



FW98BZ50L

BRAVIA FW-98BZ50L - Sony Pro



Features

High refresh rate

98" BRAVIA sports a 4K 120Hz panel, teamed with XR Motion Clarity and Motionflow XR to express 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.

XR Color

Discover an even wider palette of beautifully natural colors with extended hue and saturation, vivid shades, and realistic textures.

XR Clarity

Cognitive Processor XR[™] accesses vast amounts of picture data, intelligently recreating lost details and texture with upscaled image sources.

XR Motion

XR Motion Clarity[™] analyzes scene data to ensure on-screen action stays smooth, bright, and clear without blur, even in fast-moving scenes.

XR Contrast

With XR Contrast Booster, bright areas are brighter and dark areas darker, adding depth to scenes without lost highlights or shadow details.

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's 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.

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. 98" BRAVIA doubles internal storage from 16 GB to a generous 32 GB – giving loads more room on board to hold apps, photos, videos and digital signage.

Sustainability in every scene

With growing demand for ever larger TVs and Professional Displays, there is also the risk of greater resource and energy use. However, Sony's sustainability commitments are realizing efficiency gains from product development right through to watching TV and viewing displays. [Find out more >](#)

Specification

General Features	
Screen Size	98
Brightness (cd/m ²)	780
Contrast Ratio	5000:1
Dynamic Contrast Ratio	700,000:1
Response Time (ms)	6.5
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



Display Device	LCD
Panel Type	VA
Backlight type	Direct (Full Array LED)
TRILUMINOS Display	XR Triluminos Pro
Color gamut (DCI-P3)	95%
Picture Processor	Cognitive Processor XR
Operation time	24/7
Deep Black Non-Glare coating	No
Haze (%)	2%
Viewing Angle (Right/Left)	178(89/89) degree
Viewing Angle (Up/Down)	178(89/89) degree
Video Specs	
Video Processing	XR 4K Upscaling
Motion enhancer	XR Motion Clarity
HDMI Signal	4096X2160p (24, 60 Hz), 3840x2160p(24, 30, 60, 120Hz), 1080p (24, 30, 60, 120Hz), 1080i (60 Hz), 720p (24, 30, 60 Hz), 480p
Audio Specs	
Speaker Position	Down Firing + Side Back
Audio Power Output	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)	32 GB
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 (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
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 HDMI 1/2/3/4)
Composite Video Input (s)	Hybrid w/S-Center Speaker Input x1(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
Accessories	
Wall-mount adjuster (Bundled) *depending on the region.	No



Table-top stand (Optional)
*depending on the region.

No

Environment Specs

Rated Power Consumption 505 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

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

Weight

Weight of TV without Stand 67.2 kg / 148.1 lbs.

Weight of TV with Stand -

Weight of Package Carton (Gross) 91 kg / 200.5 lbs.