

## FW-100BZ40J

100" BRAVIA 4K Ultra HD  
HDR Professional Display



### Overview

The 100" BRAVIA FW-100BZ40J combines bright, beautiful 4K pictures with business-friendly features.

Featuring Sony's powerful Cognitive Processor XR, the FW-100BZ40J delivers superb picture quality, with immersive images that combine amazing colour, contrast and clarity. The screen's Cognitive Processor XR uses cognitive intelligence to deliver sound and imagery optimised for human ears and eyes. The FW-100BZ40J also achieves high brightness of 600-nit (typical)/940-nit (peak) by Full Array Local Dimming backlight.

The robust and rigid FW-100BZ40J is designed with a wide range of B2B applications in mind, thanks to a symmetrical four-sided aluminium bezel and a carrying handle providing ease of mobility.

The display's powerful built-in Android OS System on an SoC platform ensures fast boot-up plus smooth apps, animations and a seamless user experience.

Pro mode allows quick and easy customisation to suit different environments including corporate, education and digital signage, while One Step Setting optimises set-up for signage and conference rooms at the touch of

a button. IP control capability allows easy installation with support from major key partners including Crestron, Extron and Kramer. The FW-100BZ40J also features integrated mirroring functionality through both Chromecast built-in and AirPlay2, providing a simple, quick and touchless connection from a user's device.

For even greater peace of mind BRAVIA includes the added reassurance of our 3 Year Advanced Exchange service as standard. If there's a problem we'll offer a free, brand new replacement product rather than a repair.

## Features

### **Cognitive Processor XR**

When the different elements that make up a display picture are looked at individually and all elements adjusted to the same level, the results can feel artificial and take the viewer out of the experience. Using human perspective analysis, the Cognitive Processor XR cross-analyses thousands of elements at once to create the perfect immersive picture, just as if it was happening in reality.

### **Rich, natural colour with XR TRILUMINOS Pro**

Powered by our Cognitive Processor XR, our FW-100BZ40J display reproduces colour in a way that human eye finds beautiful. See a wider palette of colours with an enhanced range of hue and saturation, allowing natural shades and precise details to be seen, even in dark scenes.

### **Spectacular brightness and contrast**

With a peak brightness of 940cd/m<sup>2</sup> (600cd/m<sup>2</sup> typical), the panel has Full Array Local Dimming (FALD), making it ideal for presenting 4K HDR (High Dynamic Range)

content and revealing subtle detail in bright highlights and areas of dark shadow.

#### **See finer detail with XR upscaling**

The FW-100BZ40J accesses and utilises a vast amount of data, analysing patterns in scenes and recreating subtle details to upscale 2K signals close to true 4K quality for incredibly real and immersive viewing.

#### **Smooth, fluid on-screen action XR Motion Clarity**

On some screens, especially large ones, fast-moving scenes can lead to blur. Our latest LED XR X-Motion Clarity™ technology keeps everything smooth, bright and clear. Each frame is individually controlled and its duration optimised, while brightness is boosted when needed, so you won't miss a thing.

#### **Simple screen mirroring**

Support for Chromecast built-in and Apple AirPlay2 makes it easy to stream AV content wirelessly from an Android or iOS device straight to BRAVIA.

#### **Enhanced wireless connectivity**

The FW-100BZ40J supports wireless connectivity via Wi-Fi 5GHz and 2.4GHz as well as Bluetooth 4.2.

#### **Made for doing business**

The FW-100BZ40J is designed for professional installations with a robust design, support for landscape, portrait or tilt orientation plus a rugged integral carry handle and cable clamber.

#### **Developer friendly, easy integration**

BRAVIA offers seamless support with leading automation and control platforms, while open APIs offer limitless integration opportunities with other vendor solutions.

## Greater Peace of Mind

There's extra reassurance with our 3 Year Advanced Exchange PrimeSupport service that's included as standard. If there's a fault with your BRAVIA Professional Display, we'll provide a replacement unit at no extra charge to keep you up and running.

## Specifications

### Panel

Brightness (cd/m <sup>2</sup> )	Typical: 600 Peak: 940
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Contrast Ratio	9000:1
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Response Time (ms)(*1)	7
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Dynamic Contrast Ratio	600,000:1
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Panel Type (IPS / VA)	VA
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Panel Surface	Hard Coat LR
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Haze(%)	0.2
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Backlight Type	Direct LED
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### Video

HDR Compatibility	HDR10 / HLG / Dolby Vision
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### Size

VESA® Hole Pitch (mm)	600 x 400
Display Only (WxHxD) (mm)	2260×1297×98
Display with Stand (WxHxD) (mm)	2260×1346×475
Package Carton (WxHxD) (mm)	2440x1577x378

## Weight

Display Only (kg)	88.9
Display with Stand (kg)	92.6
Package Carton (kg)	129

## Power

Rated Power consumption (W)	426
Power Consumption (in Standby) (W)	0.5

## Further Information

Product Information Sheet <https://eprel.ec.europa.eu/qr/495597>





