BZ40L

Exceptionally bright 4K displays with unique Deep Black Non-Glare technology

85" **75"** **65"** **55"**

BLACK LUXURY COLLECTION

Deep Black Non-Glare Coating

4K HDR

SONY X1 4K HDR Processor

HTML5

Chromecast built-in
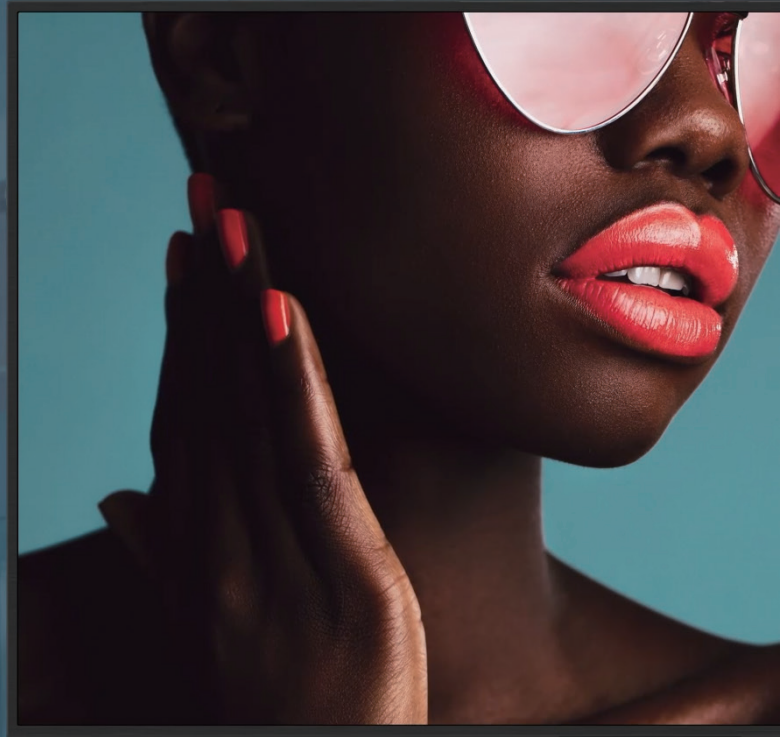
androidtv

Deep Black Non-Glare Coating

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

Anti-Glare

Entering light

Display

Exiting light

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

Entering light

Display

Exiting light

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.

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.

Exquisite images that always stand out

Available in screen sizes from 55" to 85", the BRAVIA BZ40L Series grabs your audience's attention with extremely high 700 nit screen brightness for punchy, high-impact visuals that are always seen clearly.

Advanced Sony picture processing technologies ensure your content looks its very best. The panel's extra wide viewing angle lets everyone in the room enjoy clear, bright images, wherever they're positioned.

BZ40L Series

Typical display

Styled to blend with every environment

- BRAVIA Pro Displays come supplied with a Wall-Mount Adjuster, giving extra flexibility for mounting the display centrally in portrait or landscape orientation.

- The Sony logo is discreetly positioned on the edge of the display's beautifully slim bezel – with nothing distracting your audience from immersive images.

- Install BRAVIA in portrait or landscape orientation to suit any corporate or retail space. The display can also be tilted at an angle for even greater flexibility.

SONY   24/7   Tilt

The four pillars of performance,
Unifying our solutions with your business needs

Our new lineup of BRAVIA Professional Displays incorporates all the picture quality, installation flexibility, robust usability and sustainability requirements needed for today's commercial applications.

Picture Quality

In addition to Sony's unique picture processing, wide color gamut, and high-contrast technologies, our new Deep Black Non-Glare Coating technology minimizes glare with impressive image quality.

*Deep Black Non-Glare Coating in BZ40L Series only

Installation Flexibility

Available in a wide range of sizes and ever-evolving installation flexibility, to fit a variety of spaces.

Robust Usability

Packed with useful functions, purpose-driven applications, and customized settings to make daily operations more efficient.

Sustainability

Making it, moving it, using it more efficiently: improving multiple aspects across the product life cycle, such as reduction of virgin plastic, improvement of transportation efficiency, and review of power consumption during use.
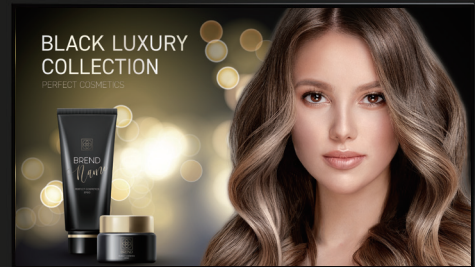
Picture Quality

Low reflection coating

Deep Black Non-Glare Coating

BLACK LUXURY COLLECTION
PERFECT COSMETICS
BREND

Non-glare coating | Low reflection coating

BLACK LUXURY COLLECTION
PERFECT COSMETICS
BREND

Non-glare coating | Low reflection coating

BLACK LUXURY COLLECTION
PERFECT COSMETICS
BREND

Non-glare coating | Low reflection coating

BLACK LUXURY COLLECTION
PERFECT COSMETICS
BREND

Non-glare coating | Low reflection coating

Non-glare coating

Sony's Deep Black Non-Glare Coating is a big step forward in panel technology, reducing screen reflection without compromising image brightness, contrast, detail and clarity.
The result: bright, attention-grabbing pictures with rich colors and deep blacks that are seen clearly from any angle.

One chip, incredibly real images

Cognitive Processor XR™

The Cognitive Processor XR™ chip analyzes and recreates content based on human sight and hearing, to deliver pictures with the utmost depth and reality.

*In BZ50L Series only

Clarity

Color

Contrast
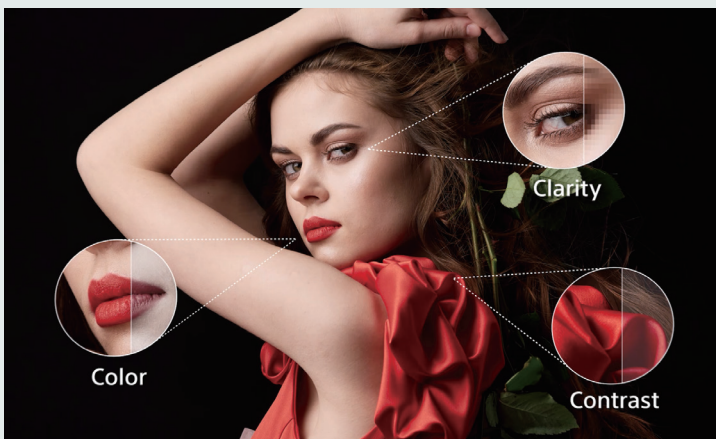
4K HDR Processor X1™

With Object-based HDR remaster and Super Bit Mapping 4K HDR technology, our new 4K HDR Processor X1 reproduces more depth, textures and natural colors than our 4K Processor X1. You'll see pure colors at higher brightness levels for exceptionally realistic pictures.
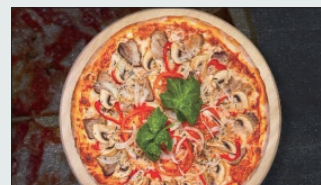
Improve sales promotions with striking picture quality

Communicate effectively with detailed text and graphics

Installation Flexibility

Installation Flexibility

In addition to landscape, portrait, and tilt installation, BRAVIA Pro Displays can be used with mobile stands for effective use of space, and ceiling mounted for digital signage.
Special installations such as easel stands, and multi-display installations are also possible.
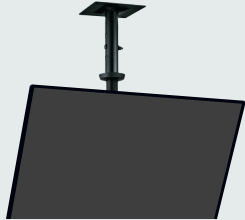
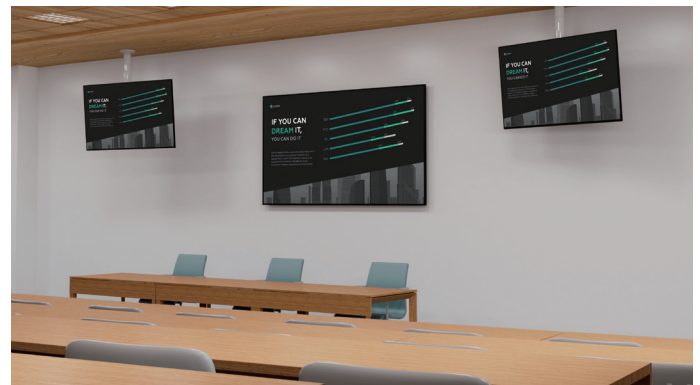| Mobile stand | Ceiling tilt mount | Easel stand | Casing stand | Multiple displays |

Consistent lineup design

The design of the BZ-L series displays is standardized, allowing for uniformity when mixing models.
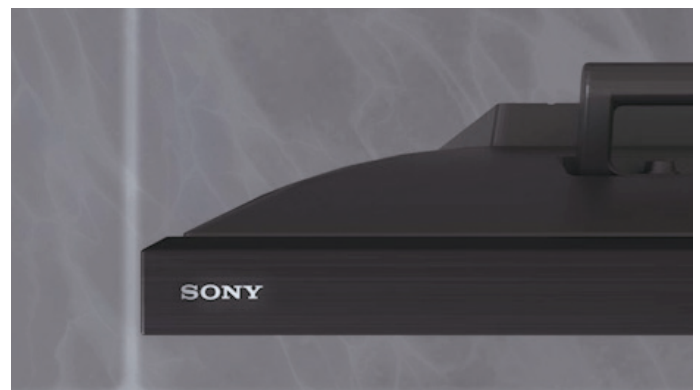Wiring is also standardized, making installation easier.

Consistent platform

The BZ-L Series' SoC and Android OS platform are common across all series, allowing for simple installation.
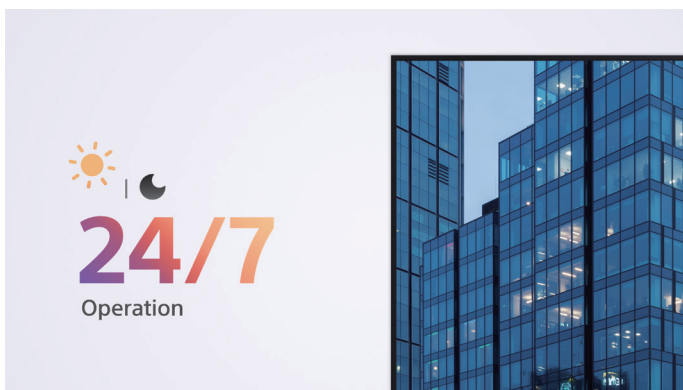
24/7 Operation

Business never sleeps: BRAVIA is engineered for dependable 24/7 operation in the most challenging corporate and commercial environments.
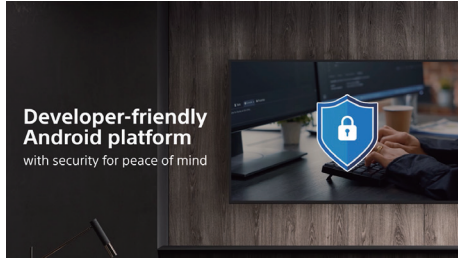
Side logo position

The Sony logo is positioned on the top right side of the display bezel, so nothing distracts your audience from immersive images.

Robust Usability

High Performance SoC

Equipped with a high performance SoC, high-resolution video can be played smoothly and easy to display interactive signage content without the need for a dedicated set-top box, media player or PC.

Smooth rendering high resolution images

Developer-friendly Android platform with security for peace of mind

No set top box required

PRO — Pro Settings

When it comes to business, we know there's no such thing as "one size fits all."
That's why our BZ-L series comes with our Pro Mode technology as standard — giving you multiple customization options at the touch of a button.
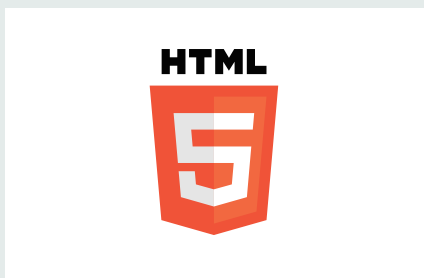

MP4 JPEG
BMP PNG
GIF HTML5

Cloud
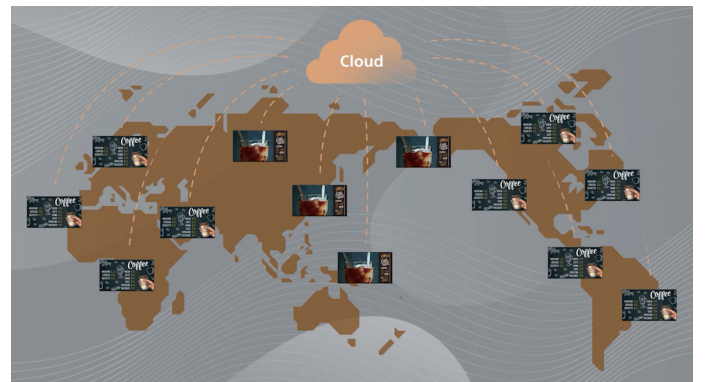
Sony Signage Solution

On-board BRAVIA Signage Free (BSF) software automatically plays out HTML content, video and photos.

Partner Solutions

We work closely with top companies to add even more value to our innovative AV products, for networking, device management, automation, digital signage, and more.

HTML5

HTML 5

Flexible content layout with HTML5

The BZ Series offers built-in support for the HTML5 application platform, so it's possible to use HTML5 interactive signage content without requiring a set-top box or PC.
The content screen can be freely laid out using the 4K video, pictures, or even with a HDMI input.

Mirroring

Chromecast built-in

Wireless screen mirroring

Easily mirror content wirelessly from a handheld device onto BRAVIA with in-built support for Apple AirPlay and Chromecast built-in.

IP control

Remote control for multiple display

BRAVIA Pro Displays offer IP control with many display features like switching input sources via IP. Both HTML5 and Android apps running on the display can send IP control commands to the display and can be run from external IP-enabled devices.

Sustainability

Making it, moving it, and using it more efficiently:
Advanced engineering for sustainability

To reduce environmental impact, we are focused on multiple aspects across the product life cycle,
such as reduction of virgin plastic, improvement of transportation efficiency, and more efficient power consumption.
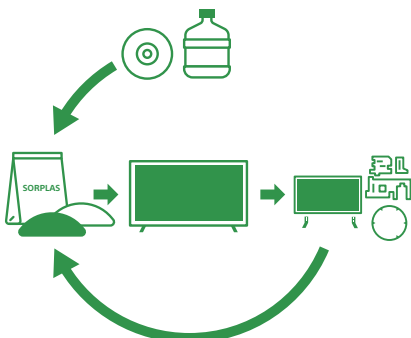

STEP 1
Making it

Towards closed loop with repeated recyclability

One advantage of SORPLAS™ is that it won't degrade too much even after being recycled several times.
Recycled SORPLAS™ parts have the potential to reduce the volume of waste and contribute toward a recycle-oriented society.

* All BZ-L series include Sony's SORPLUS recycled plastic

STEP 2
Moving it

Cutting CO2 with smaller and lighter Packing

By reengineering the packaging that protects the product during shipping, we cut the package size by 15% and total weight by 10%. This increases the number of units on one pallet by approximately 1.3 times. As a result, CO2 emissions per unit from product transportation have been reduced by apporoximately 15%.
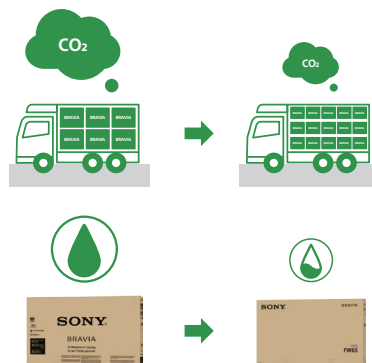
STEP 3
Using it

All your energy-saving settings in one place

With the flexible and configurable Eco Dashboard, energy saving settings can now be centrally managed.
You can easily customize energy saving settings for your usage, viewing environment, and the content you are watching, all in one place, and visualize the contribution you are making to reduce environmental impact.

Prime Support

You've got our support

Our 3 Year After-sales service package comes as standard

EU wide professional "ELITE" Helpdesk available Mon-Fri 9am-6pm

Advanced Exchange of the display in 4-7 days

Onsite Tech-assistance: technician removes original unit, installs replacement, and ships non-working unit to Sony

Faulty displays are recycled as part of our Road to Zero initiative

3 years as standard. +2 years extensions available (up to 30,000hrs)

Even greater peace of mind

Expanded after-sales care options for BRAVIA Professional Displays

PrimeSupport Pro

Find your local telephone number to contact our PrimeSupport Helpdesk on our website pro.sony/support-services/support-contact-us Monday to Friday 09:00 - 18:00 (Central European Time), excluding local national holidays. Support is available in English, French, Italian, German and Spanish.

Optional PrimeSupport Pro packs can be purchased to add a 2-year extension to the standard 3-year PrimeSupport, and to give long-term assurance of expert support and technical assistance for a total of 5 years from the purchase date.

For full information and pricing details, please get in touch with your Sony team or email primesupport@sony.com