

New Sony Professional BRAVIA® 4K Displays Series

BZ50L, BZ40L, BZ35L, BZ30L Series

Outstanding Picture Quality and Unique Deep Black, Non-Glare Technology (40L Series only)

TAA Compliant, Outstanding Warranty & Advanced Exchange Program



24/7 • Portrait • Tilt



Key model features:

- Common chassis design & interface / side Sony logo placement
- Run applications on integrated SoC and Android TV O/S without set top reducing costs
- Pro Mode for custom settings / Wi-Fi
- Built-in Apple Airplay2 and Google Chromecast for easy screen mirroring
- Future upgrades include built-in support for XiO Cloud® Service, Cisco Room Kit, and signage OS integration
- TAA compliant (except FW32BZ30J)
- Education End-User discounts
- Registration program discounts and Loyalty discounts for qualifying customers

Meet the new Sony Pro BRAVIA Display Line-Up

Combining cutting-edge technology, exquisite design, and uncompromising performance, the new Pro BRAVIA displays set a new benchmark in AV solutions. The 98" **BZ50L** allows viewers to experience absolute picture quality with Sony's flagship professional 4K display with Sony X1 processing. The **BZ40L** series boasts exceptionally bright 4K displays with **unique deep black non-glare technology**. The **BZ35L** is an enhanced professional display with 32GB of storage and robust brightness. Lastly, the **BZ30L** are 24/7, Portrait/Tilt, 4K displays with Sony X1 processing. All 16 models feature Pro-Mode, Airplay, and Chromecast capability and incorporate sustainability elements – from use of SORPLAS™ recycled plastic and less link usage on cartons to an optional stand for less waste and ECO Dashboard for better understanding power consumption based on settings.

Pro BRAVIA Service Offerings

New Standard Warranty Coverage

- The BZ50L & BZ40L -Series has a **5-Year** standard warranty and BZ35L & BZ30L Series has a **3-Year** standard warranty (optional 2-year extended warranty available for BZ35L/30L)

Advanced Replacement Program

- All Pro BRAVIA displays are covered by Sony's Advanced Replacement Warranty which provides a replacement unit at no cost in exchange for the defective display should the display become defective.

White Glove Service

- Where the Advanced Replacement program provides a replacement display, the White Glove Service (WGS) provides a technician to remove the defective display, mount the replacement, and send the defective unit back to Sony. This labor service is available in addition to the standard and extended warranties.

Model Number	Brightness	List Price
FW98BZ50L	780 NIT 1,500 Peak	\$12,035.00
FW85BZ40L	650 NIT	\$ 5,405.00
FW75BZ40L	700 NIT	\$ 3,360.00
FW65BZ40L	700 NIT	\$ 2,100.00
FW55BZ40L	700 NIT	\$ 1,465.00
FW98BZ30L	515 NIT	\$ 9,245.00
FW85BZ30L	440 NIT	\$ 3,525.00
FW75BZ30L	440 NIT	\$ 2,570.00
FW65BZ30L	440 NIT	\$ 1,455.00
FW55BZ30L	440 NIT	\$ 1,170.00
FW50BZ30L	440 NIT	\$ 915.00
FW43BZ30L	300 NIT	\$ 785.00
FW85BZ35L	550 NIT	TBA
FW75BZ35L	550 NIT	TBA
FW65BZ35L	550 NIT	TBA
FW55BZ35L	550 NIT	TBA

BZ50L, BZ40L and BZ30L series are planned for July 2023. BZ35L series is planned for October 2023.

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