

SONY

Retail reinvented

Pushing the boundaries
of customer experience
in a post-Covid 19 era

pro.sony/retail



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Understanding in-store trends and challenges in a digital world

We’re living in a connected, hyper-competitive world where customer loyalty is hard to earn and easily lost. As informed consumers face ever more tempting choices, store owners must be ready to meet the challenges of a rapidly evolving retail industry landscape.



Higher competition

With the rise of online shopping, there’s never been a wider choice of digital and physical retail propositions jostling for time-pressed consumers’ attention.



More discerning customers

Smart shoppers have already done their homework before they set foot in your store. And the impressions they share online can impact instantly on your brand.



Rise of experiential marketing

Today’s discerning consumers expect an immersive, interactive shopping experience that’s sleek, personal and emotionally rewarding.



Meeting in-store expectations

Consumers expect clear guidance to help them navigate quickly to where they want to be, plus timely information on products and promotional offers as they shop.

Rethink retail

Discover how our innovative display solutions empower retail brands to create deeper, more rewarding digital customer experiences.



Create unique interactive shopping experiences



Modernise and simplify your operations



Boost sales and customer engagement



Improve brand awareness

QSR

Quick-service food & beverage trends



Competitive market

Intense market competition makes it essential for restaurants to innovate to attract and delight guests.



Tech-native diners

Customers demand a smooth, interactive self-order experience that matches their online shopping interactions.



Flexible solutions for time-pressed diners

New technology enables restaurants to provide real-time information, product offerings and promotions.



Supporting sustainability

Diners expect food & beverage brands to demonstrate their commitment to the environment.



Advertising

Our brightest premium displays, BRAVIA BZ40H series are ideal for presenting offers with rich colour, in screen sizes up to 85". The SLS-1A Line Array speaker delivers clear and powerful promotional messages at can be heard in busy environments.



Attracting customers

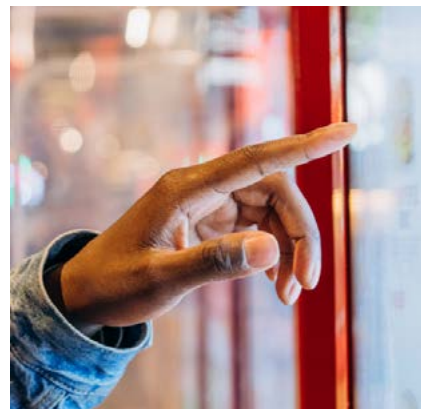
With screens sizes up to 85", our brightest premium BZ40H displays will dazzle diners and attract them in your restaurants. Complementing this visual experience, the SLS-1A speaker enhances this immersion with powerful sound that surrounds your visitors.

Menu boards

The extra wide angle of our BZ30J and BZ35J displays allow your diners to view the menu boards, no matter where they stand in your QSR outlet.

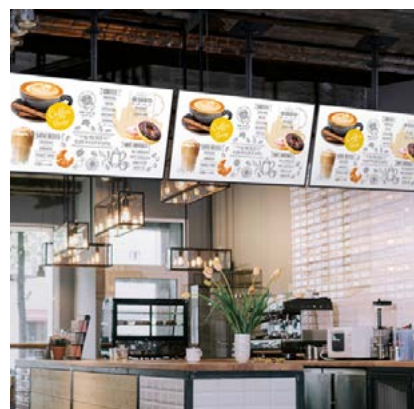
Retail displays for every QSR dining visit

Our retail display solutions help QSR outlets grab shoppers' attention, streamline order handling, increase impulse sales opportunities and guide diners through a mouth-watering food and beverage experience.



Empower customer choices

Help QSR diners choose and order more quickly and efficiently



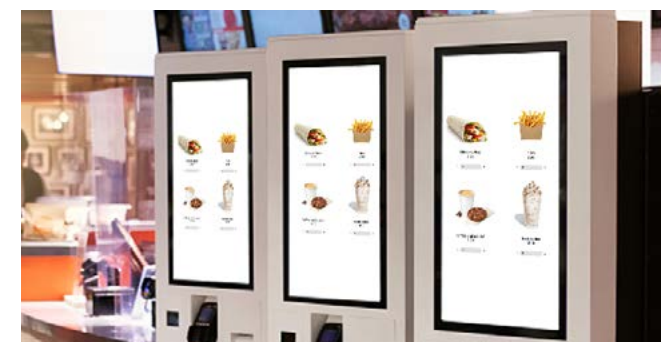
Attract and delight guests

Generate customer excitement with bright true to life menus



Drive new sales opportunities

Highlight promotions and boost impulse purchases in real time



Placing orders

Create interactive boards for shoppers to place and review their orders with our BZ30J and BZ35J displays. Our displays are ideal partners for interactive self-order kiosks, enabling quick and efficient operations and allowing restaurants to offer profitable upselling opportunities.



Back of house

Ideal for back of house operations, BZ35J displays offer an extra wide viewing angle available in 43" and 50" screen sizes.

Automotive showrooms

Car dealership trends



Waiting times

Extended wait times from purchase to delivery make it essential to create a more engaging showroom experience.



Consumer habits

With increased remote purchases, dealerships must lure clientele back to the showroom with a 'wow' factor.



Consumer expectations

Dealerships must meet 'phygital' service demands with interactive technologies which allow for personalisation.



Sustainability

Dealerships are struggling to keep pace with constant innovation in an environmentally friendly way.

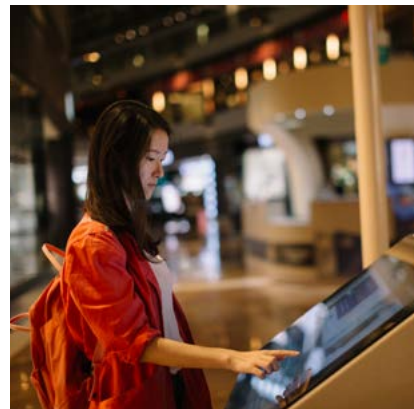
Automotive Retail Display Solutions

Sony's Car Showroom Displays present the perfect solution. They can be fully integrated with existing operations to project awe-inspiring ads, relay model information, craft an immersive experience, and allow for personalised user interaction.



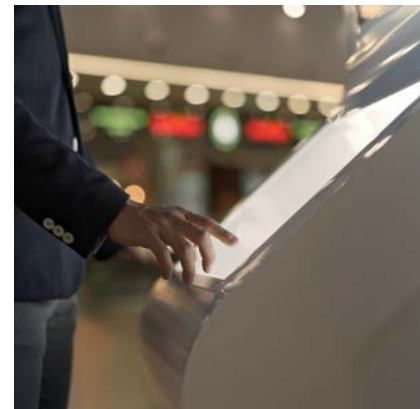
Capture attention

Sony's retail displays are tailored to create an eye-catching, welcoming environment, which conjure a positive sense of wonder and discovery in the customer from the minute they walk in.



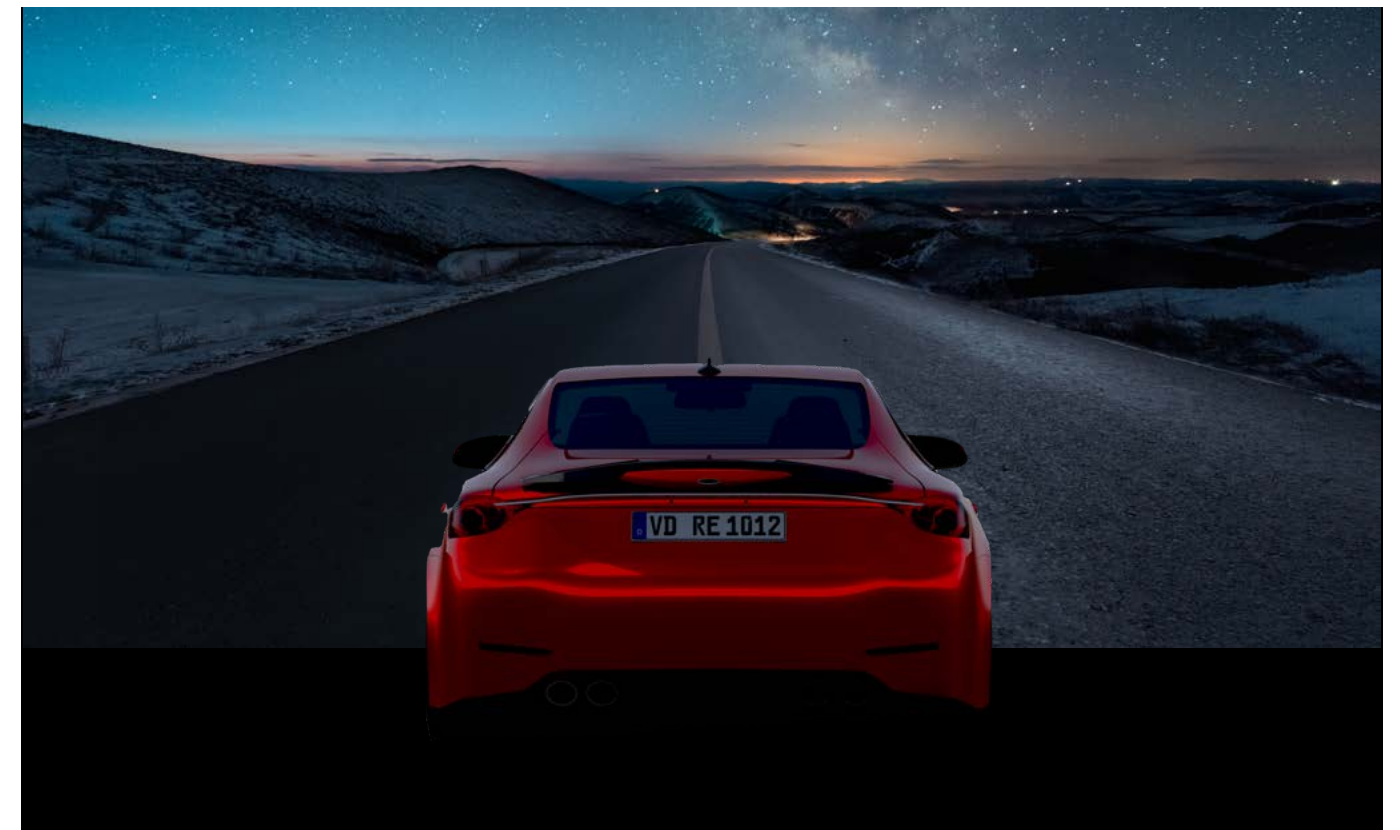
Improve Brand Awareness

Our digital signage solutions offer holistic client care in the form of advertising, education, and customer service from an interactive hub which fosters greater brand awareness and deepens brand loyalty to increase foot-fall.



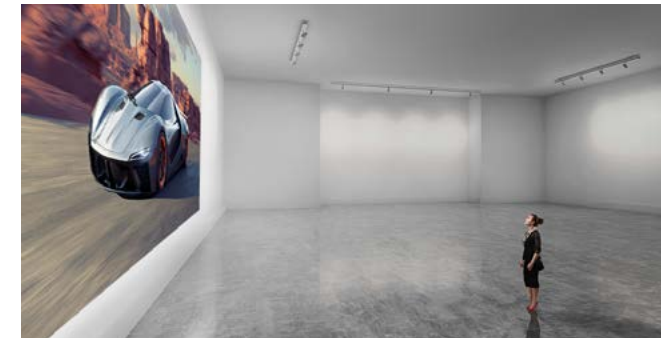
Optimise performance

Our interactive displays maximise revenue by creating an eco-system in which vendors can streamline ads, branding, and brochures while offering customers an engaging, immaculate experience to drive purchases.



Attracting Customers

Our Crystal LED BH/CH-series video walls offer the immersive visual experience that will drive customers to your car showroom. For less conventional spaces, VPL-GTZ380 can throw spectacular super-size images onto any shape or type of surface. Dazzle shoppers and attract them into your car dealership. Complementing this visual experience, the SLS-1A speaker enhances this immersion with powerful sound that surrounds your visitors.



Advertising

Our brightest premium displays, BRAVIA BZ40H series are ideal for presenting offers with rich vivid colours, in screen sizes up to 85". Your advertisement will stand out with our biggest 100" BRAVIA BZ40J display. The SLS-1A Line Array speaker delivers clear and powerful promotional messages at can be heard in busy environments.



Managing operations

Ideal for managing the operations of your sales teams, BZ35J displays offer an extra wide viewing angle available in 43" and 50" screen sizes, to fit every meeting room.

Shopping centres

Shopping centres trends



Intense competition

Shopping centre owners must innovate to satisfy shoppers’ high expectations to adapt to a new landscape.



Rapidly changing spatial demands

Shopping centre owners need to offer flexible units that adapt to rapidly shifting customer demands.



Embracing digitalisation

New technologies allow sites to run more efficiently and create ‘phygital’ experiences to delight visitors



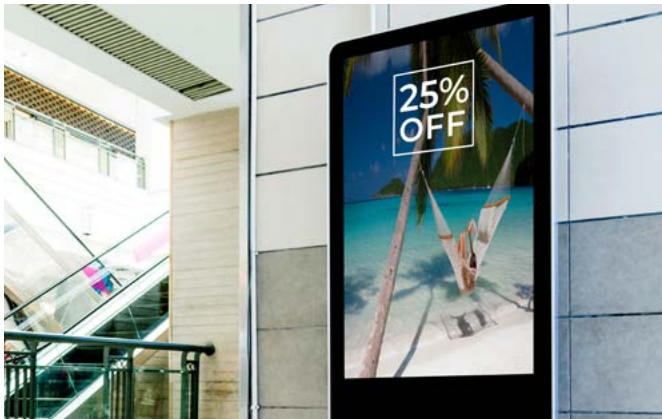
Supporting sustainability

Shopping centre owners must support retailers’ efforts to become more sustainable at point of sale.



Attracting Customers

Capture shoppers’ attention as they navigate through your shopping centre with colourful, super-sized visuals. Extra bright VPL-GTZ380 and VPL-PHZ61 laser projectors can throw vibrant images onto curved and contoured surfaces. Easy to install - Crystal LED BH/CH-series video walls scale readily to create immersive visual experiences that can’t be missed in large retail spaces. Add an extra sensory dimension with the SLS-1A Line Array Speaker for powerful audio that surrounds visitors.



Advertising

Deliver ads that stand out with our brightest BRAVIA BZ40H display or our largest BRAVIA BZ40J display. Our scalable Crystal LED video walls deliver compelling super-size promotional messages to shoppers. Our BH-series offers maximum brightness to ensure the best viewing experience in bright environments, while you can deliver the most true-to-life visuals with our CH-series, designed to optimise contrast. Team high-impact visuals with rich audio from our SLS-1A Line Array Speaker that’s easily heard in busy shopping centres.

Retail displays for shopping centres

Our display solutions for shopping centres transform every customer visit into an immersive, interactive multi-sensory experience.



Inform shoppers

Keep shoppers informed with relevant, up-to-date news and general information on special events, closures, parking, health & safety and other information to enhance their visit.



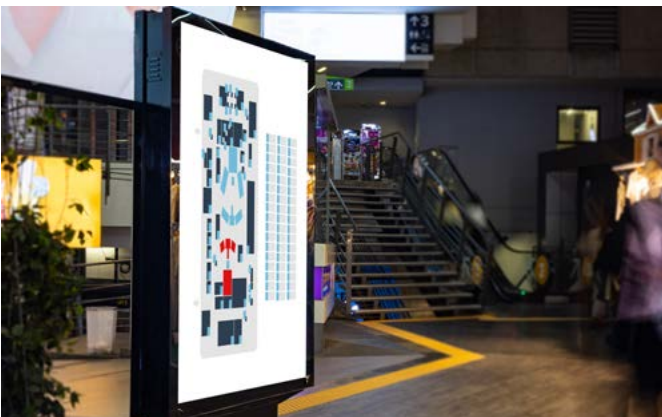
Create that wow effect

Grab visitors’ attention with immersive visual and audiovisual experiences that transform shopping centres into all-day leisure destinations.



Optimise performance

Our interactive displays maximise revenue by creating an eco-system in which vendors can streamline ads, branding, and brochures while offering customers an engaging, immaculate experience to drive purchases.



Wayfinding

Available in a wide range of screen sizes and suitable for vertical, horizontal or angled mounting, our BRAVIA BZ30J, with screens sizes in up to 75”and BZ35J displays, with screen sizes between 43” and 50”, are ideal partners for interactive touchscreen solutions that guide customers safely and smoothly with clear, informative maps and wayfinding information.



Informing shoppers

The crisp 4K image quality, high brightness and extra-wide viewing angle of our BRAVIA professional displays ensure that important information is seen clearly by every shopper in crowded shopping precincts. Ideal for information points in smaller and medium shopping centres, versatile BRAVIA BZ30J and BZ35J Series cover a wide range of screen size requirements from 43” up to 75”. BRAVIA BZ40H, in up to 85” screen sizes and our 100” BZ40J BRAVIA display makes an unmissable focal point in larger shopping centres.

Fashion and apparel

Fashion & apparel retailer trends



Intense competition

Fashion retailers must create innovative in-store experiences that captivate and retain shoppers' attention.



Embracing digitalisation

New digital tools allow retailers to streamline operations and create powerful 'phygital' experiences.



The end of brand loyalty

Fashion has never been faster, and retailers must win the attention of customers in a non-stop saturated market.



Supporting sustainability

Shoppers favour retailers with ethical sourcing and sustainability in their products and operations.



Retail displays for fashion and apparel stores

Create unique shopping journeys and make every store visit more exciting with our display solutions



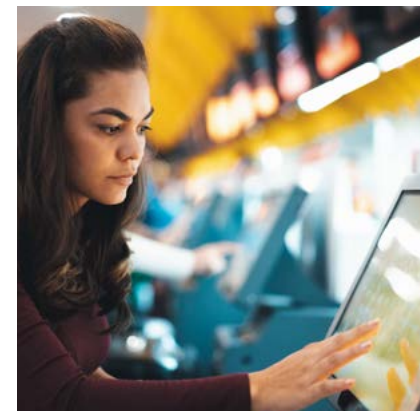
Attract shoppers and drive sales

Grab customers' attention and generate excitement around new fashion products and promotions to stimulate sales.



Heighten brand awareness

Turn your apparel store into a fashion catwalk with colourful, larger than life displays that connect customers with clothing brands.

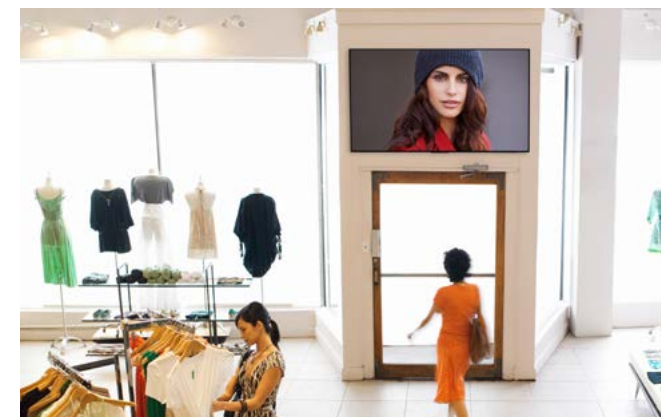


Optimise store performance

Maximise returns from every square metre of floor space with appealing, easy-to-use self-serve systems to help shoppers browse, buy and collect orders.

Attracting Customers

Capture customers' attention as they navigate through your fashion retail store with bright colourful, images from our scalable Crystal LED video walls: choose high brightness BH-series for brightly lit stores, or high-contrast CH-series for uniquely rich, vibrant images with maximum wow effect. For less conventional spaces, extra bright VPL-GTZ380 and our compact VPL-FHZ85 projectors can throw super-sized images onto any shape or type of surface. Add an extra immersive dimension with the SLS-1A Line Array Speaker for powerful audio that surrounds visitors.



Placing orders

Available in a wide range of sizes, our BZ30J and BZ35J BRAVIA professional displays are ideal for integration with interactive kiosks and self-order systems. High screen brightness and rich, vibrant colours ensure that clothing products look their very best, while reliable operation ensures a smooth, satisfying ordering and collection experience for store visitors.



Advertising

Our brightest BRAVIA BZ40H display delivers compelling promotional messages to shoppers with rich vivid colours. Your ads stand out with our biggest 100" BRAVIA BZ40J display. Create super-sized visuals with unprecedented impact and realism with our Crystal LED BH/CH-series.

Discover our NEW Crystal LED

Go even further in bringing your customer experience to life with our brand NEW LED displays for any size and scale

Our new Crystal LED video walls deliver bigger, brighter, more colourful images that harness Sony's unique expertise in advanced imaging technologies.

It's never been easier to create spectacularly immersive shopping experiences with the latest generation of scalable Crystal LED display systems that are simpler than ever to install and maintain.



BH and CH-series

The latest generation of Crystal LED premium displays



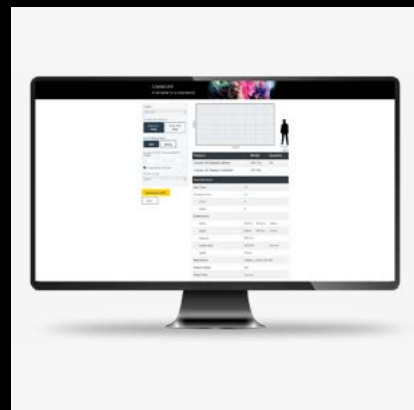
More accessible

The latest generation of Crystal LED premium displays makes the appeal of large-scale LED video walls even more accessible.



Extraordinary picture quality

BH and CH-series harness latest Sony imaging innovation to deliver extraordinary picture quality at an affordable price.



Flexible installation

They're also designed for even greater installation flexibility and serviceability. What's more, power consumption is reduced to make overall ownership costs even more appealing.

[Explore our new BH/CH series >](#)



Our Retail display and digital signage solutions support a wide range of applications



Attracting shoppers

Driving footfall and maximising sales opportunities

Displays
BRAVIA BZ40J

Crystal LED
BH and CH-series

Projectors
VPL-GTZ380
VPL-FHZ85
VPL-PHZ61

Speakers
SLS-1A



Advertising

Heightening shoppers' awareness of new products and promotions

Displays
BRAVIA BZ40J
BRAVIA BZ40H Series
BRAVIA BZ35J Series
BRAVIA BZ30J Series

Crystal LED
BH and CH-series

Projectors
VPL-GTZ380
VPL-FHZ85
VPL-PHZ61

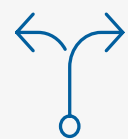
Speakers
SLS-1A



Informing shoppers

Enhancing customers' experience with clear, easy-to-read information, news and alerts

Displays
BRAVIA BZ40J
BRAVIA BZ40H Series
BRAVIA BZ35J Series
BRAVIA BZ30J Series



Wayfinding

Ensuring a smoother customer journey through stores

Displays
BRAVIA BZ40J
BRAVIA BZ40H Series
BRAVIA BZ35J Series
BRAVIA BZ30J Series



Placing orders

Making every sale simpler, faster and more efficient

Displays
BRAVIA BZ40H Series
BRAVIA BZ35J Series
BRAVIA BZ30J Series



Back of house & operations

Supporting more efficient end-to-end retail operations

Displays
BRAVIA BZ35J Series
BRAVIA BZ30J Series

Specifications

Crystal LED walls



ZRD-BH12D
[Find out more >](#)



ZRD-BH15D
[Find out more >](#)



ZRD-CH12D
[Find out more >](#)



ZRD-CH15D
[Find out more >](#)

	Surface	Pixel pitch	Resolution(W x H)	Brightness[Max]	Contrast Ratio (0 lx)	Viewing Angle (H/V)	Dimensions (W x H x D)	Mass
ZRD-BH12D	Anti-reflection coating	1.27 mm	480 x 270	1,700 cd/m2	More than 1,000,000 : 1	170° / 170°	610 x 343 x 69 mm (24 x 13.5 x 2.7 in)	Approx. 8.6 kg (18 lb 15.36 oz) (Per-sqm: Approx. 41.1kg)
ZRD-BH15D		1.59 mm	384 x 216					
ZRD-CH12D	Deep black coating	1.27 mm	480 x 270	1,300 cd/m2		160° / 160°		
ZRD-CH15D		1.59 mm	384 x 216					

Projectors



VPL-GTZ380
[Find out more >](#)



VPL-FHZ85
[Find out more >](#)



VPL-PHZ61
[Find out more >](#)

	Display system	Brightness	Projection Lens			Light source	Dimensions (W x H x D) (without protrusions)	Mass
			Zoom/Focus	Shift	Throw ratio			
VPLGTZ380	4K SXRD 4096 x 2160	10,000 lm	Powered	Powered	VPLL-Z8008 (Optional) 0.80:1 to 1.02:1 VPLL-Z8014(Optional) 1.4:1 to 2.73:1	Laser diode	Approx. 560 x 228 x 760 mm (22 1/16 x 8 31/32 x 29 15/16 in)	Approx. 51kg (112 lb)
VPL-FHZ85	3 LCD WUXGA 1920 x 1200	7,300lm / 8,000lm (Center)			Interchangeable Lens Options 0.33~4.84 : 1		Approx. 460 x 169 x 494 mm 18 1/8 x 6 3/4 x 19 1/2 inches	Approx. 13kg (29 lb)
VPL-PHZ61	3 LCD WUXGA 1920 x 1200	6,400 lm / 7,000 lm (Center)	Manual	Manual	Fixed Lens 1.23~1.97 : 1		Approx. 422 x 100 x 333 mm (16 5/8 x 3 15/16 x 13 1/8 inches)	Approx. 7.0kg (15 lb)

BRAVIA series



BZ40J
[Find out more >](#)



BZ40H Series
[Find out more >](#)



BZ35J Series
[Find out more >](#)



BZ30J Series
[Find out more >](#)

	Screen size	Resolution	Brightness	Backlight	Operation time	Connectivity	Platform	Mirroring	Pro features
BZ40J	100	3840x2160	Typ.600nit/ Peak 940nit	Direct	'24/7	I/O: HDMI(4), Composite, USB(2), Digital Audio output, Headphone output External control: RS232C, IR, RJ45	Android TV	Chromecast built-in/ AirPlay2	Pro mode Pro settings Wi-Fi Soft AP HTML5 compatible
BZ40H	55/65/75/85	3840x2160	Typ.620nit/ Peak 850nit			I/O: HDMI(4), Composite, USB(2), Digital Audio output, Headphone output External control: RS232C, IR, RJ45			
BZ35J	43/50	3840x2160	50": Typ.570nit 43": Typ.560nit			I/O: HDMI(4), Composite, USB(2), Digital Audio output, Headphone output External control: RS232C, IR, RJ45			
BZ30J	32/43/50/55/65/75	3840x2160	Typ. 440 (32": 300)nit			I/O: HDMI(4), Composite, USB(2), Digital Audio output, Headphone output External control: RS232C, IR, RJ45			

Speakers



SLS-1A
[Find out more >](#)

	Frequency Range	Horizontal Dispersion	Vertical Opening Angles	Vertical Beam Steering Angles	Maximum SPL (1 m)	Driver	Amplifier Channels / Rated Power / Integrated DSP	Audio Input	Dimensions (W×H×D)	Mass
SLS-1A	80Hz-20kHz *Frequency characteristic measured at anechoic chamber	200 degrees *1 - 4k average, -6 dB *At Vertical style (Vertical Dispersion at Horizontal style)	Software Adjustable: Max 40 degrees(x1) Max 50 degrees(x2) Max 60 degrees(x3) Max 70 degrees(x4) Max 80 degrees(x5) Max 90 degrees(x6) *At Vertical style (Vertical Opening Angles at Horizontal style)	20 degrees (x1)(x2) 30 degrees (x3)(x4) 40 degrees (x5)(x6) *At Vertical style (Vertical Opening Angles at Horizontal style)	105 dB (peak 112 dB) (x1) 111 dB (peak 118 dB) (x2) 115 dB (peak 122 dB) (x3) 117 dB (peak 124 dB) (x4) 119 dB (peak 126 dB) (x5) 121 dB (peak 128 dB) (x6) * Max SPL calculated based on free-field sensitivity, and without beam steering, spreading applied.	Flat and Square speaker unit, 35 mm x 35 mm (1 7/16 in x 1 7/16 in) Full range x 8	Power Output (rated): 10 W x 8 channels (at 6 ohms, 1 kHz, 1 % THD) A/D and D/A Converters: 24-bit, 96 kHz	Analog Audio Input: Euro type terminal block (Pitch 3.81 mm, 3-pin, Green) Digital Audio Inputs: 1-channel of Dante digital audio network (RJ-45) *8-channel of Dante digital audio network (RJ-45) is possible	384 mm x 92 mm x 100 mm (15 1/8 in x 3 5/8 in x 4 in) (without speaker grill) (approx.) 384 mm x 92 mm x 110 mm (15 1/8 in x 3 5/8 in x 4 3/8 in) (with speaker grill) (approx.)	4 kg (8 lb 14 oz) (with speaker grill) (approx.)

Contact Us

Connect with our experts to learn how we can help you overcome today's challenges and create new opportunities.

Get in touch