

SONY



NEW WAYS TO INSPIRE

A Comprehensive AV Solutions Guide
for corporate, education, government, healthcare, faith, retail,
entertainment and transportation – everywhere people work,
learn, heal, worship, shop, gather and travel.

2021



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For Customers, Partners, and Consultants:

Sony's Value Proposition

What sets Sony apart? We bring award-winning expertise from the broadcast, music, gaming, movie production, and digital cinema industries to pro AV. For any application in any of the many AV markets, Sony is the only manufacturer that makes all display formats and multiple camera options, leverages AI-production tools, and contributes audio solutions.

But our value proposition is not just about world-class, gold-standard products. We work collaboratively with our partners, resellers, integrators, distributors, architects, designers, and of course, our end-user customers, to mindfully curate complete solutions. And our commitment and focus span every business touchpoint, from before a sale is even made through implementation, and even post-sale.

Our Customers

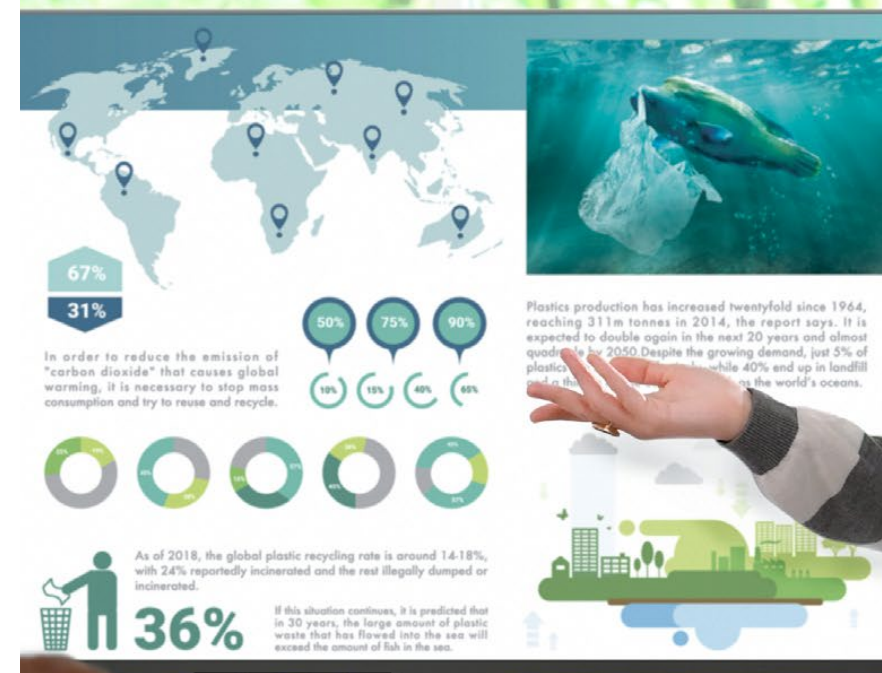
Sony is committed to helping you curate your *entire AV ecosystem*. This makes your life easier, enabling you to optimize AV solutions from one proven and trusted source.

Our Partners

We work closely with our channel partners to help bring best-in-class products and solutions to market by leveraging our dealer programs and promotions and ad and content marketing assets.

Our Consultants

Whether you're an architect, consultant, design engineer, or AV integrator, you can find technical information, resources, Building Information Modeling (BIM) content, case studies, eBooks, white papers, webinars, and more at pro.sony/consultant-portal.



Meeting the Challenges of Every AV Application

For the workplace, classroom, worship facility, transportation hub – any AV application that needs better, brighter, more robust imaging and better audio can use technology to enhance engagement – Sony LCD displays, laser projectors, direct view LED, remote cameras, AI-based video analytics and audio solutions deliver results.

The Smart Choice

- Superb product quality, from the brand leader across every video, audio, and display technology
- End-to-end solutions covering the entire AV ecosystem: image capture, audio, video, presentation, and collaboration
- Price and TCO advantages
- Simple, intuitive operation
- Flexible integration
- Compatibility with 3rd party manufacturers
- Professionalism and thoroughness
- Partnerships with our customers
- Partnerships with our channel
- Pre- and post-sales support



Solutions for:

- Corporate, Enterprise & Small Business
- Higher Education
- Government
- Healthcare Non-clinical Spaces
- Faith-based Communities
- Retail, Food & Beverage
- Entertainment & Public Venues
- Transportation

Presentation and Display

Superior Imaging is at the Heart of Our Solutions

What does every Sony display solution have in common? Our expertise and creative DNA have led the way in pro AV, decade after decade. That's why our award-winning products are found in all vertical markets and applications, spec'd in by the country's top AV design consultants and installed by the top AV integrators.

Text, charts, graphics, and video look better than ever on our **4K Professional BRAVIA Displays**, with crisp detail and rich, vibrant colors. Make meetings more productive, add impact to presentations, signage, video conferencing, and collaborative projects with superb BRAVIA resolution options and HDR image quality.

Our **3LCD and 4K SXRD Laser Projectors** provide detailed, high-contrast images with rich colors, even in bright rooms. Expect only first-class image quality from the Sony range of laser projectors. All are versatile, compact, quiet, discreet, and reliable – with the lamp-free, long-life advantages that only laser provides.

Crystal LED turns the world's biggest ideas into thrilling visual reality – from automotive and industrial product design, theme parks, museums, and galleries to corporate lobbies, boardrooms, broadcast studios, retail, and scientific research facilities.



Collaboration and Remote Communication

How do you choose the best collaboration and remote communication solutions and avoid the pitfalls associated with cobbling together display, video, and audio solutions that aren't curated to work efficiently, together? How do you optimize the entire AV collaboration ecosystem? To avoid the pain points of AV integration, leverage the latest audio and video advancements from Sony, and enable better engagement for today's anywhere workforce, students and faculty.

Better Cameras Mean a Better Video Experience

Capture the whole scene with our **Remote Control PTZ, POV, and BOX Cameras**, offering up-to-4K image quality, high sensitivity, powerful zoom, and efficient IP production workflow. All of our cameras provide excellent sensitivity, very low noise, and rich, natural color reproduction with simple installation and reduced cabling.

Revolutionize the Quality of Your Presentations

The Edge Analytics Appliance uses AI-led video-analytics technology to create impactful video presentation content that previously would have required significant time, expense, and human resources to produce.

Hands-Free Audio for In-Room and Remote Attendees

Attaching and positioning lavalier or handheld microphones can be time-consuming, and can restrict movement. Sony's **Beamforming Ceiling Microphone** is a state-of-the-art audio solution that provides both speech reinforcement and recording capability. Simply affix the mic to the ceiling and it's ready to use -- creating a location-free, hassle-free and hands-free solution that lets presenters focus on delivering their message.

Beyond Just Presentation

Workers or students can cast their content onto **Pro BRAVIA displays** from their laptops, tablets, or smartphones, touch-free. Sony Pro BRAVIA is the only display that supports both Google Chromecast™ and Apple Airplay® 2, providing a simple, quick, and seamless connection from a user's device.





Stunning Images, Powerful Features

Sony's **BRAVIA Pro Displays** deliver text, graphics and video with crisp detail and vibrant color to add impact and clarity that is essential for effective digital signage messaging. All of our displays are SoC-based (system-on-chip) so there's no need for an external media player. Our Android OS reduces costs and increases system reliability, with HTML 5.0 software support, customization via Pro Settings, extensive API's, rich I/O, flexible orientations (portrait or landscape), and tested reliability.

Create Extraordinary Visual Experiences

Direct-view LED is on the rise in digital signage. Our scalable Crystal LED modular display solutions turn the world's biggest ideas into thrilling visual reality with our latest microLED technology — for large-palette digital signage in airports, theme parks, museums, galleries, corporate lobbies, broadcast studios, and retail spaces. The displays achieve a remarkably wide color gamut for rich, accurate tonal reproduction. An extra-wide viewing angle ensures that everyone in the room can enjoy an uncompromised visual experience wherever they're standing.

Digital Signage

Reaching employees, visitors, staff, and students with timely notifications is now necessary, as digital signage has evolved from simple marketing and wayfinding messages to critical, context-sensitive content that is constantly updated. From retail stores, supermarkets, and car showrooms to hotels, restaurants, visitor attractions, and transportation hubs, Sony's display technologies deliver stunning images packed with detail and rich, vivid color. Plus, there's a broad choice of slim, stylish displays and tiled video walls of virtually any size that are sure to turn heads in any setting.



A Complete Portfolio for the Entire AV Ecosystem





Sony has expanded its display portfolio with the addition of new versatile choices for professionals in corporate, higher education, faith, retail environments — any application from small spaces to large venues. The System on a Chip (SoC) platform and Android TV™ OS enables applications to run more efficiently. An upgraded user interface allows for easy operation for commercial users. Professional BRAVIA displays have a unified B2B platform, ensuring customers and systems integrators can install the displays with the same user interface. Visit pro.sony/displays for more information.

Professional BRAVIA 4K HDR Displays



Bring the spectacular depth and quality of BRAVIA to your application with the latest range of ultra-slim and energy-efficient Professional HDR Displays. Available from 32" to 100", our line-up offers all the technological performance and style you'd expect from Sony. Installation-friendly and easy to manage, they're ideal for presenting your best image in a wide range of environments, from retail spaces and restaurants, to meeting rooms and classrooms, and communal areas of any facility.

See Every Detail in 4K

- The 4K resolution LCD panel (3840 x 2160 pixels) ensures incredible color, contrast, and realism, with four times the detail of Full HD. All models are HDR compatible, displaying a wider range of brightness levels for a level of detail and realism beyond anything you've seen before.
- Brilliant 4K image quality with powerful 4K X1 processor
 - Integrated Android OS, no need for an external media player
 - Flexible IP control and monitoring with open API
 - Supports both Google Chromecast™ and Apple Airplay® 2 screen mirroring
 - Pro Mode provides custom settings to maximize efficiency with power scheduling, anti-tamper, & more
 - Copy custom settings to multiple screens via USB memory
 - 24/7 operation and reliable high-brightness panels

Why Choose BRAVIA Pro?



We've Got You Covered

We've got your needs covered with an extensive range of screen size options. BRAVIA Professional Displays can also be mounted vertically or horizontally, broadening your possibilities even further. And with VESA standard mountings, each screen integrates smoothly into a wide range of corporate, retail, or educational environments.



Embedded HTML5 for Easy Signage

BRAVIA Professional Displays enable smarter visual communications in real-world environments. Integrated HTML5 support makes high-impact signage simple, with no extra hardware needed. Easy-to-use apps allow fuss-free content sharing from PCs and tablets.



Lower Ownership Costs

Our energy-efficient displays are kinder on corporate budgets, with smart power management features to drive down ownership costs. And with a growing range of productivity-focused apps on offer, BRAVIA Professional Displays keep delivering even bigger returns for your business.



Realistic Color From Any Angle

The display achieves a remarkably wide color gamut for rich, accurate tonal reproduction. An extra-wide viewing angle ensures that everyone in the room can enjoy an uncompromised visual experience wherever they're standing.

More Creative Installation Options

The modular display gives system integrators exceptional installation freedom. The slim, light Micro LED panels are easy to install without needing special skills or costly jigs and other complex equipment.

Freely Scalable

The modular system makes it easy to create custom large-scale display solutions to fit any space.

Flexible Installation

Slim, space-saving panels broaden installation options, including wall-mounted – or even curved. Flexible 100/240 V AC powering requirements.

Free Rear Space

Installation doesn't require access space behind the cabinets, freeing up more room space.

Quiet and Energy Efficient

Energy-efficient Micro LED panel technology allows fanless design.

Crystal LED C-series or B-series?

C-series displays are designed with high contrast in mind. Enjoy deep blacks and rich colors in a range of environments, including showrooms, entrances, and lobbies.

B-series displays major in brightness, making them ideal for installation in brightly lit environments such as corporate lobbies, virtual sets, and production backdrops.

Both C-series and B-series are available in two pixel pitch sizes (P1.26mm and P1.58mm) to suit different applications.



X1™ for Crystal LED

The new Crystal LED series is equipped with our high-performance image-quality processor, "X1™ for Crystal LED," incorporating the latest

LED control technology developed for our pioneering Crystal LED, alongside the signal-processing technology praised in Sony's BRAVIA TV series.

Crystal LED Video Walls

Ultra-Real, High-Resolution, Immersive Visuals, Architecturally Integrated and Scaled to Any Space

Crystal LED C-series and B-series turn the world's biggest ideas into thrilling visual reality – from automotive and industrial product design, command and control centers, theme parks, museums, and galleries, to corporate lobbies, boardrooms, broadcast studios, retail and scientific research facilities, and more.

Crystal LED C-series & B-series

- Spectacularly immersive high brightness images with unprecedented depth and detail.
- Extraordinary contrast, HDR-ready – the tiny size of each micro-LED element, combined with 22bit Super Bit Mapping, results in an extraordinary contrast ratio of more than 1,000,000:1 – far beyond the performance of conventional LED array systems – for smooth, natural tonal gradients.
- Crystal clarity, with no image artifacts or picture noise.
- Exceptionally wide viewing angle from any viewpoint or angle.
- Seamless images on any scale, with no visible gaps or tiling lines.

A world of premium large display applications



Lobbies & Entrances



Showrooms



Boardrooms



Virtual Sets



For full product features and specifications please visit pro.sony/crystal-led

Professional Laser Projectors

New-generation laser projectors have ushered in a resurgence in the use of projection – because the lamp-free, better TCO (total cost of ownership) advantages of laser are nothing short of revolutionary. And many applications need the large screen size and portability advantages of laser projectors.



But all laser projectors are not created equal. Our Z-Phosphor™ laser projectors – both the **3LCD series** and the **4K Pro SXRD series** have proven themselves in the most rigorous, in-the-field use cases – where they out-perform other LCD or DLP projector manufacturers. Sony stands apart in image quality, range of lumen output options, and superiority at the most demanding applications in visualization, simulation and entertainment markets.

Our **3LCD series** ranges from 5,000 to 13,000 lumens color brightness, with reduced maintenance, consistent brightness, networked control and monitoring, easy edge blending, versatile lens options, and generous lens shift range. Their smart energy-saving features drive down operating costs while reducing environmental impact. These models have proven to be a favorite for higher education and corporate applications time and time again.

Every projector in our **SXRD projector line-up** delivers stunning high contrast, native 4K images. Cutting-edge Sony imaging technologies, including our exclusive SXRD chip, provides native 4K resolution and high contrast ratio. This allows the SXRD series to effortlessly reproduce high-brightness images with stunning richness, color, and detail in a remarkably compact chassis. SXRD projectors also provide high frame rate for ultra-smooth pictures with minimal motion smear. Every detail is clear, with no jagged edges or visible pixels.

Whether for flight simulation in pilot training or sharing a finely detailed visualization for an automotive design or a command/control application, our SXRD projectors provide the very best picture available in the market today.

Any Venue. Everything You Need.

From our ultra-compact and mid-size to our brightest large-venue models, all our 3LCD laser projectors deliver outstanding picture quality plus advanced operational features:

- The proprietary Z-Phosphor® laser light engine delivers 20,000 hours virtually maintenance-free.
- Our exclusive Intelligent Settings automatically tailor brightness, color, and cooling to your specific application.
- Our BrightEra® 3LCD projection means brighter, more vivid colors than single-chip models.
- Unique Reality Creation achieves the maximum picture quality, no matter what your original resolution.





Options for Any Space

Our POV and BOX Cameras deliver high-quality images at 4K 60P alongside full IP connectivity, expanding our renowned remote camera lineup. Users can select wide-angle or the powerful optical zoom models, which offer new options for sites that are hard-to-access or where there is no space for a full-sized camera and dedicated operator.



For full product features and specifications please visit pro.sony/PTZ

Remote Cameras

Sony's professional 4K and Full HD remote cameras take your video creation to a higher level. Our **PTZ Cameras** provide smooth, silent operation combined with a powerful zoom range: you'll capture every presenter and contributor with crisp clarity.

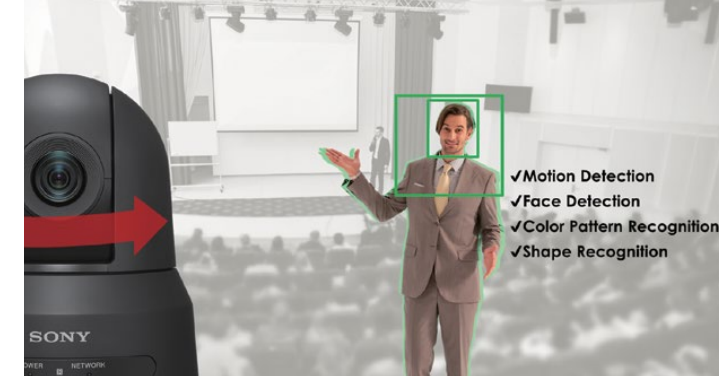


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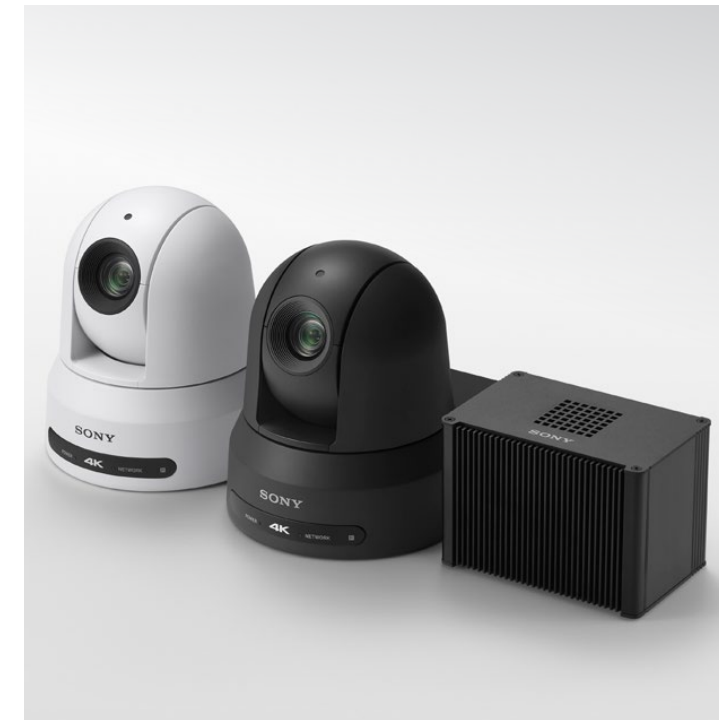
The new Exmor R CMOS Sensor in all Sony cameras ensures high-quality HD and 4K images with less noise. The SRG line supports multiple camera control protocols, multi-stream codec, as well as NDI®|HX, offering great compatibility and flexible IP. Control is easy over standard IP networks, as well as the ability to stream video over the same network connection. A single IP cable carries camera power, video image, audio output and control signals to simplify installation and reduce cabling costs.

The cameras are also ideal for a wide range of applications – from classrooms and meeting spaces to houses of worship, lecture halls, and medical environments. They feature smart monitoring and standard compliance for easy network integration features, including unique View-DR and XDNR and our Clear Image Zoom technology, ensuring you capture clarity at a distance or in poor light environments.



Just a Few of Edge Video Analytics' Many Benefits:

- Automatically track presenters, keeping them within the frame and in focus as they move, using motion detection, face detection, color pattern recognition and shape recognition.
- When an audience member stands up to speak, it triggers the camera to zoom in and frame the new speaker.
- Zoom in on a student or business presenter to show reactions or highlight questions.
- Extract characters and diagrams in real-time from white or blackboards.
- Create animated imagery, still pictures, and supporting graphics – without a dedicated studio.
- With Focus Area Cropping, you can show two different images at once for added impact in full HD. The user can also select a cropped image from the main still 4K image, and the cropped area is selectable to be static or dynamic to follow the speaker's movement.



Edge AI-Based Video Analytics

Maximize Your Audience's Attention and Increase Their Engagement with Intelligent Video Analytics

Sony's Edge Analytics appliance creates impactful video presentation content that previously would have required significant time, expense, and human resources to produce. The result? Now, any meeting, presentation, or collaborative session in corporate settings, in schools and universities – anywhere videoconferencing and remote or hybrid communication is taking place – can use sophisticated new tools previously only available in an expensive broadcast setting.



What is the Edge Video Analytics Appliance?

A great tool for business collaboration, as well as hybrid and hyflex classrooms, this powerful device improves the quality of all presentations and communication with the use of Artificial Intelligence-driven GPU video analytics technologies to enhance video content that can be displayed live or recorded. Acting as the smart hub of a connected AV setup, the compact and lightweight Sony Edge Video Analytics appliance allows educational institutions, corporate organizations, and faith centers to generate compelling video content in real-time automatically.



Handwriting Extraction Technology

No matter where the speaker is standing, the handwriting extraction feature ensures that any words and diagrams written on a board or screen remain in full view to the audience – via AR (augmented reality). Even if the speaker is standing directly in front of the board, their ideas, thinking process, and even their animated presentation are accessible to the audience. It's also easy for remote viewers and those playing back the presentation later to become immersed in the content as the presenter is overlaid, and the content is never compromised.



For full product features and specifications please visit pro.sony/edge

Beamforming Ceiling Microphones

Clear Sound for Better In-Person and Remote Audience Comprehension



Attaching and positioning lavalier microphones can be time-consuming, and handheld microphones can restrict movement. Sony’s Beamforming Microphone is simply affixed to the ceiling and ready to use – leaving the presenter location-free, hassle-free, and hands-free to focus on presenting.

Operation of our Beamforming Microphone is totally contactless – reducing the risk of infection for users. The solution uses beamforming – a signal processing technique used for directional signal transmission or reception – and offers advanced speech reinforcement technology to enable truly hands-free lectures and presentations.

The microphone is incredibly simple to install as it supports the Dante®* digital audio-over-IP networking standard and Power over Ethernet (PoE), so power is managed through a single network cable. It also features a dual-channel output for

simultaneous recording through dedicated output channels and across wide areas to record both the speaker and participants’ voices. The microphone also has auto-noise reduction capabilities to minimize background sound from air conditioners, projectors, etc., all of which make it ideal for lecture capture. The microphone can be easily integrated into existing AV setups and used with a wide range of products. Auto-calibration streamlines system configuration and settings can easily be adjusted via the network using our free MASM-1 management software. This supports central setting and management of multiple microphones in various rooms via IP.

* Dante® is a trademark of Audinate Pty Ltd

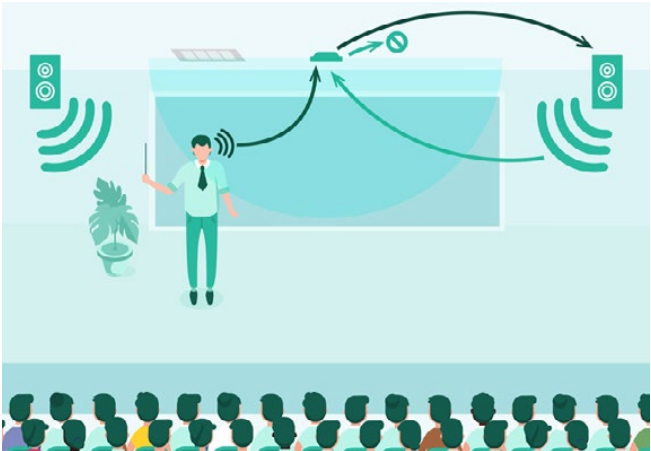
Beamforming and Intelligent Feedback

The integration of beamforming technology and our market-leading Intelligent Feedback produces clear audio with speech reinforcement, leaving the presenter hands-free. Sony’s high-performance digital signal processing and unique algorithms extract speech sound while suppressing unwanted feedback.

Dedicated Channels for Speech Reinforcement and Recording

Our comprehensive solution employs audio volume stabilization and clear audio processing to produce sharp recordings. The unit has two-channel outputs: the main channel provides speech reinforcement in a classroom environment, while the dedicated rec channel records with a wider capture range and optimal intelligibility – perfect for lecture capture and remote learning.* The dual-output channel enables true hybrid learning by providing speech reinforcement in the classroom and simultaneous recording for remote learning.

*Lecture capture system required



Key Features



Bass Boost

Enhance audio quality for clear and easy listening with adjustable levels of bass boost (Version 1.1).



Dante® and PoE compatibility

The MAS-A100 is compatible with third-party Dante mixers, converters and other devices, as well as power over Ethernet (PoE). There’s no complicated wiring – a single cable can connect the microphone to the system.



Status LED

The microphone has a built-in status LED, enabling both instructor and operator to recognize the microphone status easily.



API

Our Beamforming Microphone can be operated by API, permitting simple external control and customization, as well as linking with existing systems.

For full product features and specifications please visit pro.sony/beam-mic

Why Sony?

We've been working alongside professional customers for over 50 years. We strive to understand our customers' needs and the challenges they face. Beyond gold-standard products, we offer our customers and integrator partners comprehensive support, extensive warranties, responsive service, financing, and value-add programs.

Programs



Customer Loyalty Program
rewards end-user customers who have purchased combined quantities of our select BRAVIA Professional Displays, Professional Laser Projectors, PTZ Network Cameras and Beamforming Ceiling Microphone.



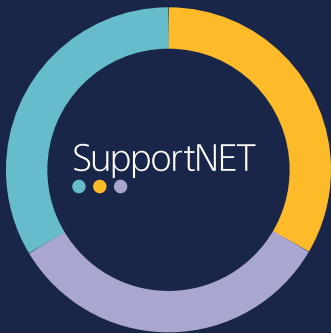
Advanced Replacement Program
for BRAVIA Pro Displays and VPL-Series Laser Projectors, covering select products still under warranty, ensuring peace of mind, and securing the longevity of your product.



Zero Percent Finance Program
turns a customer's wish list into reality with a Sony-sponsored lease financing program available from DLL. Take advantage of 12-month, 0% financing on select Sony professional products.

Service & Warranties

- Product information for each model is readily available on the pro.sony website, including features, specifications, and accessories, in addition to resources including operations manuals, software, and firmware.
- After purchase, end-user customers can register a new product to receive information regarding new firmware upgrades, product trade-in programs, and general updates to help get the most of their new gear.
- All of Sony's professional products are backed by our product and parts professional warranty, ranging from from one to five years.
 - For post-sales support, our service centers and field service engineers offer responsive repair and maintenance services. Telephone support is available Monday through Friday from 10 am to 6 pm ET.
 - Our SupportNet service contracts go beyond a standard warranty with access to expert technical assistance.



For more on SupportNET call **1-877-398-7669** or email **SupportNET@am.sony.com**



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