SONY

BRAVIA® Professional Display
Digital Signage Solutions

High Quality Images

Simple System Configuration

Scalable Solutions

4K HDR

X1
4K HDR Processor

X-tended
Dynamic Range PRO

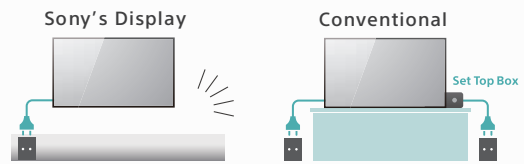TRILUMINOS
DISPLAY

HTML 5

Realistic Images

Briliant image clarity with extended details

Easy to use

Simple signage system
configuration without a set top box

Low cost with no need for a peripheral device

There's no need to invest in costly set top boxes or extra
peripheral devices to drive each screen. So you can save
on space and power.

Sony's Display   Conventional

Set Top Box

Simply insert a USB flash memory to start playback

Use as a standalone signage and information point,
with no networked connection needed. Just connect
a portable USB flash memory to the display and playout
content according to your defined playlist.
MP4, JPEG, BMP, PNG, GIF and HTML5 are supported.

MP4	JPEG
BMP	PNG
GIF	HTML5

USB

Easily deliver content over the network

Connect a display to your network and distribute content from
a central server – or the cloud – to as many screens as you wish.

Extensibility

Start small, grow big

Flexible uses to fit your environment

BRAVIA Professional Displays offer a totally flexible digital
signage solution that grows readily with your needs. As your
ambitions expand, build a cost-effective, easy-to-manage
network with as many screens as you need.

Stand Alone

Network

Create effects using HTML5

BRAVIA professional displays support HTML5 content.
Combine dynamic video and static images to create rich,
visually appealing content.

HTML5 content   Easy to modify the content partially

Android open platform

BRAVIA displays use an Android open platform with a
multitude of apps and cloud services available.

Cloud

Distribute content from cloud service

Interactive application with touch overlay

Interactive touch-panel interface
※Requires touch overlay (optional)

Sony's digital signage solution

Stand alone - Simple Media Player 2

Simple Media Player 2 is an easy-to-use standalone signage player application, allowing you to display video, photos and HTML5 content directly from a connected USB flash memory. It's quick and intuitive to set up screens, edit and preview playlists using the BRAVIA display's remote controller.

Main features

- Media player displays images, videos, HTML
- Set screens with remote controller
- Edit, preview, schedule playlists
- Animation effect for switching content timing
- Scrolling text on playing content
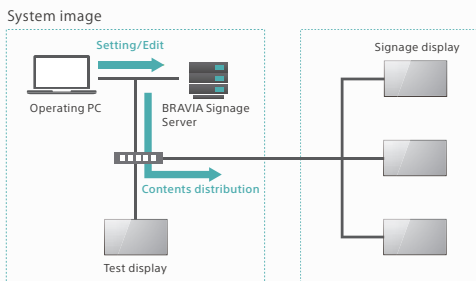
Network - BRAVIA Signage

BRAVIA Signage simplifies management and distribution of signage content across multiple networked BRAVIA displays. Group displays, schedule content playout and more – everything's included with this highly flexible package.
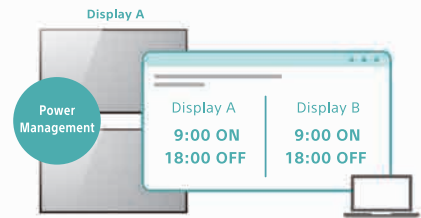
Main features

- Display Management allows grouping displays, and checking their status
- Power Management controls the display's power scheduling
- Contents Library hosts content including images, videos and HTML5 files
- Manage playlists by editing, setting their duration, and previewing each piece of content
- Download content into USB flash memory to display it even if the network is disconnected
- Manage the schedule and delivery of playlists to distribution groups
- Delivery can be interrupted, which is useful for last minute sales or emergency situations
- Log events and receive email reports on warning and error messages
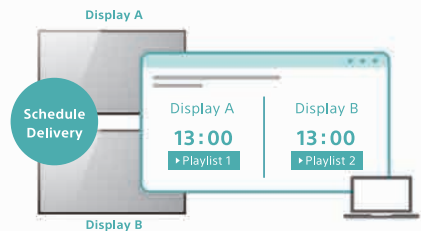- A server API function is available for system integrators

System image

Schedule and manage distribution of content from a central web server for scheduled playout on multiple 4K Professional Displays. There's no limit to the physical size of your network - screens can be managed on premises or at several remote locations via the network.

Typical Applications

I want to start one display
I want to save costs

Easy to create playlist and set schedule [*2]

Easily create playlists and schedule content playout to deliver the right message at the right time, from a morning greeting for guests to daily changing restaurant menus.

*2 Need to set the time of display

Typical Applications

Simultaneous distribution to multiple locations
Real-time information update

Power management

Schedule delivery

Interrupt delivery

Distribute content by interrupting the playlist content.

Sony exclusive technology

More detailed, more natural, more real
4K HDR Processor X1™

As if you are under the wave, waiting for the water to break over you, the 4K HDR Processor X1 reproduces every sparkling pattern and texture for incredible realism.

Life's brilliance, revealed with extra colors
TRILUMINOS™ Display

See vivid real-world colors all around you. A TRILUMINOS Display maps colors from a wider palette, faithfully reproducing every shade and hue in the umbrellas.

Uncover detail with 4K HDR
4K High Dynamic Range

For the ultimate in picture quality, this Display pairs the brilliance of 4K clarity with the brightness, color, and detail of High Dynamic Range (HDR). Previously hidden areas of dark shadow and sunlight are now full of clarity and detail.

Reality revealed through exceptional contrast
X-tended Dynamic Range™ PRO

Enjoy a beautiful night view, full of dazzling lights and deeperblacks. Dark scenes are darker and bright scenes brighter.

Ideal for a variety of applications

Easel stand installation

Portrait installation

Guide touch panel installation

Ceiling installation

Functions

Feature	Simple Media Player 2 WQ-USMP2	BRAVIA Signage WQ-BS1
Free / Paid	Free	Paid
Network environment		Required
Content distribution Server		✔
Application Server Preparation		✔
Scheduled content playback	✔ *3	✔
Playlist playback	✔	✔
Setting screen	✔ (On display)	✔ (PC Web Browser)
Power management		✔
Video / 4K Video Content playback	✔	✔
Image / 4K Image / HTML5 Content	✔	✔
Background Download Content		Video/Photo/HTML5
Scrolling text	✔	
Event Log		✔
Grouping multiple TVs		✔
Reporting function		✔

*3 Need to set the time of display