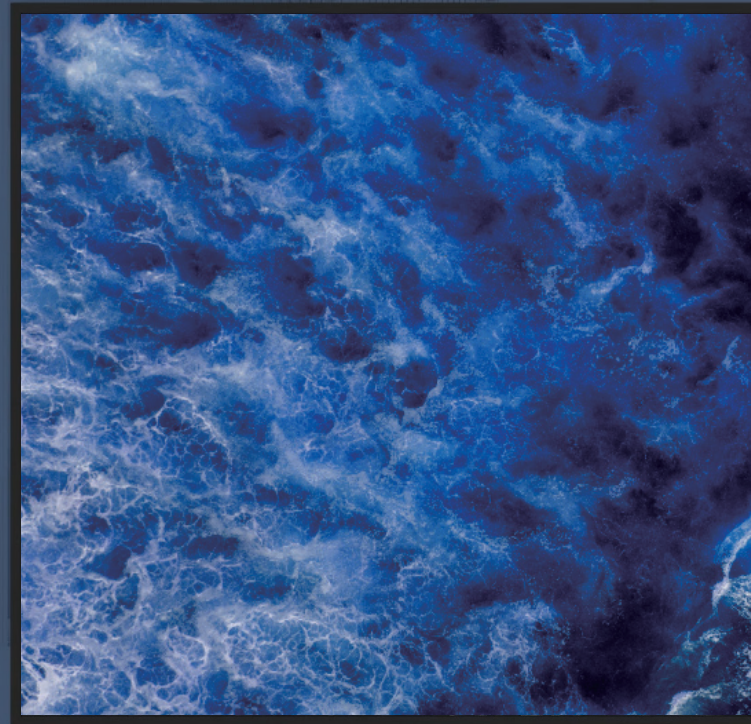


BZ53L

Experience absolute picture quality with Sony's flagship professional 4K display and Sony XR™ processing. Full Array LED with local dimming delivers scintillating contrast and optimizes power consumption

98"



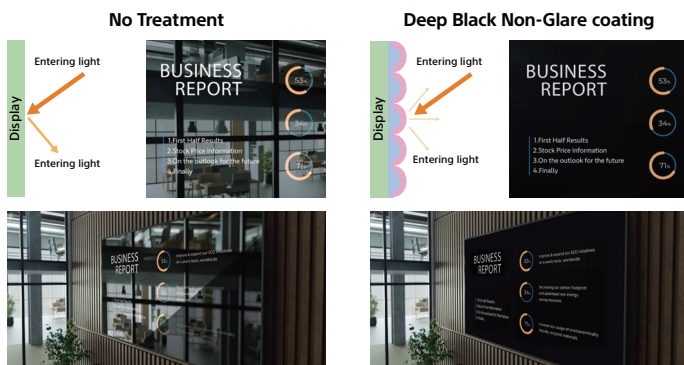
Deep Black Non-Glare Coating



androidtv

Deep Black Non-Glare

Deep Black Non-Glare Coating combines innovative technologies – delivering an unprecedented reduction in both screen glare and reflection that doesn't compromise picture quality.



780 nit/ XR Processor

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.



Installation friendly (handle/weight/size)

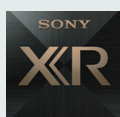
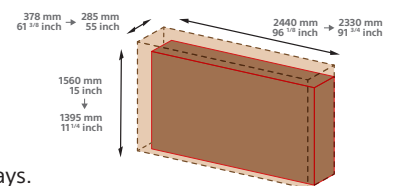
Safer carrying

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



Easier access

Reduced carton size eases transportation. The ability to carry BRAVIA vertically (portrait style) gives easier access in elevators and stairways.



Cognitive Processor XR™

The world's first picture processor with cognitive intelligence understands how humans really see the world.

The 98" BRAVIA with Cognitive Processor XR™ opens up an unprecedented viewing experience that immerses you even more deeply in the scene.

BZ53L/BZ40L-series Specifications

Flagship / High Brightness-Non Glare

		FW-98BZ53L	FW-85BZ40L	FW-75BZ40L	FW-65BZ40L	FW-55BZ40L
General features	Screen Size	98	85	75	65	55
	Brightness (cd/m ²)	780	650		700	
	Contrast Ratio	5000:1	6000:1		1200:1	
	Dynamic Contrast Ratio	700,000:1	500,000:1		600,000:1	
	Response Time (ms)	6.5	15.9		8.0	
	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		Frame Dimming		
	Display Device	LCD				
	Panel Type	VA		IPS		
	Backlight type	Direct (Full Array LED)	Direct LED			
	TRILUMINOS Display	XR Triluminos Pro	TRILUMINOS PRO			
	Color gamut (DCI-P3)	95%	92%			
	Picture Processor	Cognitive Processor XR	4K HDR Processor X1			
	Operation time	24/7				
	Deep Black Non-Glare coating	Yes				
	Haze (%)	47%	58%	47%		
	Viewing Angle (Right/Left)	178 (89/89) degree				
	Viewing Angle (Up/Down)	178 (89/89) degree				
Video Specs	Video Processing	XR 4K Upscaling	4K X-Reality PRO			
	Motion enhancer	XR Motion Clarity	Motionflow XR 240 (Native 60Hz)			
	HDMI Signal	4096x2160p (24,60Hz), 3840 x 2160p (24, 30, 60, 120Hz), 1080p (24, 30, 60, 120Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p	4096 x 2160p (24, 60Hz), 3840 x 2160p (24, 30, 60Hz), 1080p (24,30,60Hz), 1080i (60Hz), 720p (24, 30, 60Hz), 480p			
Audio Specs	Speaker Position	Down Firing + Side Back				
	Audio Power Output	10W + 10W + 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 Specs	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 (XAVC S):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 Specs	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)	1 (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	VESA® Hole Pitch (W x H)	600 x 400 mm / 23 ^{5/8} x 15 ^{3/4} inch	400 x 400 mm / 15 ^{3/4} x 15 ^{3/4} inch	300 x 300 mm / 11 ^{7/8} x 11 ^{7/8} inch		
Accessories	Wall-mount adjuster (Bundled) *depending on the region.	No	Yes			
	Table-top stand (Optional) *depending on the region.		No	Yes	Yes	
Environment Specs	On-Mode Power 1000h SDR (Lot 5)	154 kWh/1000h	151 kWh/1000h	106 kWh/1000h	84 kWh/1000h	76 kWh/1000h
	Rated Power Consumption	505 W	373 W	299 W	229 W	201 W
	Power Consumption (in Standby)	0.5 W				
	Dynamic Backlight Control	Yes				
	Power Saving Mode / Back Light Off Mode	Yes				
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	1899 x 1089 x 71 mm / 74 ^{1/8} x 42 ^{1/8} x 2 ^{7/8} inch	1686 x 969 x 72 mm / 66 ^{1/2} x 38 ^{1/4} x 2 ^{7/8} inch	1462 x 842 x 71 mm / 57 ^{5/8} x 33 ^{1/4} x 2 ^{7/8} inch	1243 x 721 x 71 mm / 49 x 28 ^{1/2} x 2 ^{7/8} inch
	Dimension of TV with Stand (W x H x D)	-				
	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	2036 x 1239 x 258 mm / 80 ^{1/4} x 48 ^{7/8} x 10 ^{1/4} inch	1824 x 1114 x 187 mm / 71 ^{1/8} x 43 ^{7/8} x 7 ^{3/8} inch	1462 x 912 x 338 mm / 57 ^{5/8} x 36 x 13 ^{3/8} inch	1243 x 787 x 338 mm / 49 x 31 x 13 ^{3/8} inch
Weight	Weight of TV without Stand	67.2 kg / 148.1 lb	44.5 kg / 98.1 lb	31.5 kg / 69.4 lb	21.4 kg / 47.2 lb	15.8 kg / 34.9 lb
	Weight of TV with Stand	-				
	Weight of Package Carton (Gross)	91 kg / 200.5lb.	62 kg / 136.6lb.	43 kg / 94.8lb.	31 kg / 68.3lb.	23 kg / 50.7lb.