the design with optional customizable Front Covers, to match your environment

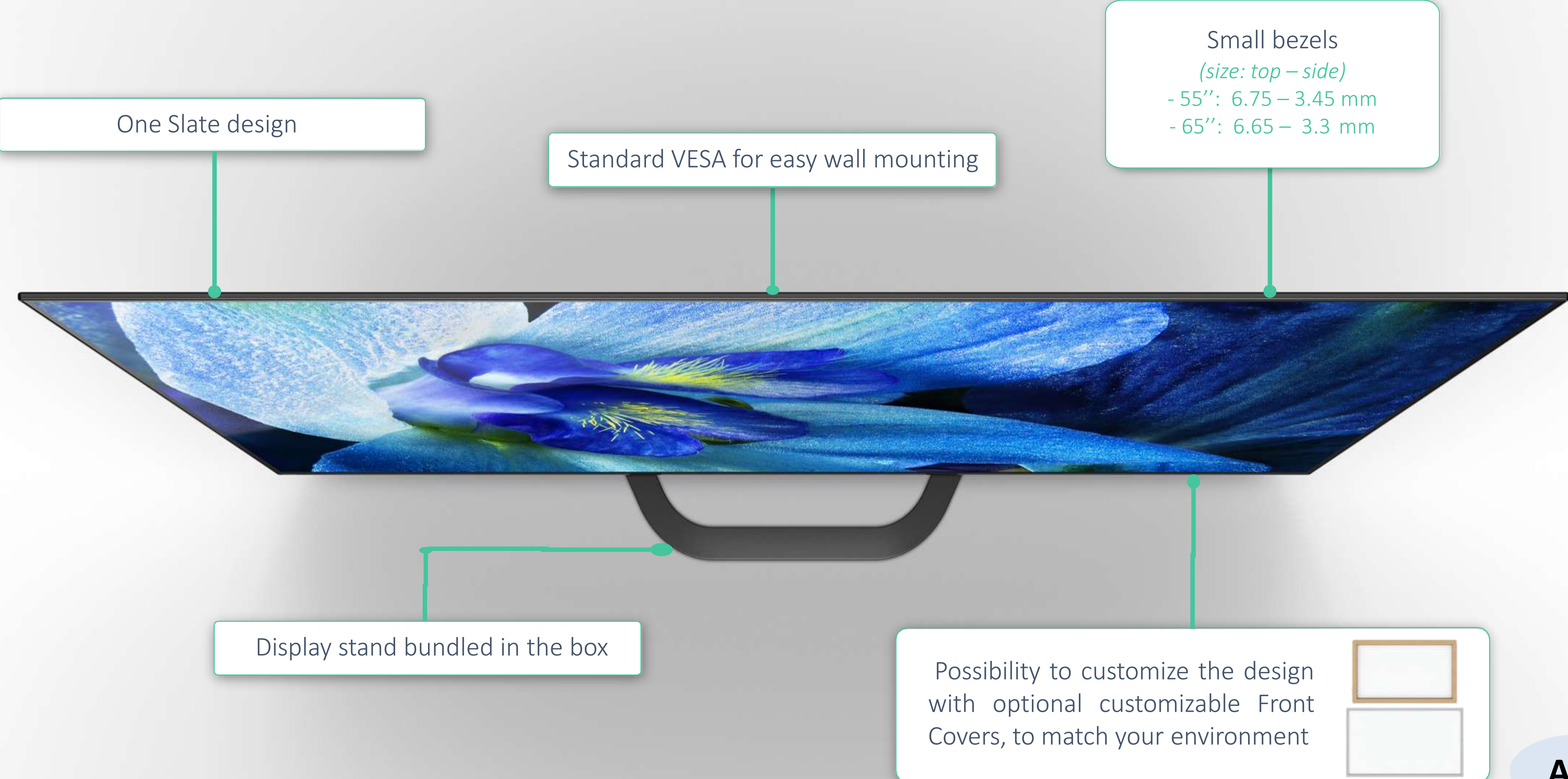


Display stand bundled in the box



# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

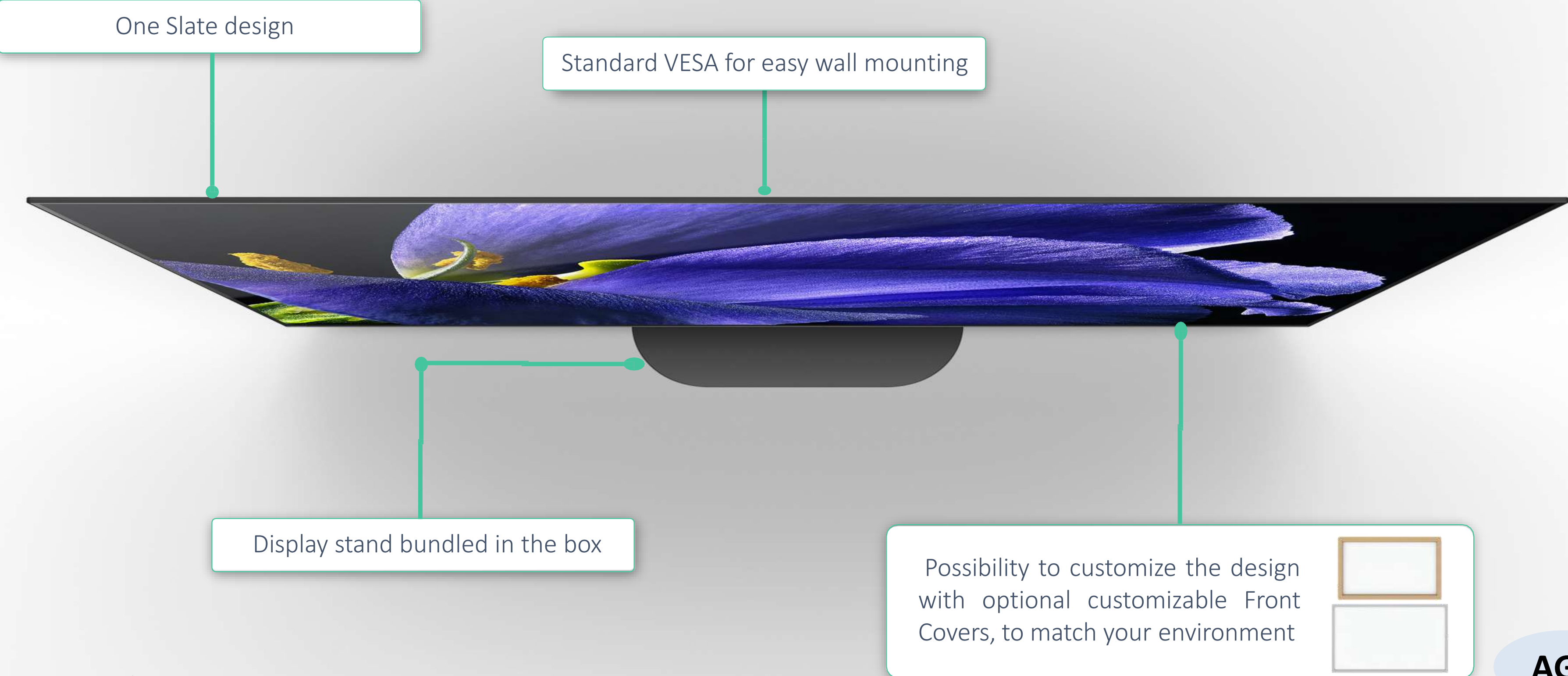
Elegant. Slim. Structurally simple.





# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

Elegant. Slim. Structurally simple.





# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

Elegant. Slim. Structurally simple.

Standard VESA for easy wall mounting

Aluminium design

Display stand bundled in the box

Possibility to customize the design with optional customizable Front Covers, to match your environment





# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

Elegant. Slim. Structurally simple.

Standard VESA for easy wall mounting

Small bezels  
*(size: top – side)*  
- 43": 11.4 – 12 mm  
- 49": 11.4 – 11.4 mm  
- 55": 13.5 – 13.5mm  
- 65": 14.4 – 15.2 mm

Mold (Metal Look)



Possibility to customize the design with optional customizable Front Covers, to match your environment

Display stand bundled in the box





# BEAUTIFULLY DESIGNED, TO ENHANCE INSTALLATIONS STANDARDS

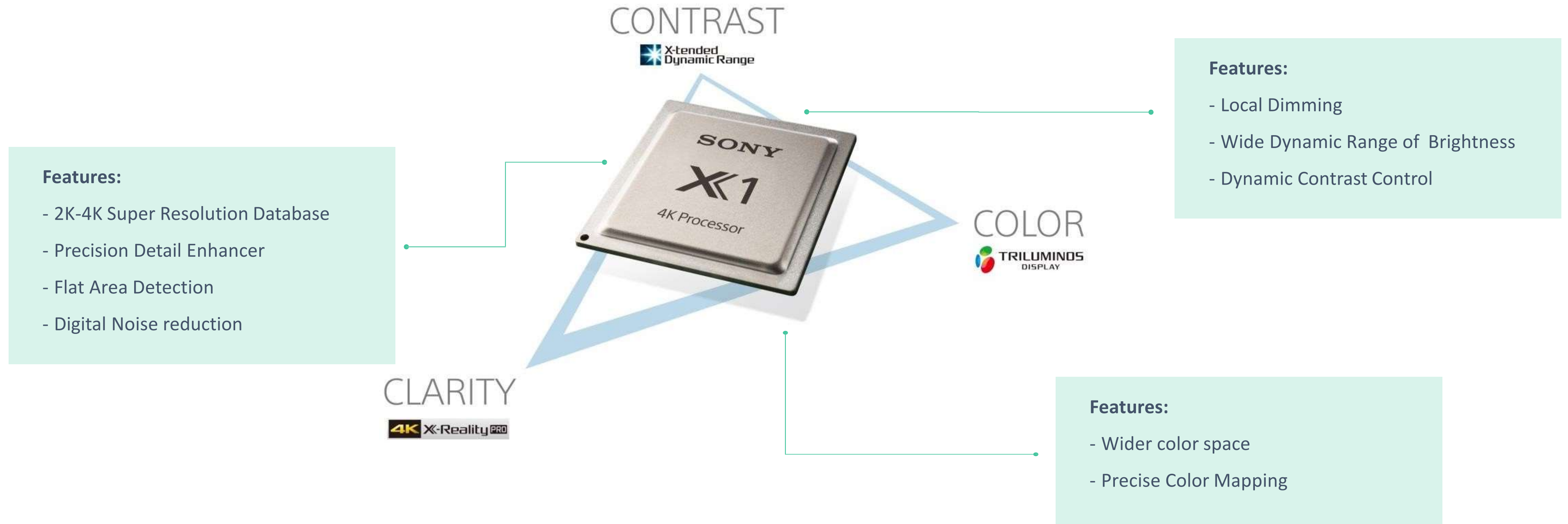
Elegant. Slim. Structurally simple.





# THE BEST PICTURE QUALITY. WITHOUT COMPROMISE

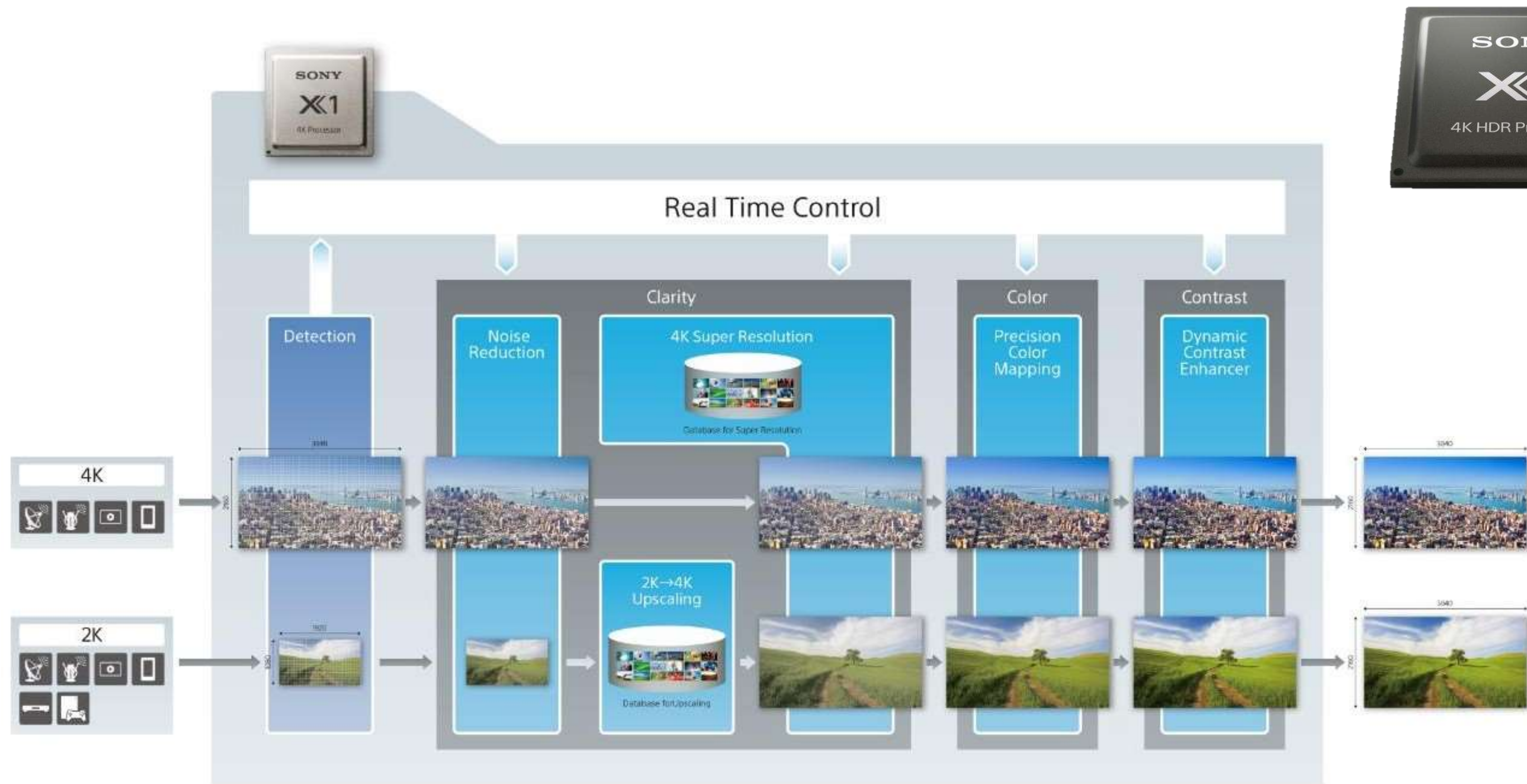
Every detail brought to life, upscaled by Sony's most powerful 4K picture processing technology ever





# THE BEST PICTURE QUALITY. WITHOUT COMPROMISE

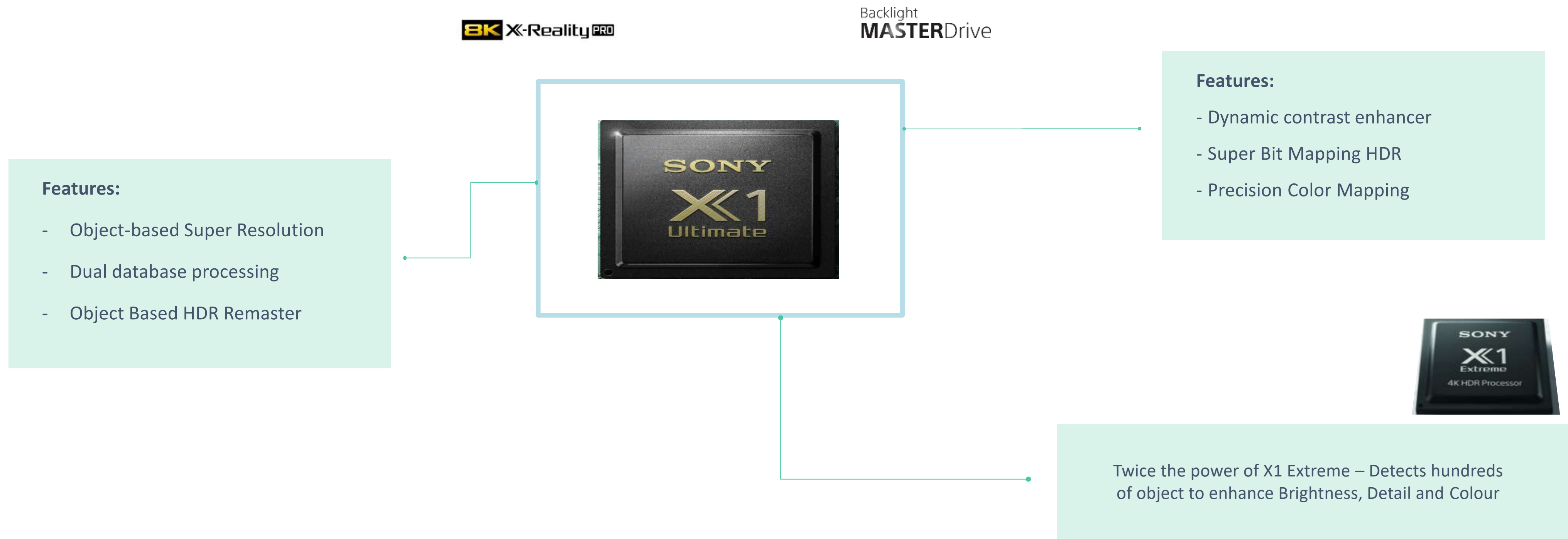
X1 4K HDR processor, everything gets faster. Twice.





# THE BEST PICTURE QUALITY. WITHOUT COMPROMISE

X1 Ultimate: The power to deliver our Ultimate Picture





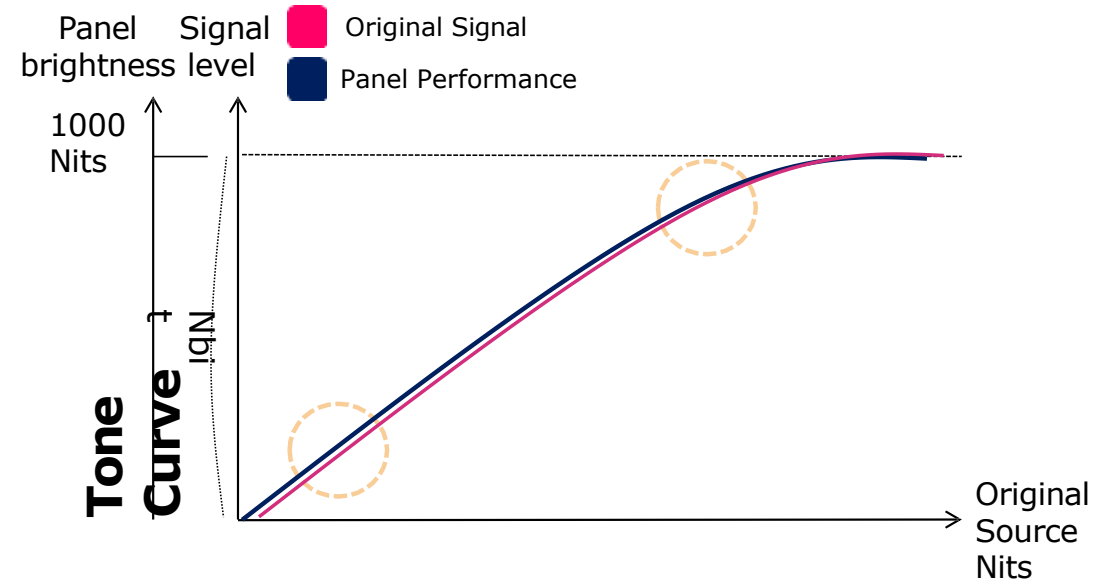
# THE BEST PICTURE QUALITY. WITHOUT COMPROMISE

Exceptional detail, colour and contrast with 4K HDR new generation of picture quality



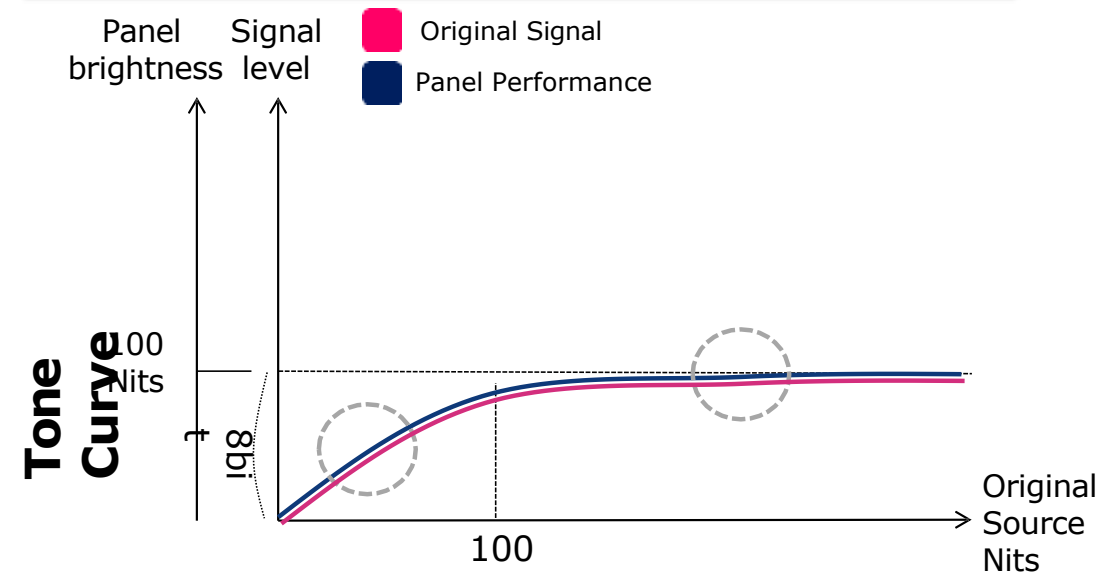
## HDR

Detail and brightness of both bright and dark objects can be reproduced as close to reality as possible, in full clarity.



## SDR

High contrast and brightness cannot be combined on the same picture



- XG8
- AG8
- AG9
- XG7



# THE BEST PICTURE QUALITY. WITHOUT COMPROMISE

Exceptional detail, colour and contrast with 4K HDR new generation of picture quality





# 2019 BRAVIA Line-up

	8K LCD	4K OLED		4K LCD			2K
2019	ZG9	AG9	AG8	XG85	XG80	XG70	WD6/WG6
					43	43	32
					49	49	43
		55	55	55		55	50
		65	65	65		65	
	77			75			
	85			85			
	98						
Picture Quality	8K HDR	4K HDR (HDR10/HLG/Dobly Vision)			4K HDR (HDR10/HLG)		HDR (HDR10/HLG)
	Triluminos Display						
	X-Wide Angle						
	X-Motion Clarity						
20x* XDR Contrast							
BMD XDRP	Pixel Contrast Booster						
Sound	X1 Ultimate		X1 Extreme	X1	4K XRP		2K XRP/ CRE
	Dobly ATMOS (After OTA)		Dobly ATMOS (After OTA)				
	Acoustic Multi-audio	ASA+	ASA	Acoustic Multi-audio			
Professional features	Advanced Professional Mode				Basic Professional Mode		
	TEOS/TDM Native Compatibility						
	IP Control						
Design	Aluminium Bezel	One Slate		Aluminium Bezel	Mold (Metal Look)		Mold
	-	Slim 55mm WM	2 way stand	Thin Chevron Metal	Thin Chevron		
	Android TV						



# PROFESSIONAL FEATURES



SONY

- Professional BRAVIA

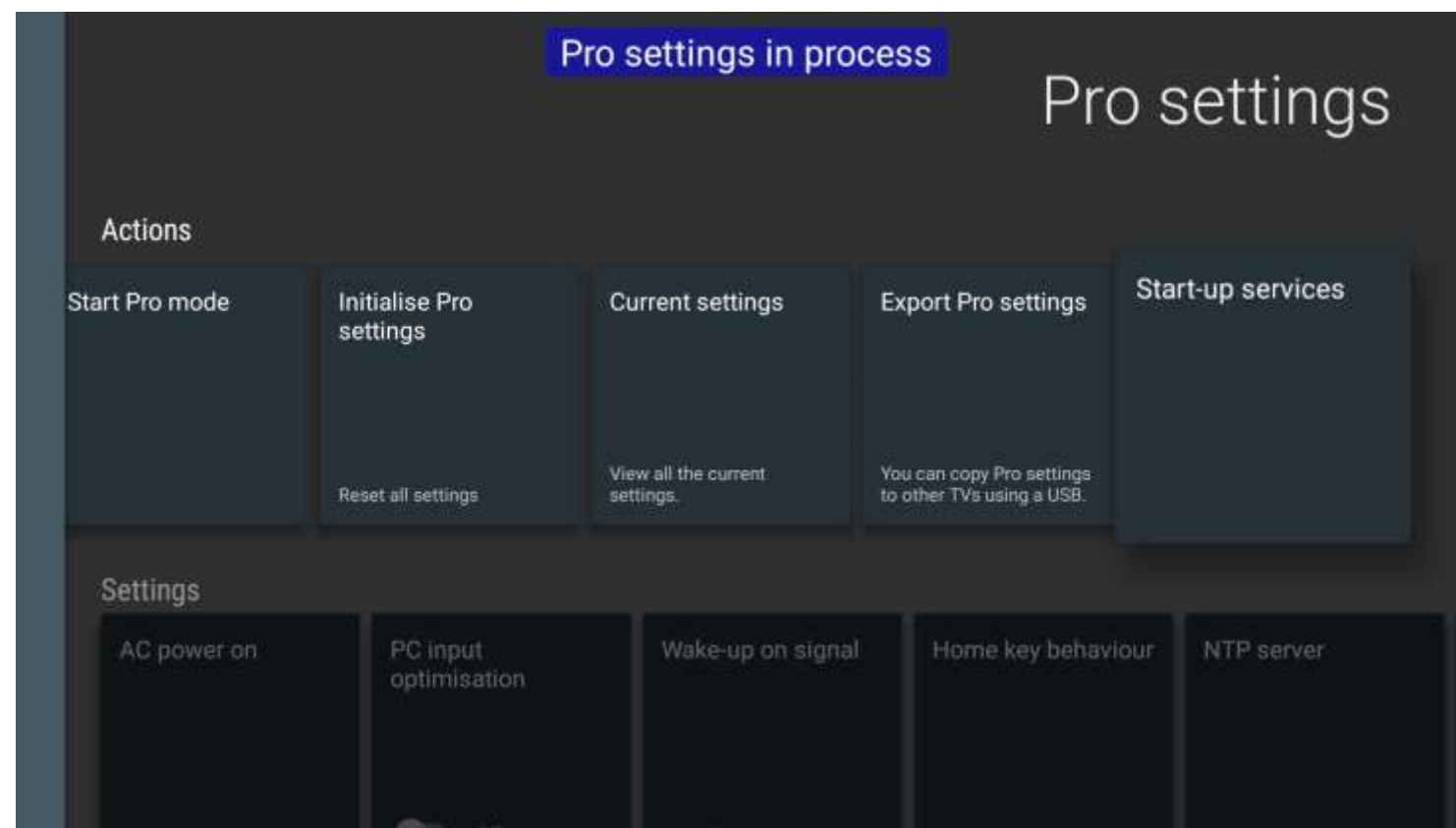


# SONY PROFESSIONAL MODE

Customize your Professional BRAVIA\* entirely behavior in a dedicated secured mode

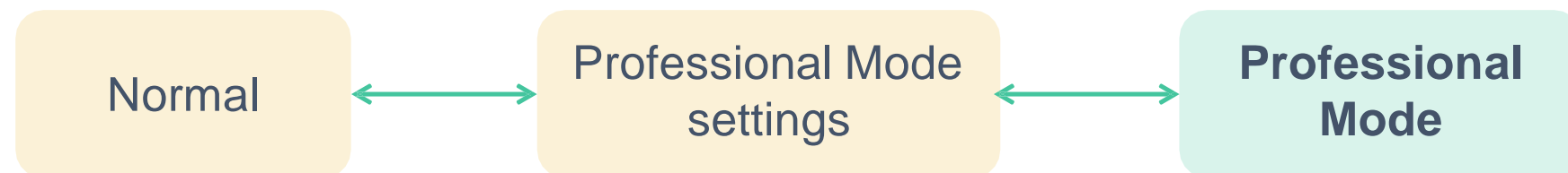
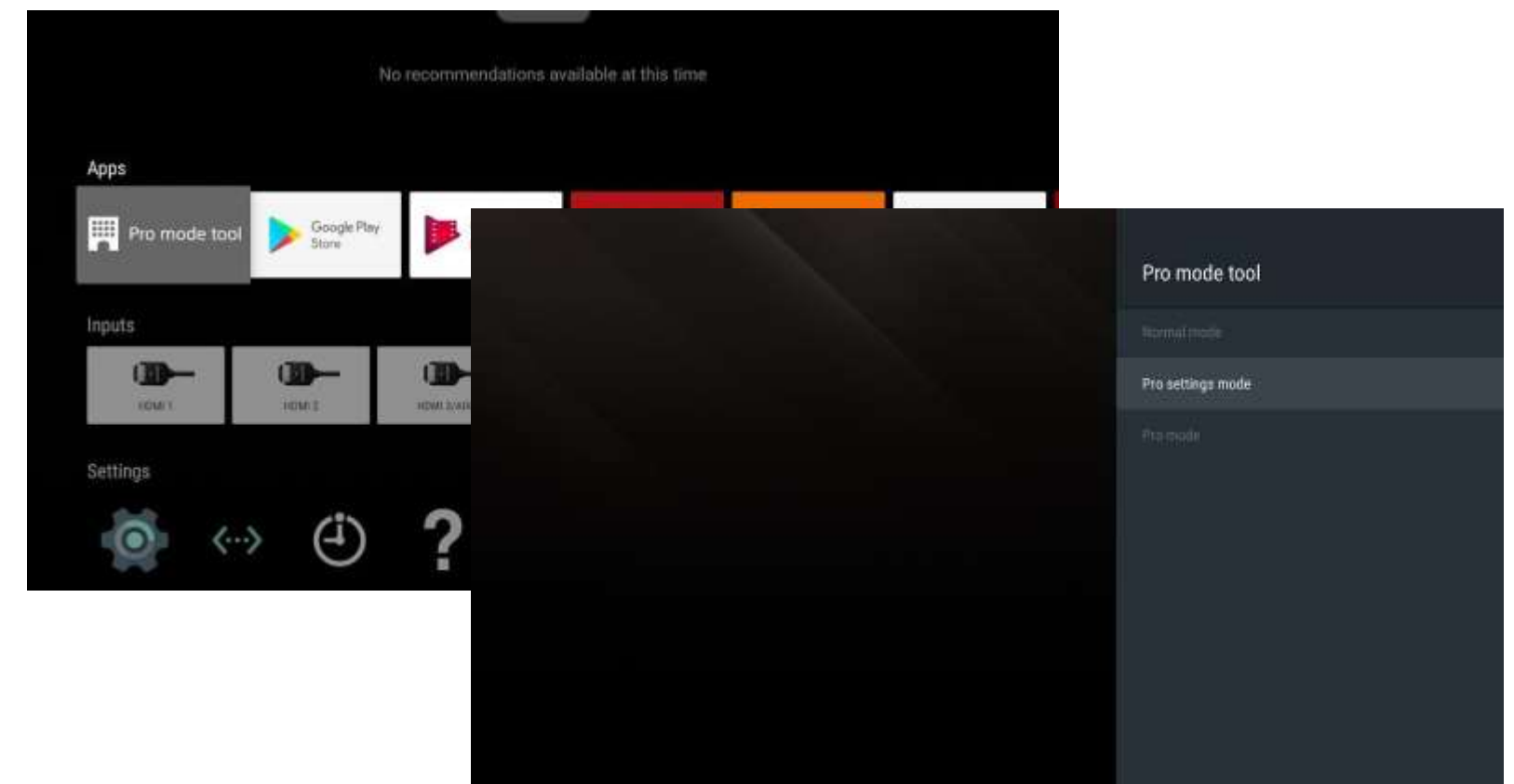
## Full control

Professional mode menu, with many additional features to customize your Professional BRAVIA according to your needs



## Easy access

New option in the menu to easily access the Professional Mode settings and save time, avoiding one platform reboot



## Custom Behaviors

- Automatic power on/off on HDMI signal
- Automatic picture settings reset
- HOME button customization
- Default power state when AC power on
- Settings for developers and PIN lock
- Power scheduling

## Function Restrictions

- Initial input source
- Default application
- Default/maximum volume

## Operational Functions

- Application management
- Export/Import settings



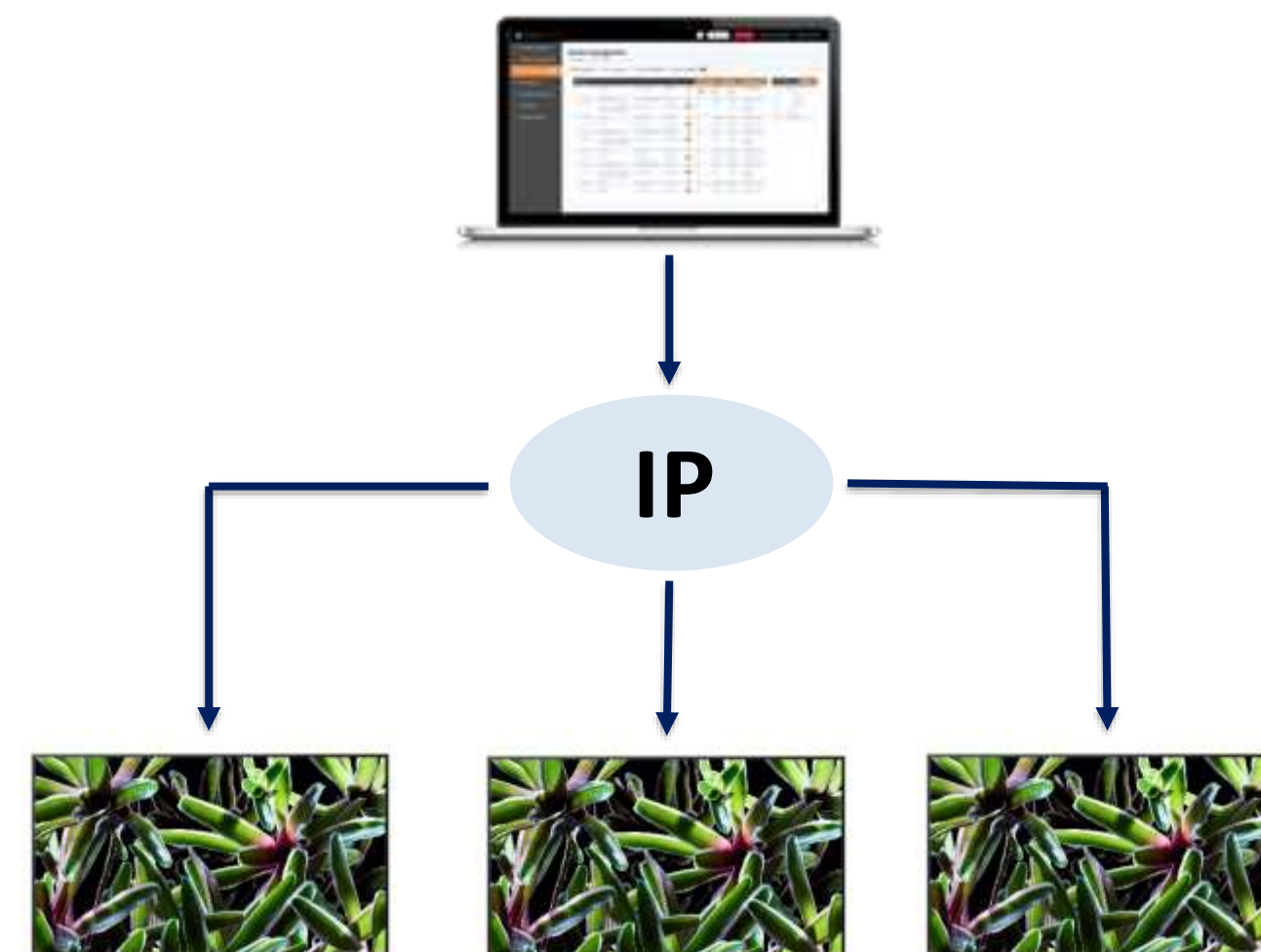
# NEW FEATURE

## Remote Firmware Update\*

### Update your BRAVIA through IP, no more USB key needed

- Activate the feature on BRAVIA (disabled by default)
- Open TEOS Manage
- Download firmware data and upload it to the app
- Start update

Become location independent & update Firmware remotely via IP network\*





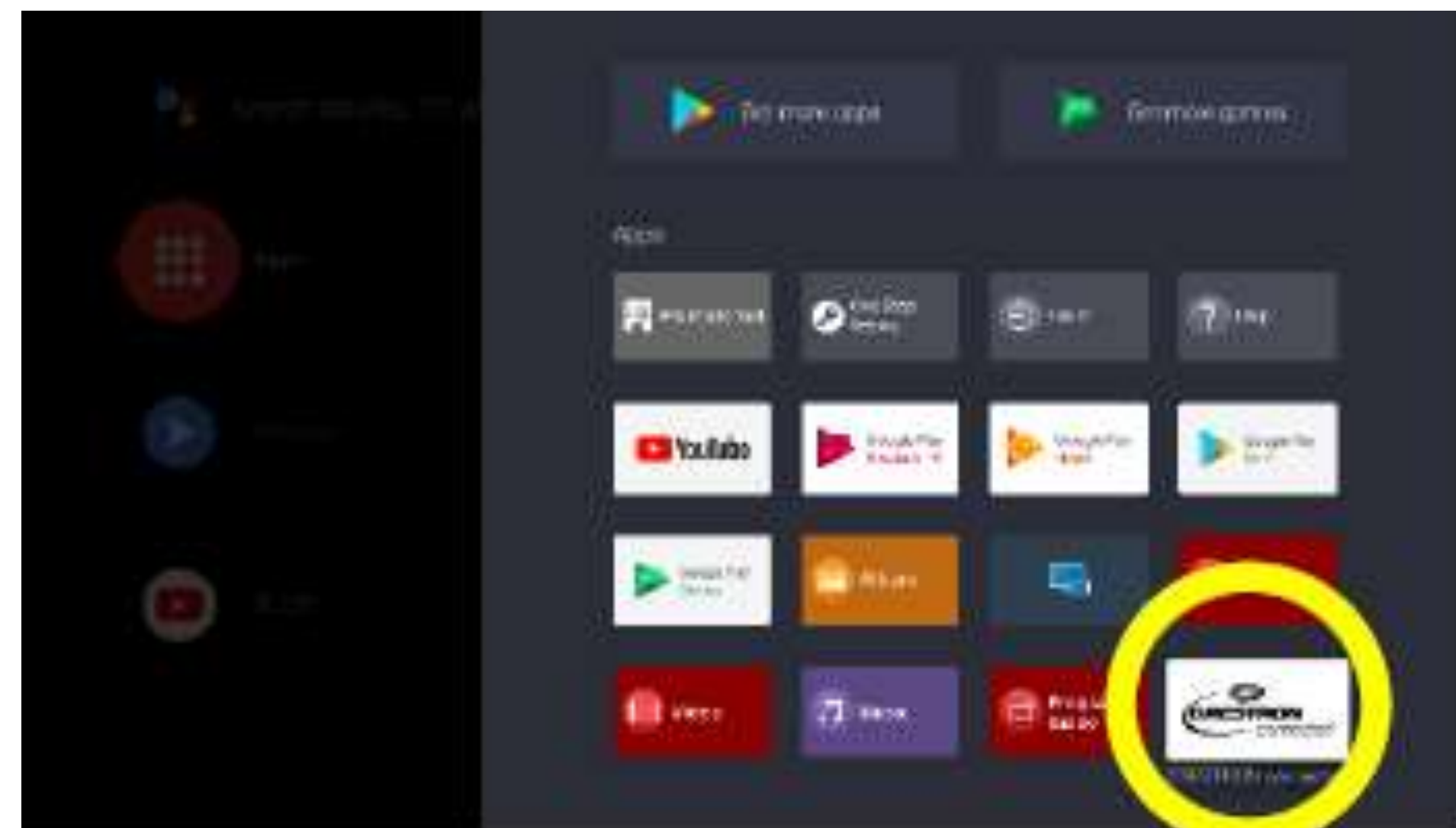
# NEW FEATURE

## Crestron Connected\*

- Enable « Crestron Connected » service in pro settings
- Configure parameters on « Crestron Connected » app
- Set up Crestron Fusion and/or Processors

**Web** <http://www.crestron.com/Products/Crestron-Connected-Devices>

- Crestron Connected is now supported and embedded in the firmware



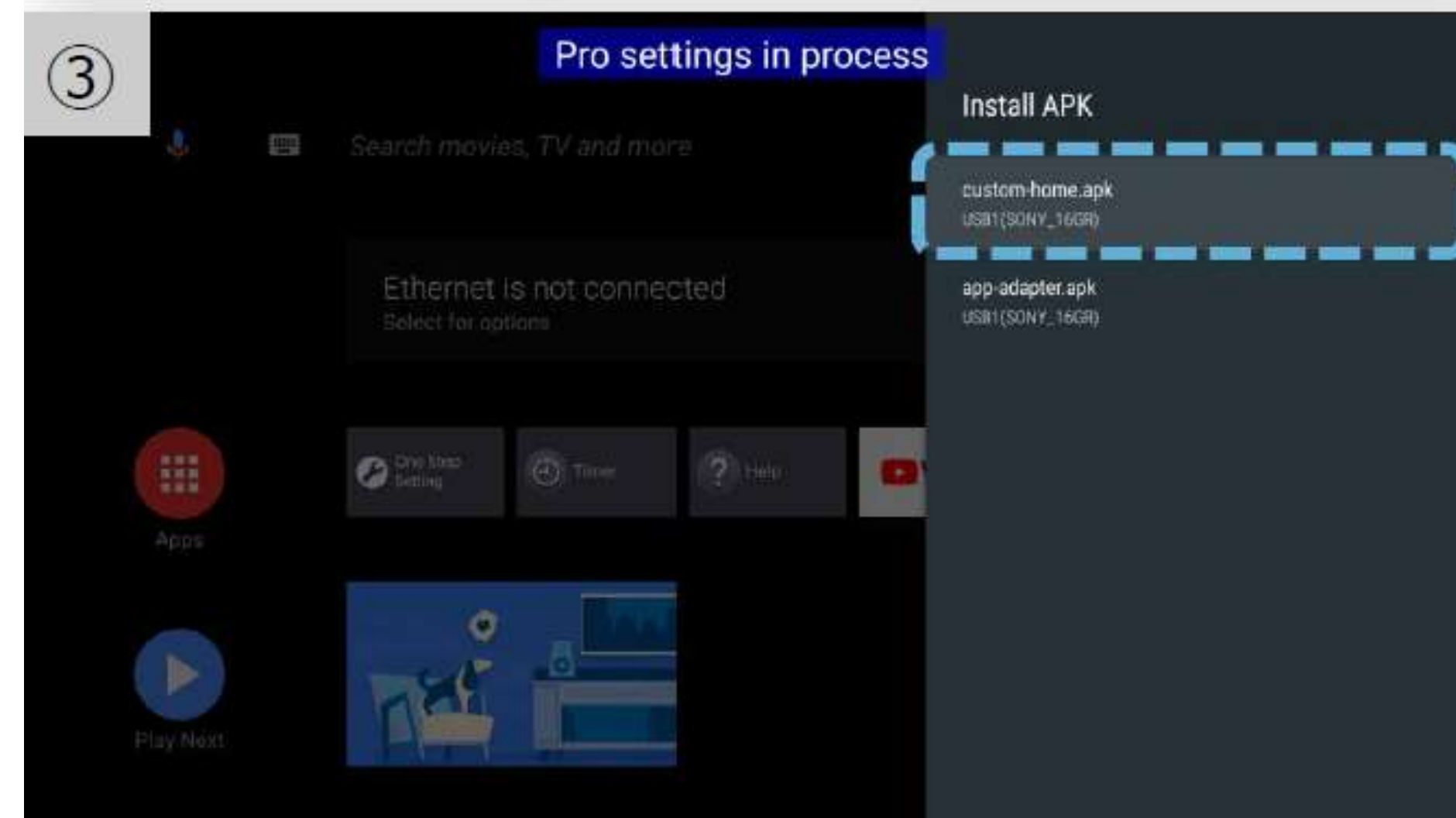
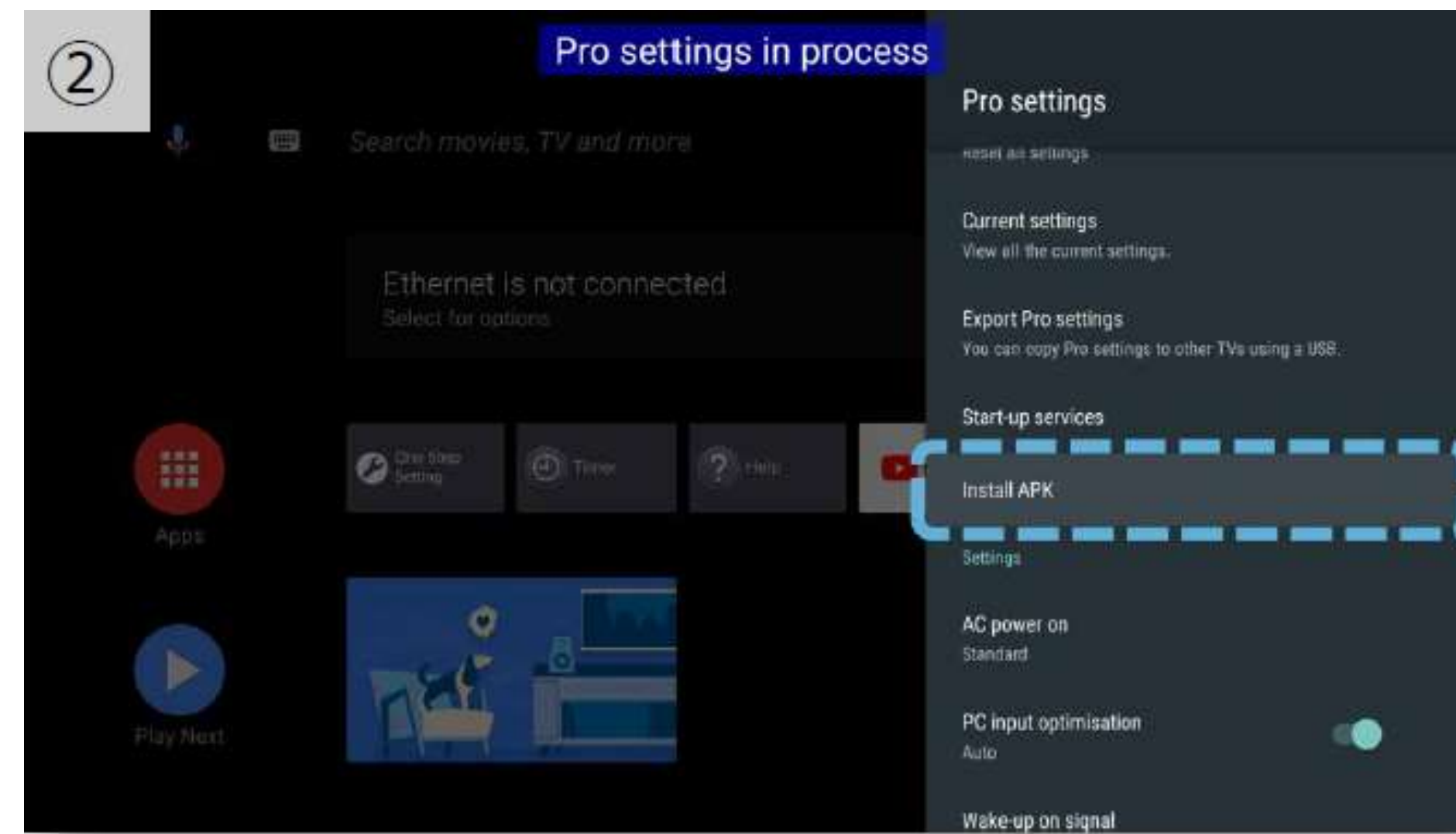


# NEW FEATURE

## Quick Android Application Installation Method

- « Install APK » menu is now added in Pro Settings menu
- No more «3rd party File Explorer application»

- 1- Put any APK file into USB key the insert in into the BRAVIA
- 2- Select « Install APK » menu in pro-settings mode
- 3- Select APK file, installation guide starts





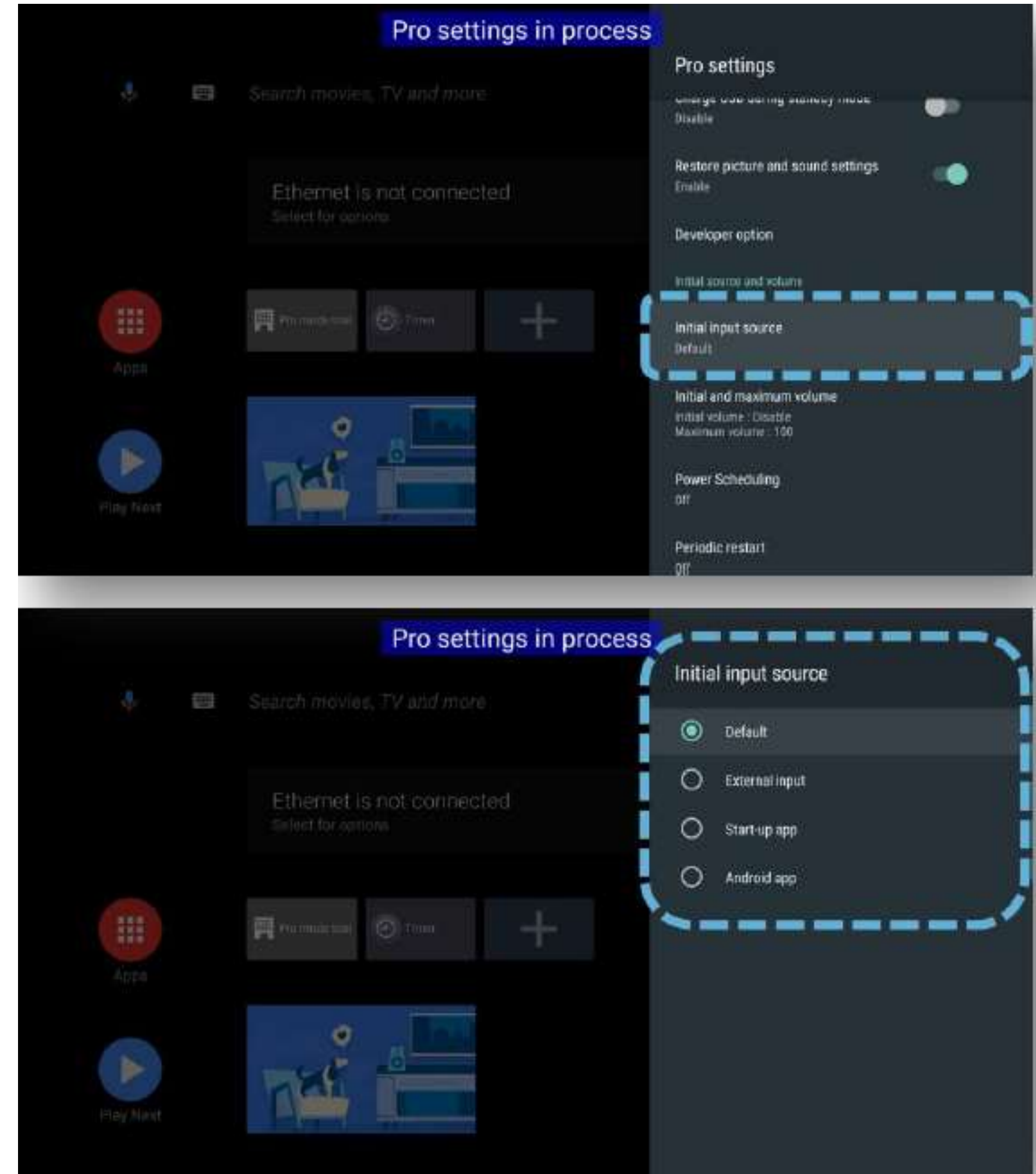
# NEW FEATURE

## Android App auto launch



Android App can now be launched automatically & « Android App » menu was added into « Initial Input Source » settings of « Pro Settings »

- Go to « Initial Input source »
- Choose «Android app » menu which is newly added
- Apps list will be shown, when you choose one Android App, then the application will be set.





# ENVIRONMENT FRIENDLY

Better performance, by saving more energy



- **Market leader in terms of energy consumption**
- Best efficiency rate, with huge costs savings
- Improvements every single year

Model	Brand	Resolution	Brightness (Cd/m <sup>2</sup> )	Standard Power consumption (W)	Cost on 3 years / 200 displays (€)	With Sony, you will save (€):
<b>FWD-75X85G/T</b>	<b>Sony</b>	<b>4K</b>	<b>620</b>	<b>158</b>	<b>60 043</b>	
<b>75UH5C</b>	LG	4K	500	240	91 204	31 161,3
<b>75UL3E</b>	LG	4K	350	220	83 604	23 561,0
<b>LH75DMDPLGC</b>	SAMSUNG	Full HD	450	233	88 544	28 501,2
<b>PN-H701</b>	SHARP	4K	400	240	91 204	31 161,3
<b>C751Q</b>	NEC	4K	350	195	74 103	14 060,6
<b>75BDL4150D/00</b>	PHILIPS	4K	500	220	83 604	23 561,0
<b>75BDL3050Q/00</b>	PHILIPS	4K	410	237	90 064	30 021,3



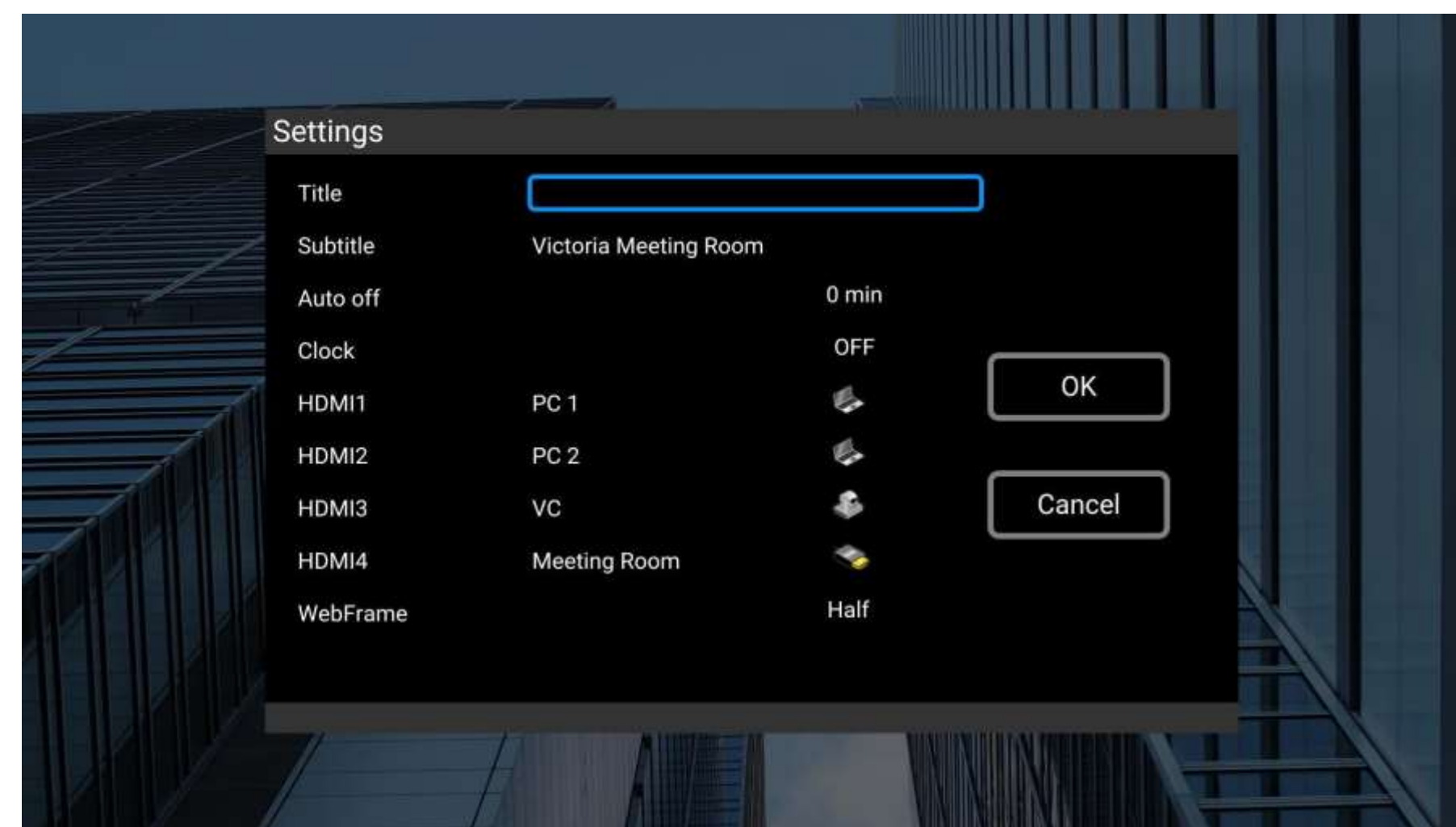
# BUILT-IN SOLUTIONS





# MEETING ROOM INTERFACE

Eliminate useless, black screens and add smart automation to reduce control panel costs.



## Meeting room interface available in the Professional Mode

- No more black screen when no input is connected
- Customize the title of the meeting room and inputs naming
- Auto-switch to the right input when a cable is connected
- No access anymore to settings for employees/guests



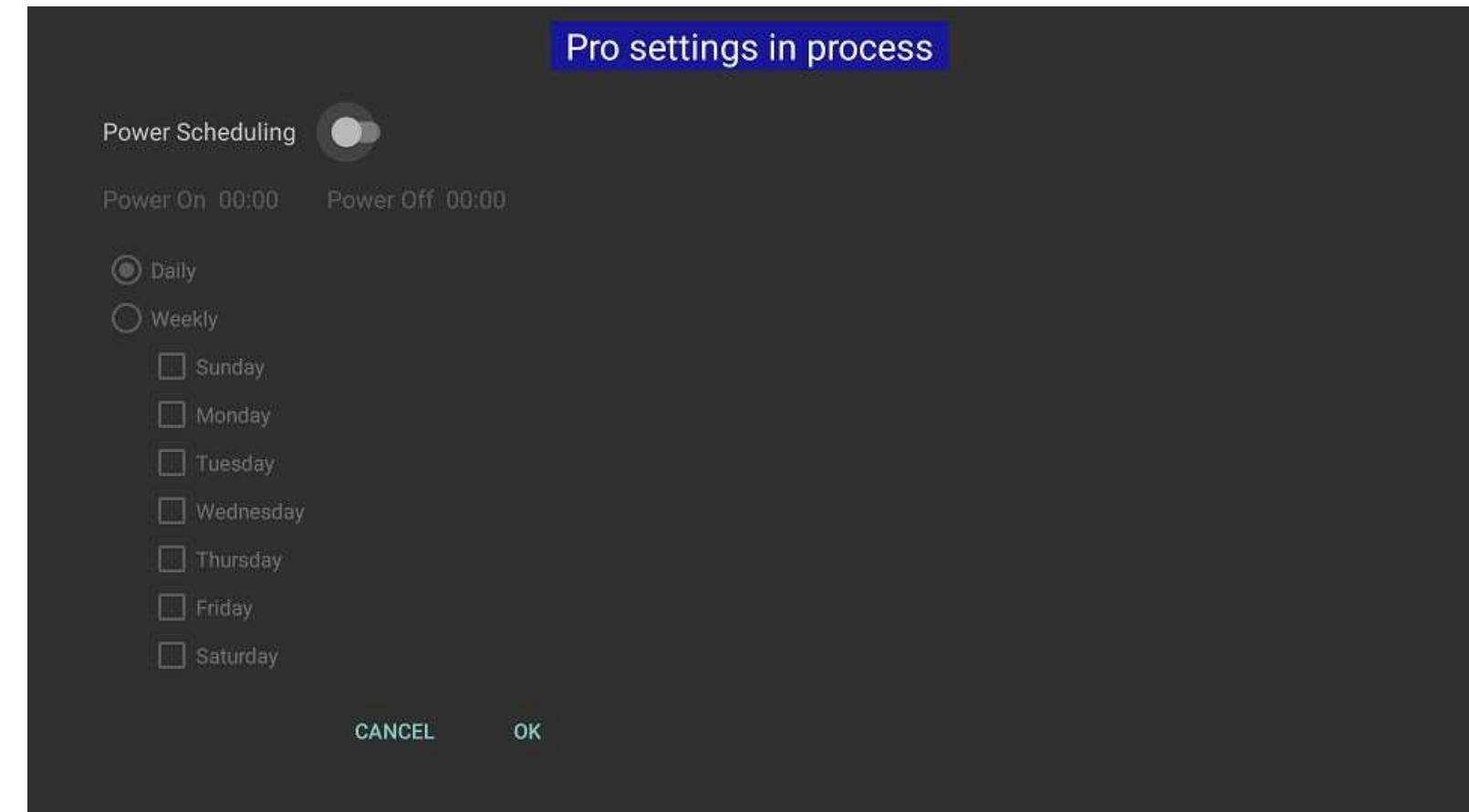
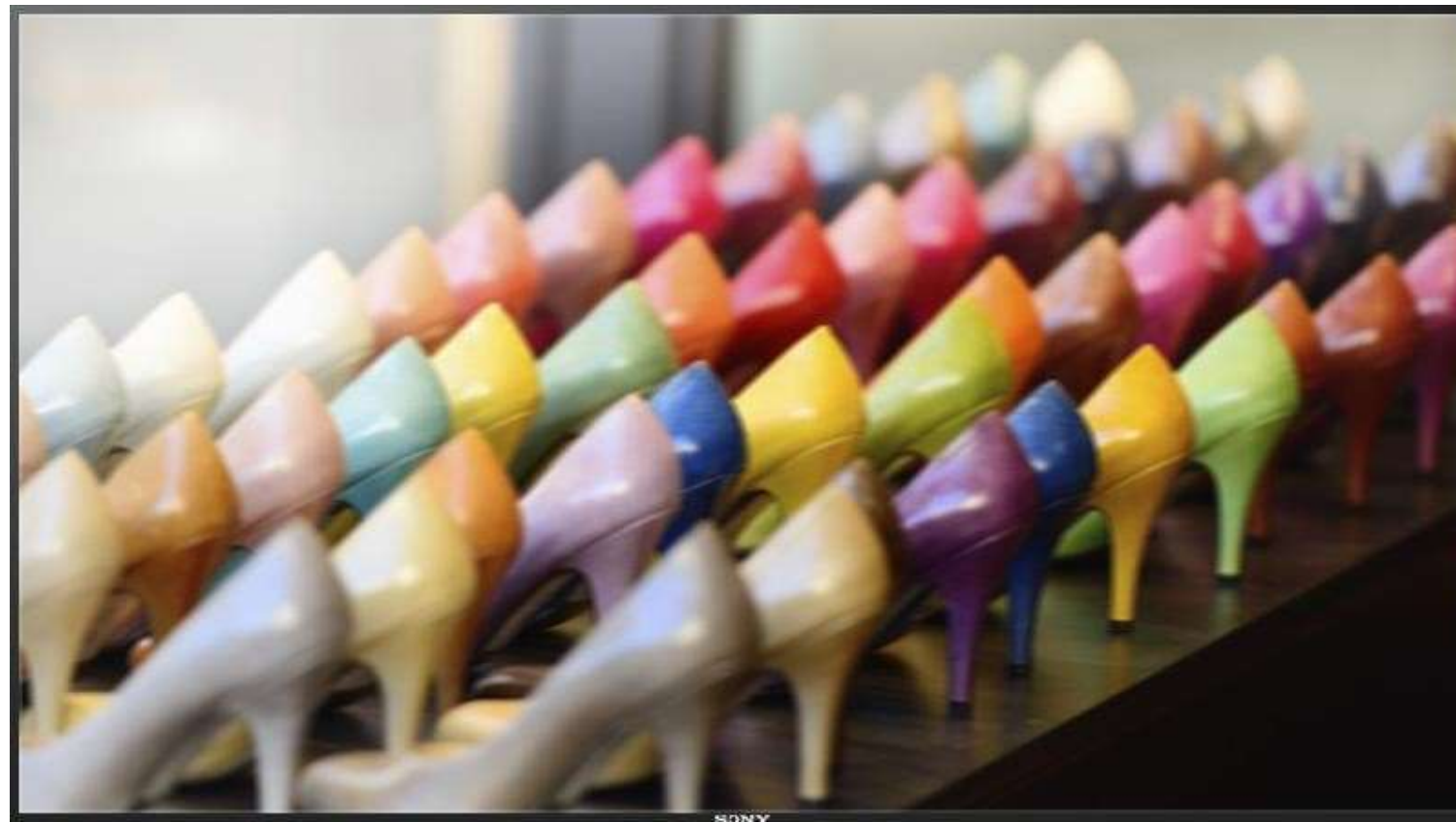


# BUILT-IN MEDIA PLAYER

Play photos and videos playlist from USB key in HD and 4K

## Features

- Entry level signage solution
- Play videos and other media content direct from USB
- Loop the content through the available options
- Compatible with native 4K (HEVC)
- Combine with the BRAVIA timer for auto on/off

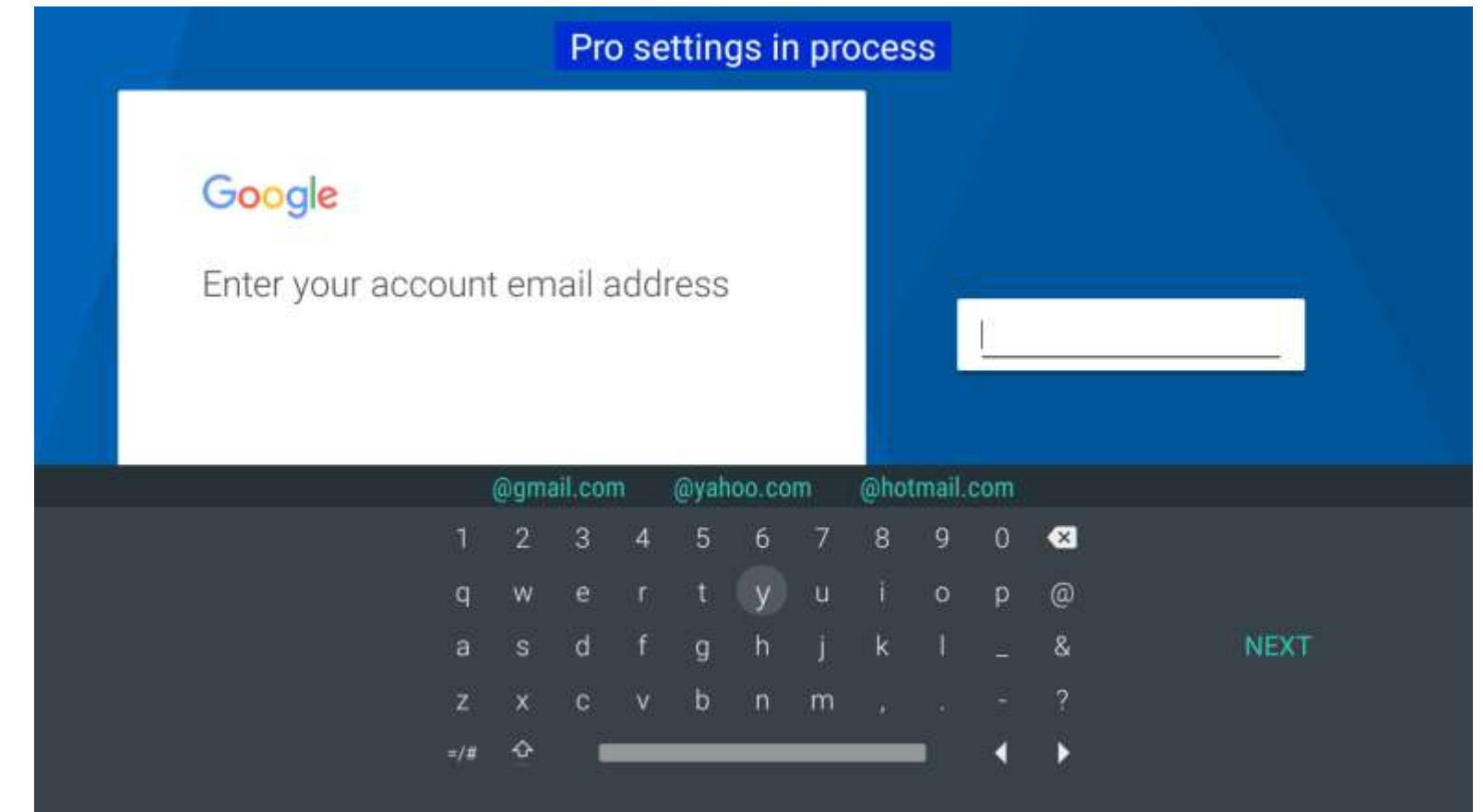


# BUILT-IN ANDROID APPLICATIONS STORE :

Endless possibilities to display what you need, without external devices

## All the applications you need, for endless possibilities:

- Android to download your apps.
- Signage: TDM Digital Signage,...
- Support: TeamViewer
- Information sharing: News, TV, Concerts, Weather & many more
- Games...





# OPTIONAL SOLUTIONS



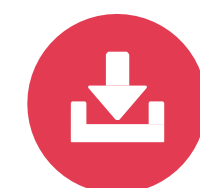


# TEOS CONNECT

Mirror content wirelessly from laptops to BRAVIA\* Professional Displays to enjoy smoother and more focused meetings.



TEOSConnect



## Simple install

Easy-to-install software; doesn't require any help from your IT team.



## No extra hardware or receiver needed

The technology is built-in to the BRAVIA Professional Display.



## Instant connection

Save time in every presentation with no cluttered connecting cables.



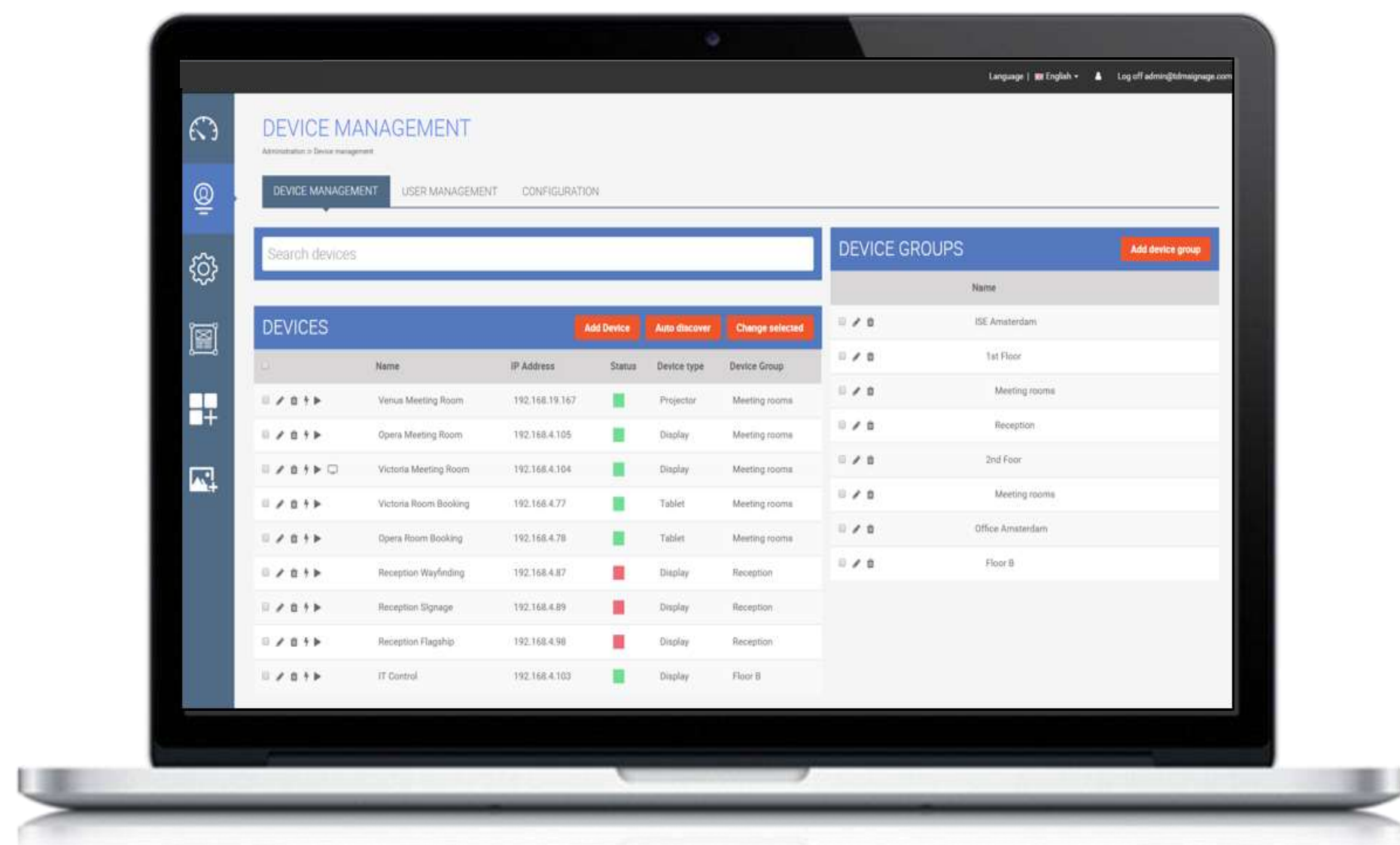
## Smooth and fast mirroring

High speed content mirroring for both videos and presentations with low latency.



# TEOS MANAGE

TEOS Manage\* is a powerful software application that enables you to easily manage all of a building's IP devices, content, and meeting rooms



## Full control

Monitor and control networked devices, manage rooms, create content.



## Schedule device on and off times

Save energy when not in use, such as evenings or weekends.



## Rapidly pinpoint issues

Receive a notification if a device isn't working, fix it in advance.



## Create your own impressive signage

Design content and schedule the playout across the workplace in minutes.



## Optimise meeting room usage

Integrate tablets with your centralised booking system to show meeting schedules and book rooms.

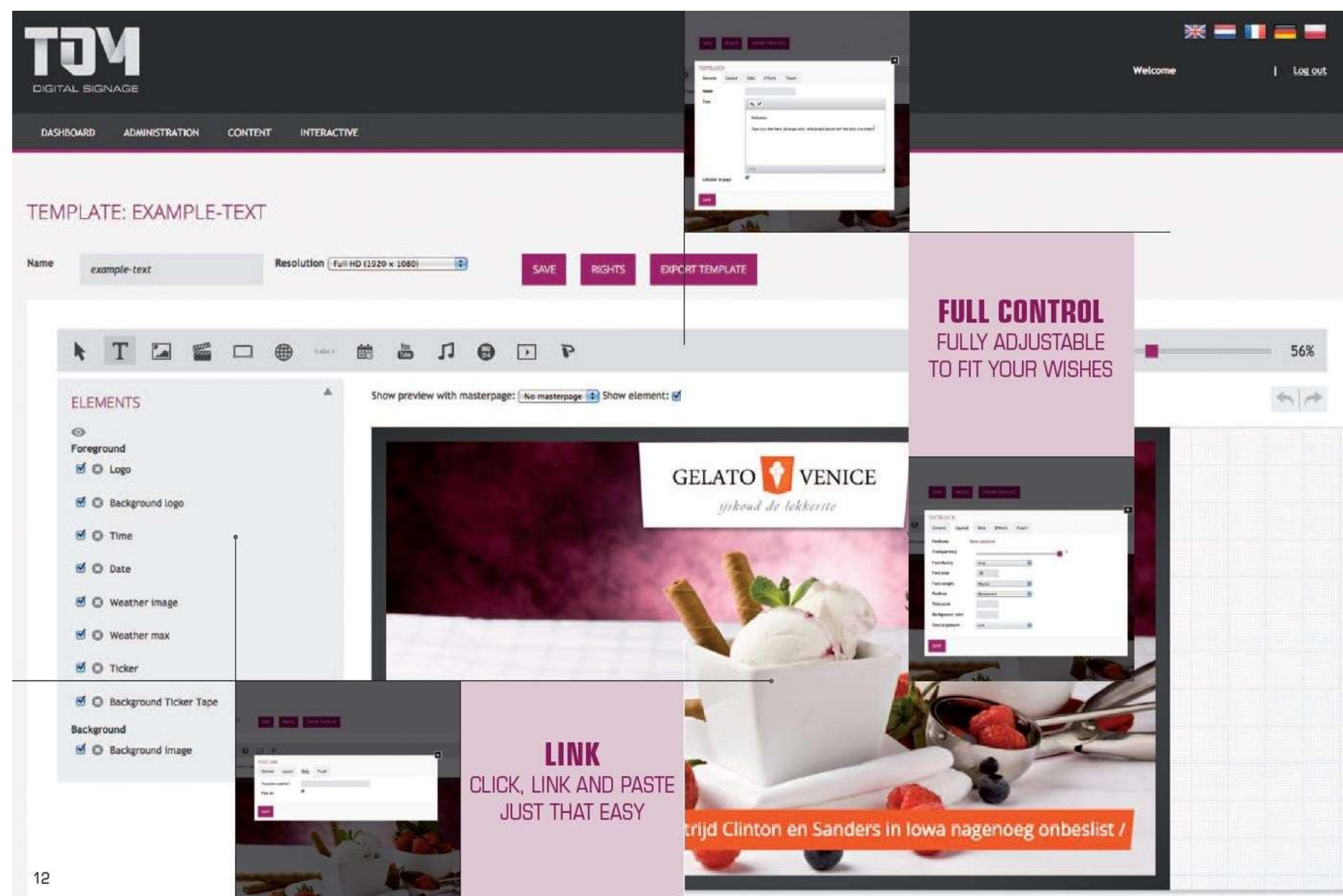


## Scalable, cost-effective, and easy to use

Add new devices within no time, and group them by location for easier management.

# TDM DIGITAL SIGNAGE

TDM Digital Signage\* is a cloud solution to create signage very simply and push it to your Professional BRAVIA without any additional player



## Full control

100% control over your design, content, location and timing.



## Schedule device on and off times

Program your playlist to turn automatically your displays on and off.



## Create your own impressive signage

Design content and schedule the playout in minutes, with many templates available.



## Scalable, cost-effective, and easy to use

Add new devices within no time, and group them by location for easier management.



flickr yammer



# OPTIONAL ACCESSORIES

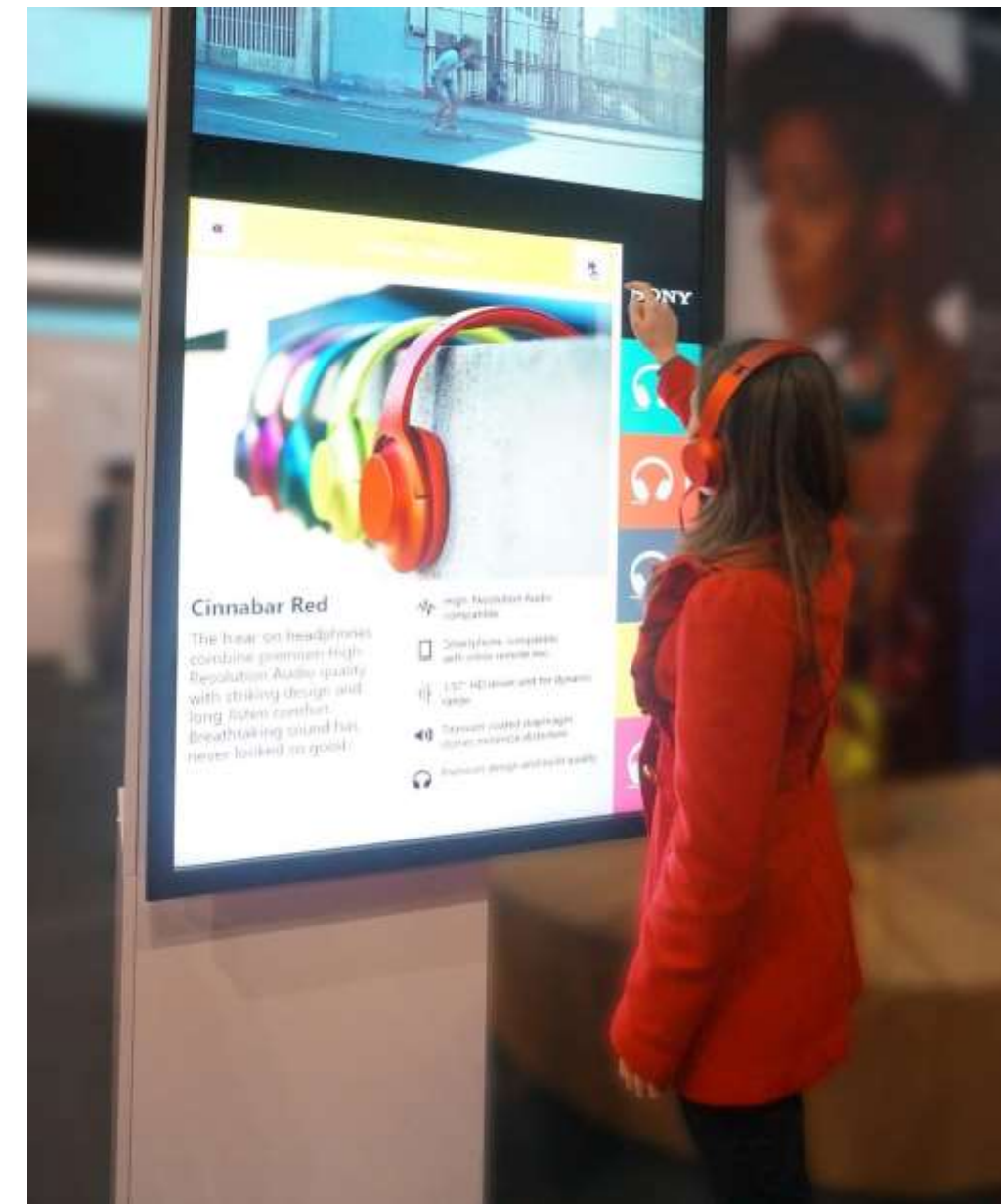
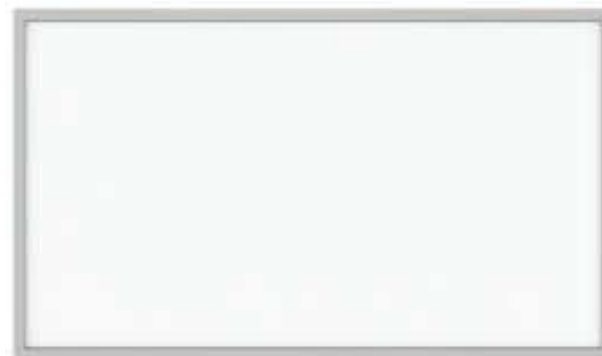


# TOUCH INTERACTIVITY

Sony can provide a wide range of interactive solutions to match your needs. Customisation (technology, colour, number of touch points) can be done on demand, even just from one unit ordered.

## Sony total touchscreen solution:

- Landscape / Portrait
- Responsive, accurate multi-touch performance
- Available in 2 technologies: InfraRed and Capacitive
- Anti-glare robust surface
- Easy to set up, easy to configure
- Completely customizable (size, color)
- Front covers available for design purpose





# SERVICE & SUPPORT



# SERVICE & SUPPORT

Professional BRAVIA standard warranty includes 3 years, replacement with a completely new device

HARDWARE & SOFTWARE Service Matrix		 <b>HARDWARE</b> (BRAVIA)	 <b>SOFTWARE</b> (TEOS LICENCES)
PrimeSupport <b>Pro</b>	Standard coverage	3 Years with Advanced Exchange	1 Year
PrimeSupport <b>Elite</b>	Extended coverage	+2 Years (with Advanced Exchange)	€30 / year
PrimeSupport <b>On-Demand</b>	Optional service	Training, installation, on-site set up	Training, installation, on-site set up
	Optional customisation	Covers & interactivity design (on demand)	Features, templates, compatibilities

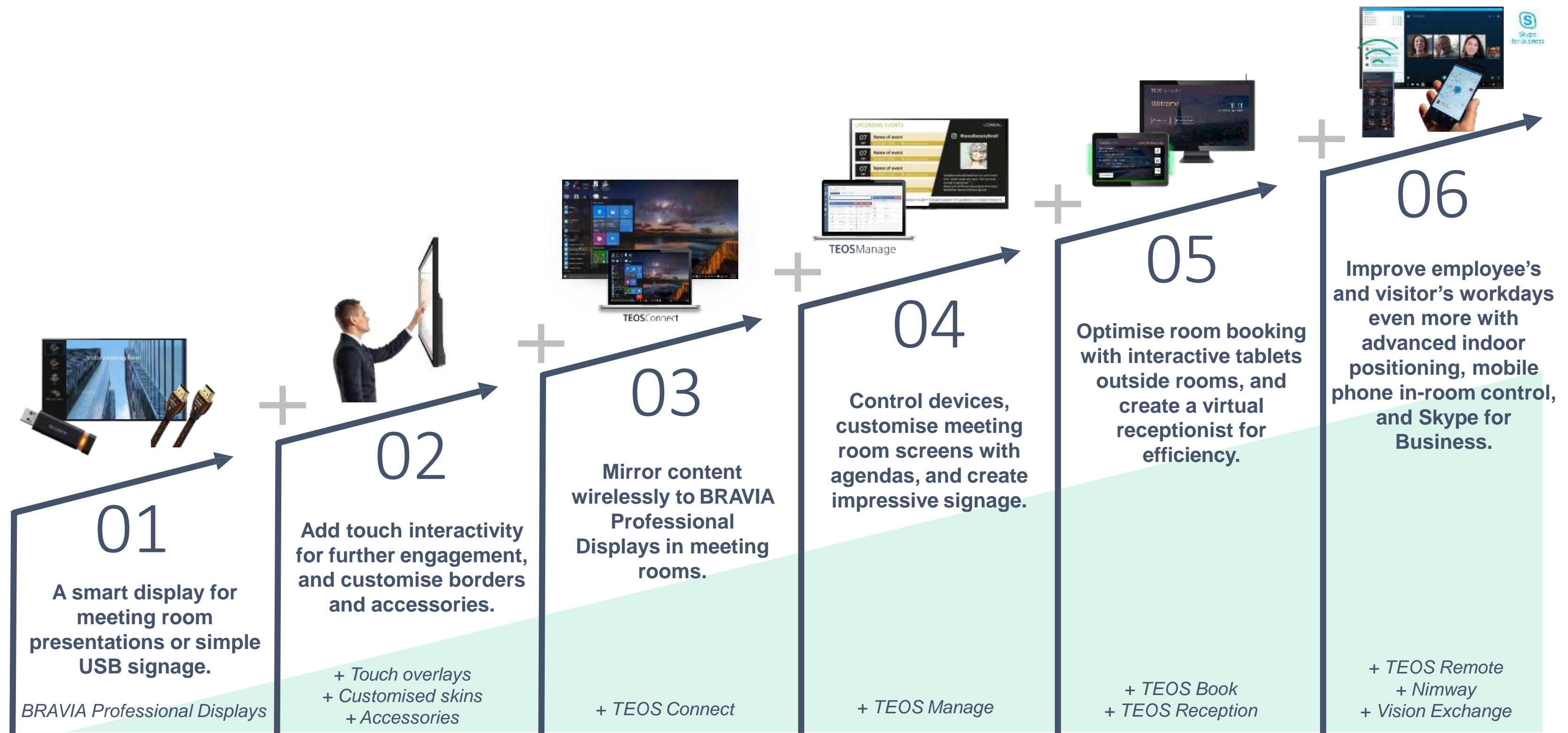


# FINAL REMARKS



# SCALABLE SOLUTIONS

We can fulfil customer needs from the basic all the way to the complex



**BASIC NEEDS**

**COMPLEX NEEDS**





# SONY

Get in touch

## Address

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