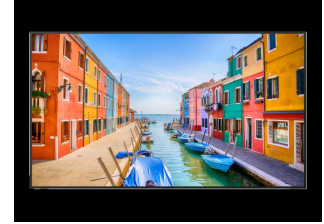


FW98BZ53L

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



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 gray, 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 color 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 color

XR Triluminos Pro color technology expresses an even wider palette of exquisitely 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 44 lb 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 0.79 in 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. Customize 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 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. The 98" BRAVIA BZ53L offers a very generous 32 GB internal storage – giving loads more room onboard to hold apps, photos, videos, and digital signage.

Specification

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

Audio Specs	
Audio Power Output	Audio Power Output
Speaker Position	Down Firing + Side Back
Control specs	
HDMI-CEC	HDMI-CEC
IP Control	Yes
RS-232C Control	RS-232C Control
Convenience Features	
Apple AirPlay	Apple AirPlay
Chromecast built-in	Chromecast built-in
On Screen Clock	On Screen Clock
On/Off Timer	On/Off Timer
Sleep Timer	Sleep Timer
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
Design Features	
Frame color	Black
Stand Design	Stand Design
VESA® Hole Pitch (W x H)	VESA® Hole Pitch (W x H)
VESA® Hole Spacing Compatible	VESA® Hole Spacing Compatible
Display Features	
Backlight type	Backlight type
Color gamut (DCI-P3)	Color gamut (DCI-P3)
Deep Black Non-Glare coating	Deep Black Non-Glare coating
Dimming type	Local Dimming
Display Device	Display Device
Haze (%)	Haze (%)
Operation time	Operation time
Panel Type	Panel Type
Picture Processor	Picture Processor
TRILUMINOS Display	TRILUMINOS Display
Viewing Angle (Right/Left)	Viewing Angle (Right/Left)
Viewing Angle (Up/Down)	Viewing Angle (Up/Down)
Environment Specs	
Dynamic Backlight Control	Dynamic Backlight Control
Power Consumption (in Standby)	Power Consumption (in Standby)
Power Saving Mode	Power Saving Mode
Rated Power Consumption	Rated Power Consumption
Screen Size for WEB (diagonal, cm, integer or 1st decimal)	97.64 in
General Features	

Aspect Ratio	Aspect Ratio
Brightness (cd/m²)	Brightness (cd/m²)
Contrast Ratio	Contrast Ratio
Display resolution (H x V, pixels)	Display resolution (H x V, pixels)
Dynamic Contrast Ratio	Dynamic Contrast Ratio
HDR (High Dynamic Range) compatibility	HDR (High Dynamic Range) compatibility
Portrait/Tilt Compatibility	Portrait/Tilt Compatibility
Response Time (ms)	Response Time (ms)
Screen Size	98"
Inputs and Outputs	
Analog Audio Input (s) (Total)	Analog Audio Input (s) (Total)
Composite Video Input (s)	Composite Video Input (s)
Digital Audio Output (s)	Digital Audio Output (s)
Ethernet inputs	Ethernet inputs
HDCP	HDCP2.3 (for HDMI1 / 2 / 3 / 4)
HDMI inputs total	HDMI inputs total
USB ports	USB ports
Measurements	
Dimension of Package Carton (W x H x D)	Dimension of Package Carton (W x H x D)
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
Network specs	
Wi-Fi Certified	Wi-Fi Certified
Wi-Fi Direct	Yes
Wireless LAN	Wireless LAN
Professional Features	
HDMI auto wake-up	HDMI auto wake-up
HTML5 platform	HTML5 platform
Multicast/IPTV	Multicast/IPTV
On-board Storage (GB)	On-board Storage (GB)
Operating System	Operating System
Pro mode	Yes
Video Specs	
4:3 Default	4:3 Default
HDMI Signal	HDMI Signal
Motion enhancer	Motion enhancer
Video Processing	Video Processing
Wide Mode	Wide Zoom/Normal/Full/Zoom
Weight	
Weight of Package Carton (Gross)	Weight of Package Carton (Gross)

Weight of TV without Stand

67.2 kg / 148.1 lbs.