

Sony Showcases New Signage Range for Pros

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17. 05. 2010

Sony Professional brought a new range of BRAVIA digital displays to Screen Media Expo. Research, says Sony, suggests by 2012 60% of the digital signage market will be covered by television products. In response to the proliferation of televisions used in the digital signage market, Sony Professional has created a Bravia range with the functionality of a pro display and the usability of TV.



Sony brings its big recognition in TV to Sony Professional in the digital signage space. By including an RS232 control in the new BRAVIA B2B range, Sony offers the capability of performing self-diagnosis and timed power saving. The B2B BRAVIA range has hotel mode so user can select a default channel, show the time and limit the sound volume. The new BRAVIA B2B range has 32", 40", 46" and 55".

Also at Screen Media Expo, Sony has a refreshed version of its Ziris software. The all new Ziris V7 is an enterprise-strength digital signage software suite which is easy to use and has streamlined features for content delivery. A new, unified user interface pushes usability to new levels so that anyone familiar with typical office software will feel at home with Ziris 7 immediately.

Sony also showed its new digital signage player, the BKM-FW55, an eco-friendly full HD embedded digital signage player that actually fits inside the display for tamper-proof, simple, plug-in-and-play digital signage.

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