Sony BRAVIA FW-98BZ53L 4K HDR Full Array LED Professional display,780 cd/m2, Deep Black Non-Glare 47% Haze, 24/7 & 5 years PrimeSupport

Model: FW-98BZ53L

Manufacturer: SONY

EAN: 4548736158078

Product Code: 1647064

R278,981

Our biggest, brightest BRAVIA Professional Display has an extraordinary presence that demands every audience’s attention. Blending cutting-edge technology with installation-friendly features, 98” BRAVIA BZ53L adds Sony’s unique Deep Black Non-Glare Coating to deliver captivating picture

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quality in even the most challenging lighting conditions. With spectacular 780 nit brightness, cinematic colour and a huge viewing angle plus 32 GB memory, it’s the 4K HDR professional display that’s bigger in every way.

Deep Black Non-Glare Coating

Now also featured on 98" BZ53L, Sony’s Deep Black Non-Glare Coating technology reduces screen reflections and boosts image contrast, even under the glare of bright lights in retail stores, workspaces and classrooms. It’s the key to dynamic visuals bursting with true-to-life color and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

Spectacular 780 nit brightness, and more

Brighter is better. In busy retail showrooms or corporate lobbies, 98” BRAVIA shines with an extraordinary 780 nit screen brightness that can’t be missed, even in light-flooded spaces. Full Array Local Dimming boosts peak brightness further still to an eye-popping 1500 nits.

Cognitive Processor XR™

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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.

Richer, more lifelife colour

XR Triluminos Pro colour technology expresses an even wider palette of exquisitively lifelike hues and tones, thanks to Sony’s unique Cognitive Processor XR processor.

High refresh rate

98” BZ53L sports a 4K 120Hz panel, teamed with XR Motion Clarity and Motionflow XR to express fast paced on-screen movement with unprecedented smoothness, clarity and realism.

Professionally designed for better business

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Other so-called professional displays are little more than televisions with a few additional features thrown in as an afterthought. 98” BZ53L is engineered from the ground up for quicker, easier, more flexible installation in retail and corporate environments.

Lighten the load

98” BRAVIA BZ53L weighs around 20kg less than the previous 100” 100BZ40J model, lightening the load on installation teams.

Safer carrying

Ergonomically positioned lower horizontal handles are easy to grab, making lifting easier and more comfortable.

Landscape, 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.

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.

Side mounted terminals

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

Round the clock reliability

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

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Special settings for professional use

BRAVIA 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.

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 & network of supported AV solutions

The BZ53L 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. We work closely with other leading companies to add even more value to our innovative AV products, with innovative solutions for networking, device management and automation.

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. The 98" BZ53L doubles internal storage from 16GB to a generous 32GB – giving loads more room on board to hold apps, photos, videos and digital signage.

Simple signage

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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.

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.

Meet more easily

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

Wireless screen mirroring

Easily mirror content wirelessly from handheld device onto BRAVIA with in-built support for Apple AirPlay2 and Google Chromecast.

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 realising efficiency gains from product development right through to watching TV and viewing screens. Increased use of recycled materials, improved energy rankings and new eco-related settings and features contribute to the continued development of sustainability with BRAVIA.

All your energy-saving settings in one place

With the flexible and configurable Eco Dashboard,
energy saving settings can now be centrally managed.
You can easily customise energy saving settings for your
TV usage, viewing environment, and the content you are

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watching, all in one place, and visualise the contribution you are making to reduce environmental impact.

Optimal viewing and energy use with Light sensing

Automatically adjust the brightness of the display depending on the ambient light of your environment, optimising the viewing experience and energy usage.

Increased use of recycled materials in BRAVIA

SORPLAS(TM) is Sony's proprietary recycled plastic material that achieves a high recycled material usage and can be found in all new BRAVIA products, helping to reduce the use of virgin plastics.

Greater peace of Mind

There's the added reassurance of our 3 Years PrimeSupport Professional service package as standard, with access to an elite EU-wide helpdesk for technical support & advanced product exchange handled by local partner, on premise where possible. You can enjoy further peace of mind with our optional 2 years extension for just €1, effectively extending your PrimeSupport up to 5 years (or 30,000 hours usage).

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