

BZ50L

Experience absolute picture quality with Sony's flagship professional 4K display and Sony XR™ processing.

98"



androidtv

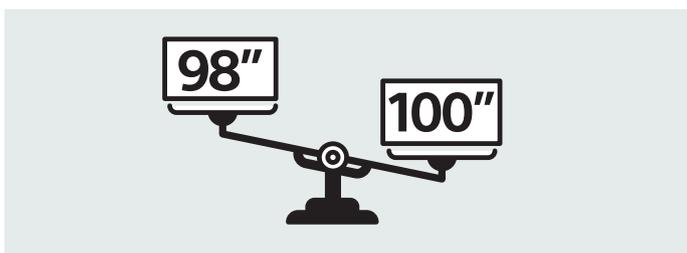
Spectacular 780 nit brightness

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.



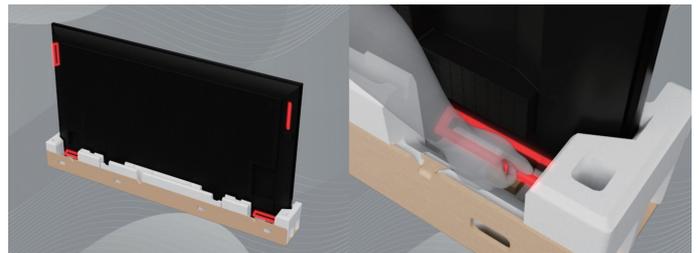
Lighten the load

The 98" BRAVIA BZ50L weighs around 21kg (46lbs) less than the previous 100" 100BZ40J model, lightening the load on installation teams.



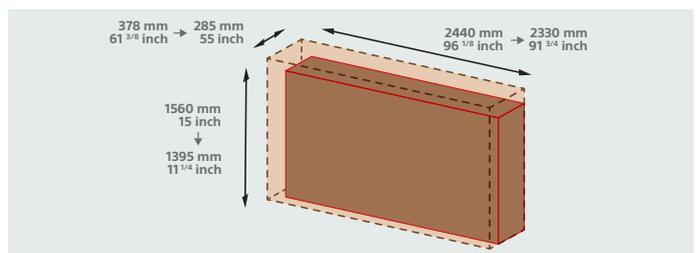
Safer carrying

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.