SONY

Pro BRAVIA BZ53L

Flagship 98-inch 4K Ultra HD HDR BRAVIA Professional Display with Deep Black Non-Glare Coating and Cognitive Processor XR

Overview

Awesome picture quality, brightness and contrast in our largest screen size

The extraordinary presence of our biggest, brightest BRAVIA 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 for even more dynamic visuals that always stand out. With spectacular 780 nit brightness, cinematic colour and a huge viewing angle plus capacious 32 GB memory to store more apps and content, it's the 4K HDR professional display that's bigger in every way.

Features

Spectacular 780 nit brightness, and more
Brightness matters. In busy retail showrooms or corporate lobbies, 98" BRAVIA BZ53L 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.

Deep Black Non-Glare Coating ensures clarity and contrast, even in bright lighting
Bright or harsh room lights can mean grey, washed-out images in retail stores and shopping malls, corporate lobbies, conference rooms and classrooms. Sony's Deep Black Non-Glare Coating combines anti-glare and low-reflection technologies. Reducing reflections and boosting contrast, it's the key to dynamic visuals bursting with true-to-life colour and detail that inspire everyone, from corporate visitors and staff to shoppers and students.

Anti-Glare
A microscopic unevenness is added to the surface of the display panel. Incident light is diffusely reflected in all directions, becoming a whitish blur that's less noticeable to viewers than sharply reflected light.

Low Reflection
A special coating is added to the surface of the panel. Incident light rays bounce off the surface of the clear layer, as well as the panel surface beneath. Interference between the reflected rays causes cancellation, reducing reflections seen by viewers.

High refresh rate
98" BRAVIA BZ53L sports a 4K 120Hz panel, coupled with XR Motion Clarity and Motionflow XR to reproduce fast paced on-screen movement with unprecedented smoothness, clarity and realism.

Richer, more lifelike 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.

Cognitive Processor XR™
The world's first picture processor with cognitive intelligence understands how humans really see the world. The 98″ BRAVIA BZ53L with Cognitive Processor XR™ opens up an unprecedented viewing experience, immersing you even more deeply in every scene.

Exceptional dynamic range with Full Array Local Dimming
Our Full Array LED screen technology delivers superior contrast compared with conventional edge LED screens. It's also more energy efficient, helping you enjoy spectacular high-contrast images while consuming less power.

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

Lighten the load
The 98″ BRAVIA BZ53L weighs around 20kg less than Sony's earlier-generation 100″ 100BZ40J model, lightening the load on installation teams.

Safer carrying
Ergonomically positioned lower horizontal levels are easy to grab, making lifting more comfortable.

Easier access
The ability to temporarily carry BRAVIA vertically (portrait style) gives easier access for installers in elevators and stairways.

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.

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.

Robust usability
BRAVIA FW-98BZ53L contains a host of useful functions for business, such as purpose-driven applications and setting customization to make daily work more efficient.

Professional settings
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 is 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
Built-in 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 mode, input, control settings, and more.

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” BRAVIA BZ53L offers a very generous 32GB internal storage – giving loads more room onboard to hold apps, photos, videos, and digital signage.

Specifications

General Features

Screen Size	98"
Brightness (cd/m^2)	780
Contrast Ratio	5000:1
Dynamic Contrast Ratio	700,000:1
Response Time (Gray to gray, Typical, 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
Display Device	LCD
Panel Type	VA
Backlight Type	Direct (Full Array LED)
TRILUMINOS Display	XR Triluminos Pro
Colour Gamut (DCI-P3)	95%
Picture Processor	Cognitive Processor XR

Display Features

Operation Time	24 / 7
Deep Black Non-Glare	Yes
Haze (%)	47%
Viewing Angle (Right/Left)	178 (89 / 89) degree (CR >10)
Viewing Angle (Up/Down)	178 (89 / 89) degree (CR >10)

Video Specification

4:3 Default	Yes
Video Processing	XR 4K Upscaling
Motion Enhancer	XR Motion Clarity
HDMI Signal	4096 x 2160p (24,60Hz), 3840 x 2160p (24,30,60,120Hz), 1080p (24,30,60,120Hz), 1080i (60Hz), 720p (24,30,60Hz), 480p

Audio Specification

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 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
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)	Hybrid w/S-Center Speaker Input x1 (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
Stand Design	No stand
VESA® Hole Spacing Compatible	Yes
VESA® Hole Pitch (W x H)	600 x 400 mm / 23 5/8 x 15 3/4 inch

Environment Specifications

Screen Size for WEB (diagonal, cm, integer or 1st decimal)	248 cm
On-Mode Power Consumption (EPREL)	154 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)	2199 x 1255 x 85 mm / 86 5/8 x 49 1/2 x 3 3/8 inch
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

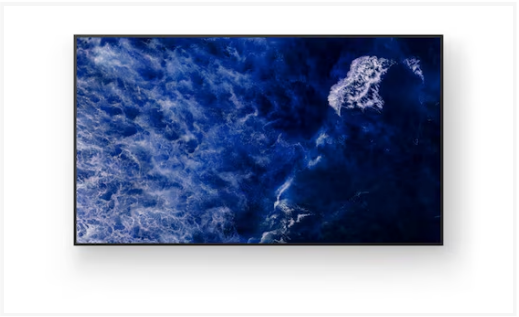
Weight

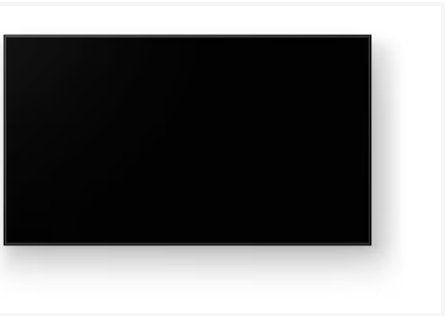
Weight of TV without Stand	67.2 kg / 148.1 lb
Weight of Package Carton (Gross)	91 kg / 200.5lb.

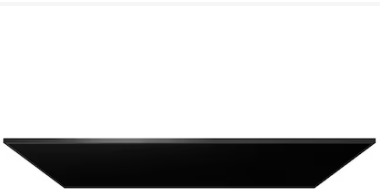
Further Information

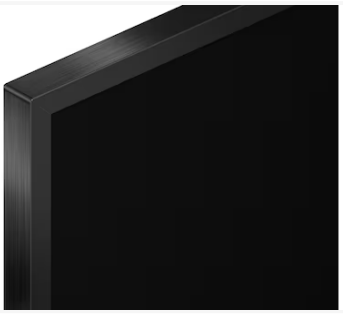
Product Information Sheet (Europe Only)	https://eprel.ec.europa.eu/screen/product/electronicdisplays/1779416

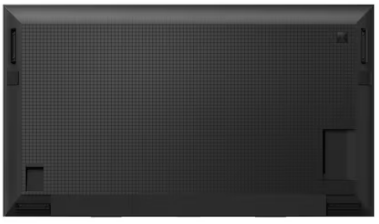
Gallery

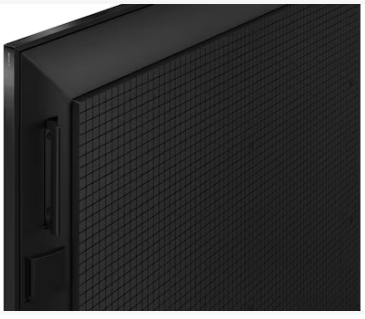












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