SONY | KRAMER

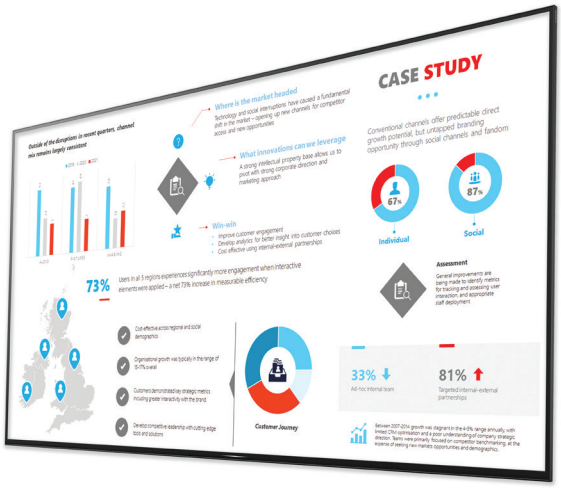
CUSTOM CONTROL SOLUTIONS; UNLIMITED POSSIBILITIES

Powerful and cost-effective automation and control with Kramer BRAINware and BRAVIA Professional displays.

Upgrade any space to limitless control and automation possibilities with innovative Kramer Control solutions running right on your BRAVIA Professional display - no additional hardware required.

With Kramer's unique BRAINware installed you can transform your BRAVIA display to serve up not just stunning picture and sound, but a control and analytics platform as flexible as your imagination. Take charge of sensors, AV distribution, HVAC, lighting, locks and much more , lighting, locks and much more right from your BRAVIA display, or using a diverse range of connected personal or room devices.

KRAMER CONTROL
BRAINware
SOFTWARE-ONLY MASTER CONTROLLER



DELIVERED BY **BRAVIA™ PROFESSIONAL DISPLAYS**

Leading display innovation and dependability

When your system calls for absolute reliability, simple integration and connectivity, and natural authentic colour, Sony BRAVIA™ Professional Displays are the unrivalled choice.

Advanced video processing ensures all your viewing is bright and clear, even when reproducing low-resolution streams or competing with modern, naturally-lit open workspaces.

The industry-first Kramer BRAINware solution runs right on BRAVIA™ Professional Displays, with easy automatic installation via USB – no additional hardware complexity required. And with Sony's Pro Settings Mode you can additionally lock TV functions, automate network, input and volume settings, and schedule flexible power saving options.

AUTOMATION SOLUTIONS

- **TOUCH PANEL CONTROL**
  Put all your device and environment control at your fingertips
- **FULLY AUTOMATED**
  Magical client, team and partner experiences with fully automated rooms

THE INDUSTRY'S MOST **VERSATILE AUTOMATION**

Simply control your space

Kramer Control is already the choice for automation and control environments, with growing support for thousands of devices and interactions, near-limitless versatility and the ease of drag and drop program building.

With the unique BRAINware running directly on BRAVIA Professional Displays, you can deliver the power of complex traditional hardware control infrastructure with nothing more than a display and a network connection. Whether you're looking for system fall-back redundancy or visibility, fast deployment, or cost-effective room automation, there's a Kramer Control solution ready to go.

BRAVIA BZ40H

TOUCH PANEL CONTROL

More effective room control to keep your business moving forward.

Forget drawers of remotes, disconnected cables, switches and locked cabinets, Kramer BRAINware connects and controls thousands of devices.

Dial in the perfect temperature and lighting, and kick off a multimedia conference with just a couple of taps on a screen.

- Runs as a background app on Pro BRAVIA displays, with tablet, Kramer console, or remote control
- One-time licensing for cost-effective stand-alone or fall-over redundancy deployment
- Drag and drop programming for thousands of AV, security and lighting controls

- DEPLOY

  Load Kramer BRAINware software directly on BRAVIA Pro models to control all networked devices

- CONTROL

  Use a tablet Kramer console, or the TV remote for centralised control of room AV, blinds, lighting and more

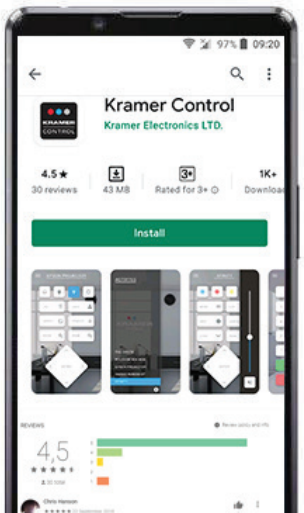
- MANAGE

  Kramer and Sony cloud based management platforms mean quick identification of problems and clear analytics

KRAMER BRAINware

Replacing complex hardware with the power of the cloud.

The Kramer BRAINware app leverages the onboard power of BRAVIA Professional Displays and the Kramer cloud to deliver complex automation solutions without needing the convoluted and costly hardware solutions of the past. With BRAINware running on your display, the full range of analytics and device visibility, as well as small to medium automations can be deployed, with cost-effective lifetime licenses, and no additional control hardware.



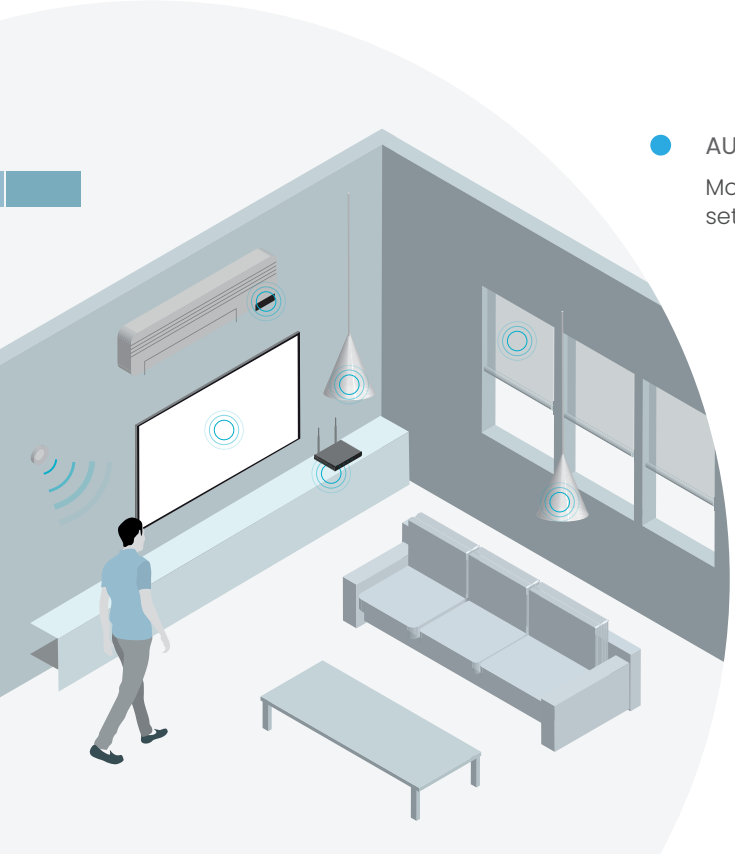
BRAVIA BZ40H

FULLY **AUTOMATED**

Bring a little magic to everyday tasks or customer experiences

From simplifying digital signage and reception display deployments, to saving energy and enhancing security through clever interaction with lighting, locks and sensors, Kramer BRAINware running on BRAVIA displays puts your stunning BRAVIA to double duty, engaging your customers and simplifying your space.

- Install the BRAINwave app in seconds with plug'n'go USB deployment
- Compatible with all leading conferencing and room control systems, with new systems continuously added
- View automation analytics and status on the BRAVIA display, or via network console



- AUTOMATED

  Motion sensors detects presense and triggers pre-programmed settings

- CONTROL

  Kramer BRAINware software running on Bravia Professional displays controls all linked devices such as HVAC, room AV, blinds, lighting and more

- MANAGE

  Leverage low-cost motion, temperature and other sensors for energy conservation and efficient usage of spaces

DOUBLE THE ROI

A true smart display solution

The low cost of a BRAINware licence dramatically changes the calculation for automating a space. A single device licence on your BRAVIA Professional Display, allows powerful automation for room lighting and bookings, complex AV device switching and conferencing, and interfacing with external control panels – no ongoing subscription charges or hardware needed.

KRAMER HOW TO

Engineered for inspiring innovation

SET UP IN SECONDS

The BRAINwave .apk file can be automatically installed via USB. Activate your device through the Kramer cloud and start programming via the drag'n'drop console

DEVICE AGNOSTIC

Thousands of devices are supported by BRAINwave out of the box, with new devices or custom interactions continuously added

AUTOMATION EVERYWHERE

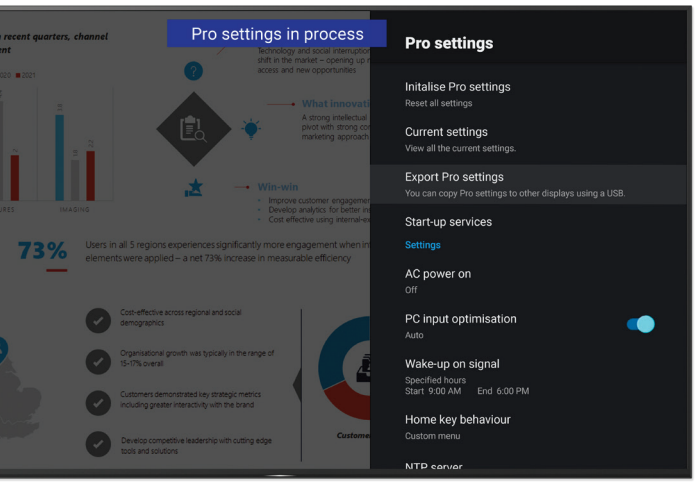
Because Kramer Control runs right on your BRAVIA display, it opens up automation options in locations never before considered cost-effective

SONY DISPLAY SOLUTIONS

Engineered for inspiring innovation

BRAVIA Professional displays bring ideas to life in vivid detail, with industry-leading image processing, in-built functionality and adaptability.

With Android TV and flexible HTML5 customisation, BRAVIA 4K displays offer comprehensive connectivity - from USB to Bluetooth, wired and wireless LAN, and both IP and RS-232 control - to ensure they are ready to go to work for you.



SIMPLE ROLL-OUT

Set up multiple displays with our Conferencing Settings Installer, which has been optimised specifically for video communication and collaboration. A range of settings can be pre-configured including

- Disable unused apps and home screen access
- Activate auto input switching, wake-up, and power-saving
- Optimise picture modes for video and PC input
- Lock settings for reliable operation.

USB SETTINGS INSTALLER

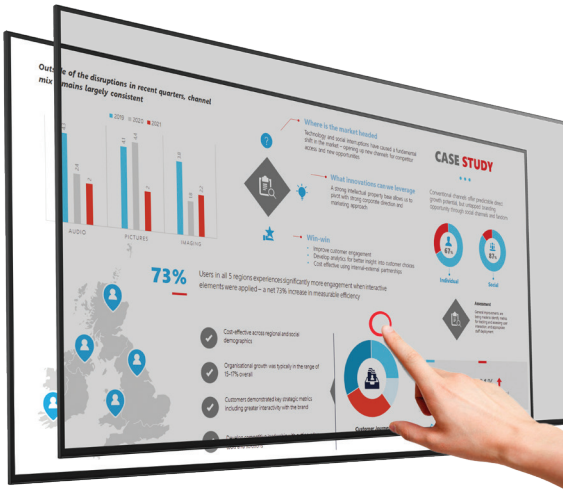
https://pro.sony/ue_US/product-resources/knowledge-panel/display-settings-installer-collaboration-system

ENGAGE WITH A TOUCH

Transform your BRAVIA Pro into a powerful interactive panel with a slim Sony Multi-touch Overlay Kit

Sony's IR200 Series Multi-touch Overlays are available to suit a range of screen sizes (55", 65", and 75"), and feature slim, lightweight and optically-transparent designs. The responsive IR-touch system supports fluid interaction and up to 10 multi-touch points, with millimetre-detection precision for fingers, pens and other opaque objects. Advanced touch functions, such as pinch-to-zoom and right-click are also supported.

Standard USB connectivity permits direct display control to suit digital signage, room PC control, or HID-control for presentation laptops and wireless devices connected using solutions like Kramer Control BRAINware.



BRAVIA 4K HDR PROFESSIONAL DISPLAY SERIES

BZ30J 32"

BZ35F 43" | 49"

BZ40H 55" | 65" | 75" | 85"

BZ40J 100"

A SOLUTION FOR **EVERY ROOM**

Sony and Kramer Control systems enhance productivity in any space.

	HUDDLE ROOMS	MEETING ROOMS	CONFERENCE ROOMS
Display BRAVIA BZ40H series	55”	55” / 65”	75” / 85”
Panel type	VA	VA	VA
Backlight type	Full-array local dimming LED (peak 850cd/m2)	Full-array local dimming LED (peak 850cd/m2)	Full-array local dimming LED (peak 850cd/m2)
Picture processing	X1 4K HDR processor	X1 4K HDR processor	X1 4K HDR processor
Colour	Triluminos wide gamut	Triluminos wide gamut	Triluminos wide gamut
High-performance SoC (HTML5 compatible)	•	•	•
HDMI connectivity	4 side (CEC/ARC support)	4 side (CEC/ARC support)	4 side (CEC/ARC support)
USB connectivity	2 side (USB 2.0 x 1 / USB 3.0 x 1)	2 side (USB 2.0 x 1 / USB 3.0 x 1)	2 side (USB 2.0 x 1 / USB 3.0 x 1)
Network connectivity (switchable)	100base-T Ethernet / 2.4GHz / 5GHz / Off (Pro mode)	100base-T Ethernet / 2.4GHz / 5GHz / Off (Pro mode)	100base-T Ethernet / 2.4GHz / 5GHz / Off (Pro mode)
Bluetooth (A2DP, HID, BLE Beacon support)	v4.2	v4.2	v4.2
Picture and picture	•	•	•
Audio system	X-Balanced Speaker / Dolby Atmos capable	X-Balanced Speaker / Dolby Atmos capable	X-Balanced Speaker / Dolby Atmos capable
Remote RS-232C and IP control	•	•	•
Setting transfer and rapid deployment	USB	USB	USB
Slim aluminium bezel	•	•	•
Touch panel overlay	–	Optional (IR200 series)	Optional (IR200 series) (75” only)
VESA mounting	300 x 300	300 x 300	300 x 300 (75”) / 400 x 400 (85”)
Dimension drawings	Available in .pdf / .dxf from pro-bravia.sony.net	Available in .pdf / .dxf from pro-bravia.sony.net	Available in .pdf / .dxf from pro-bravia.sony.net

KRAMER BUILT IN SOFTWARE

DISCOVER MORE

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