



Our sustainability vision in action

Professional Displays and Solutions

SONY

Introduction

Sony Professional Displays & Solutions represent a longstanding line of products and technologies all unique and market-leading in their own way.

We believe that innovation should not come at the expense of the environment and are mindful of our impact on people and planet.

This document will shine a light on the significant sustainable efforts and notable strides that we are making as a team and a wider organisation, from the materials we use in our products to how we ship them to our customers.

Our work is never complete, but we are proud of how far we have come already.

This is our sustainability vision in action.

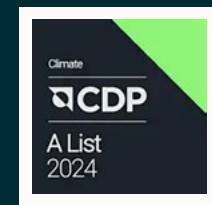


Sustainability highlights

Sustainable supply chains



A proud moment for Sony Europe was achieving the EcoVadis Gold Medal, placing us in the top 5% amongst all companies rated in the past year.

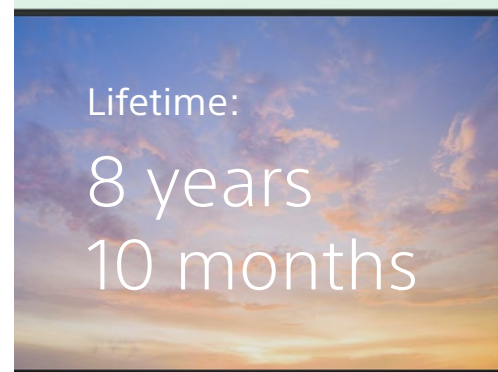


Climate change leader

Sony made the CDP Climate Change A-List for the fourth year running and ninth time overall, and has joined the RE100 initiative to accelerate the shift to 100% renewable electricity.

Corporate climate action

Sony's Net-Zero GHG Emissions targets for 2040 were approved by the SBTi in August 2022.

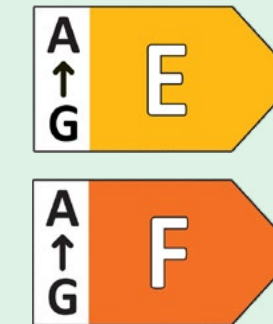


Designed for life

BRAVIA models offer greater energy efficiency, eco mode, and an average lifetime of eight years.

Energy efficient

We are market-leading in our sector. Most of our BZ-L series displays have an EPREL ranking of E or F.



Financial transparency

MSCI ESG RATINGS



Our MSCI rating is a measure of our resilience to financially relevant sustainability risks.

Material change

Our SORPLAS™ recycled material (composed of 99% recycled plastic) is reducing our reliance on virgin plastic.



World-class support

The BRAVIA BZ40L Professional Displays come with five years PrimeSupport as standard upon registration.

Prime Support



Best-in-class culture

Sony Group Corporation has been named in "World's Most Ethical Companies" for seven consecutive years.



Environment and energy

11 BRAVIA models have EPEAT bronze status and 9 have Energy Star status.



What is ESG?

ESG stands for Environmental, Social and Governance.

It is a framework for better consumer purchasing, employee engagement and investor confidence, and a key requirement for compliance, risk management and long-term growth.



Environmental

Promotes the increased consideration of our impact on the environment, our carbon emissions, how we use and how we manage waste, water and raw materials.



Social

Is people-focused and looks at the makeup of our organisation from a diversity, equity and inclusion perspective, as well as our relationship with the communities around us.



Governance

Covers the more formal aspects of our organisation, bringing complete transparency to board-level decision making and our broader business ethics.



88%

of investors believe companies that prioritize ESG initiatives represent better opportunities for long-term returns than companies that do not.

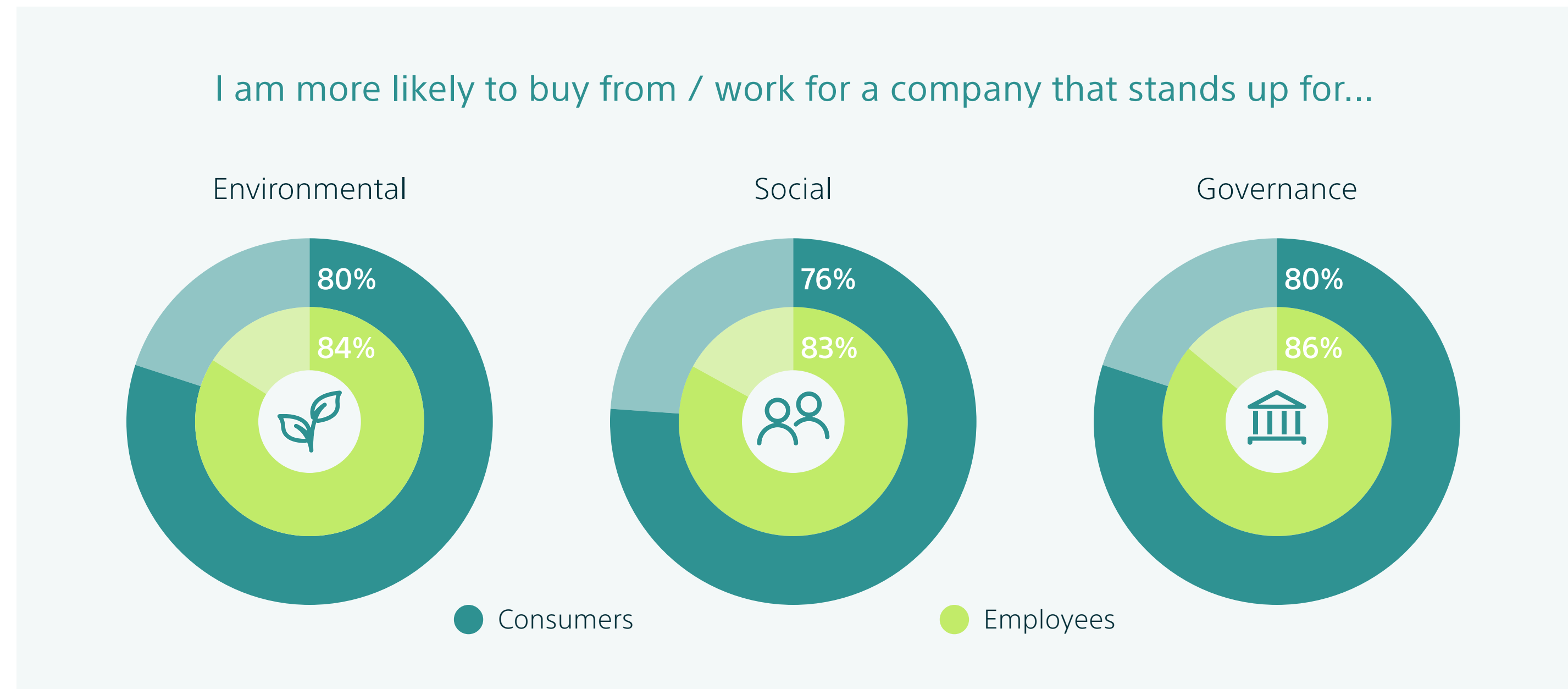
Source: Edelman Trust Barometer Special Report: International Investors

The people have spoken

Multiple research initiatives have proven that ESG is not only a key driver in consumer behaviour, but is a strong factor in employee engagement too.

Over 80% of customers and employees are actively choosing brands, products, services and workplaces that align with their ESG expectations.

Put simply, public expectations around corporate sustainability are continuously rising, and companies that fail to embrace the core pillars of ESG are losing both popularity and market share.



Source: PwC Consumer Intelligence Series. June 2, 2021

Our own research

Working alongside Censuswide, Sony surveyed over 1,000 corporate AV professionals across the UK, Germany, Italy, Poland, Spain, Sweden, Denmark and France and produced a short research report illustrating the findings.

The primary learning from the report is that nearly 80% of businesses are willing to pay over 20% more for products that are sustainably made or energy efficient. Sustainability has also become a key factor in corporate real estate and procurement decisions, with

an overwhelming 85% of decision-makers considering a provider's sustainability practices important when selecting a partner, while 79% say a lack of such practices would deter them from making a purchase.

The message is clear: B2B and B2C interactions are increasingly governed by equal consideration for people, planet and profit. In turn, boards and investors are actively encouraging sustainable practices at an organisational level like never before.



Our goal:

To fill the world with emotion.

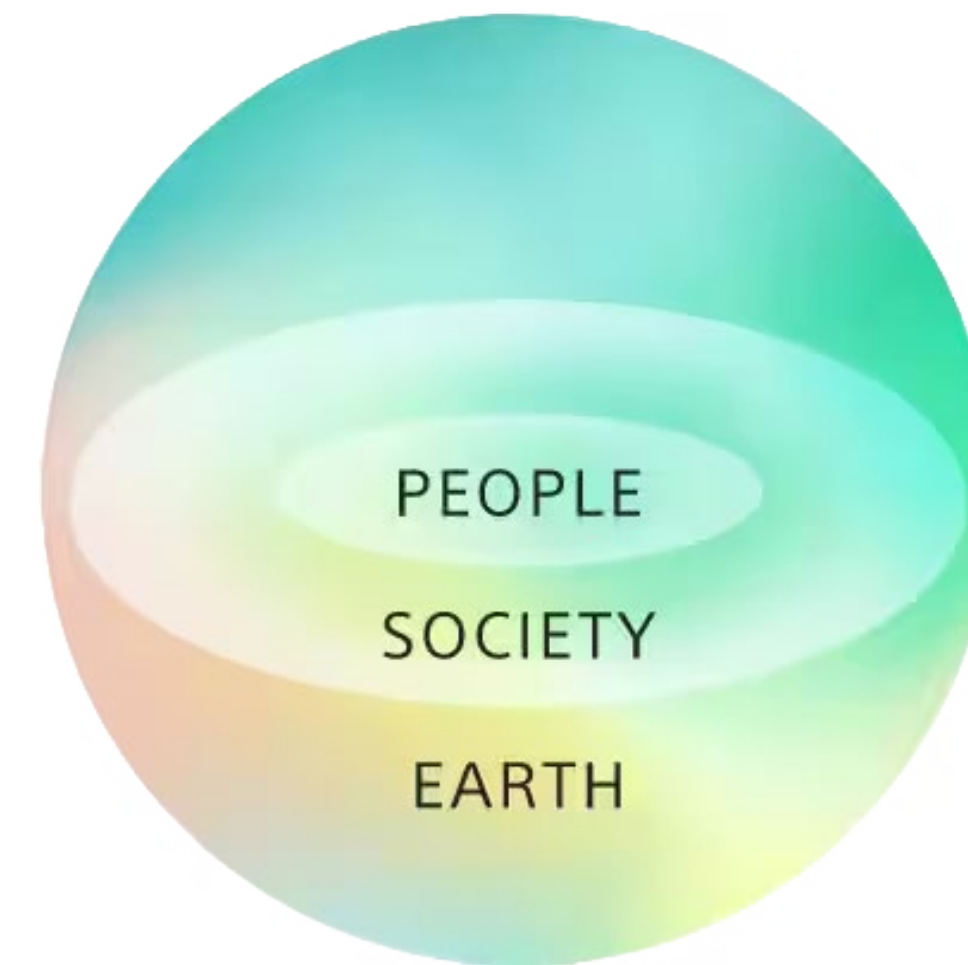
An all-encompassing mission

Whether delivering high-impact imagery to public spaces or entertaining families in their homes, our products are part of our wider goal to fill the world with emotion.

But this isn't just limited to the products we produce. It's an all-encompassing mission to drive excitement and change in everything we do.

Change is the key word here - we are changing how we operate as an organisation to meet the goals covered in this guide, and in-turn, help our customers achieve theirs too.

When you work with or buy from Sony, you are supporting an organisation with the highest standards for not only our products, but our staff, our customers and society as a whole.



People

Celebrate individual differences and enrich hearts and minds.

Society

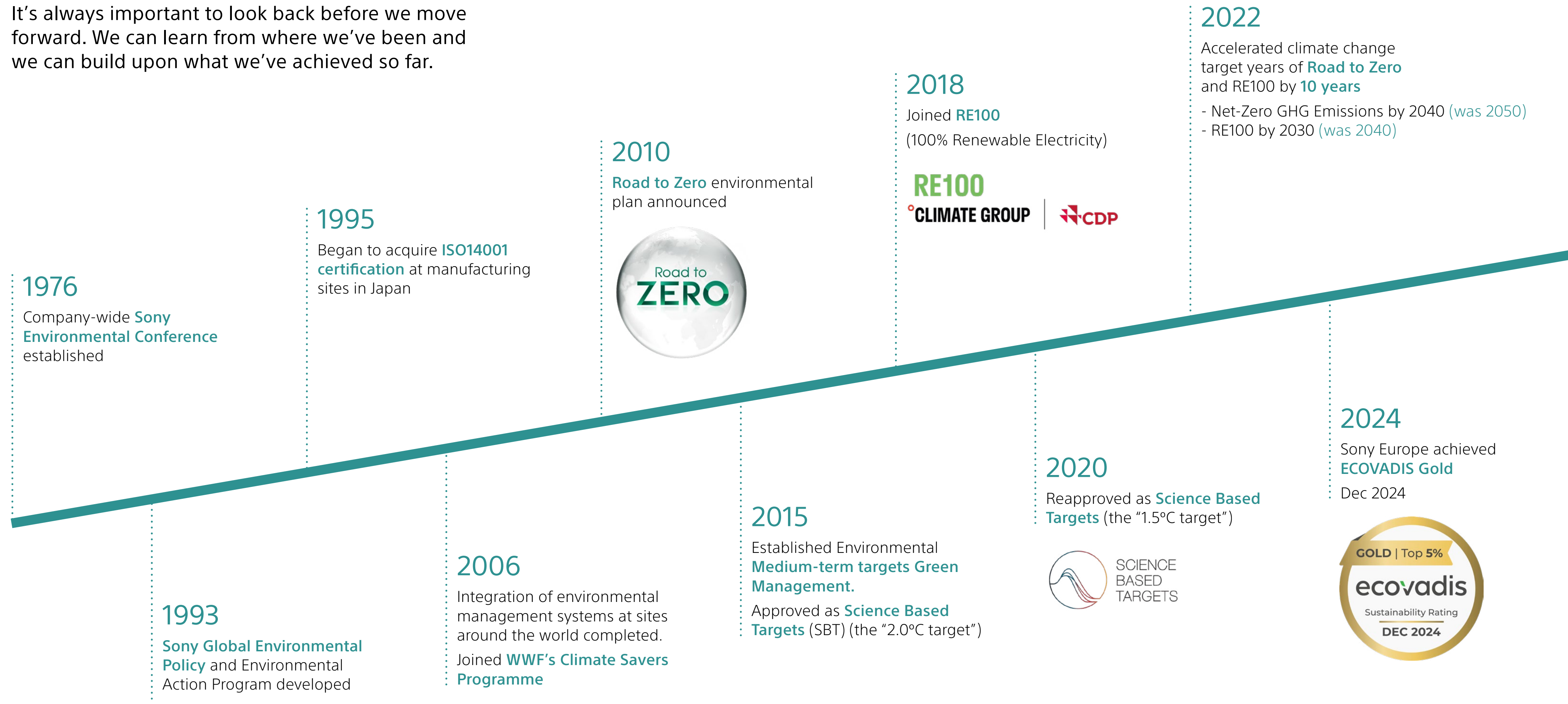
Foster a society in which everyone can live with peace of mind.

Earth

Protect and preserve the Earth, which is the foundation of life.

A sustainable heritage

It's always important to look back before we move forward. We can learn from where we've been and we can build upon what we've achieved so far.



A sustainable future

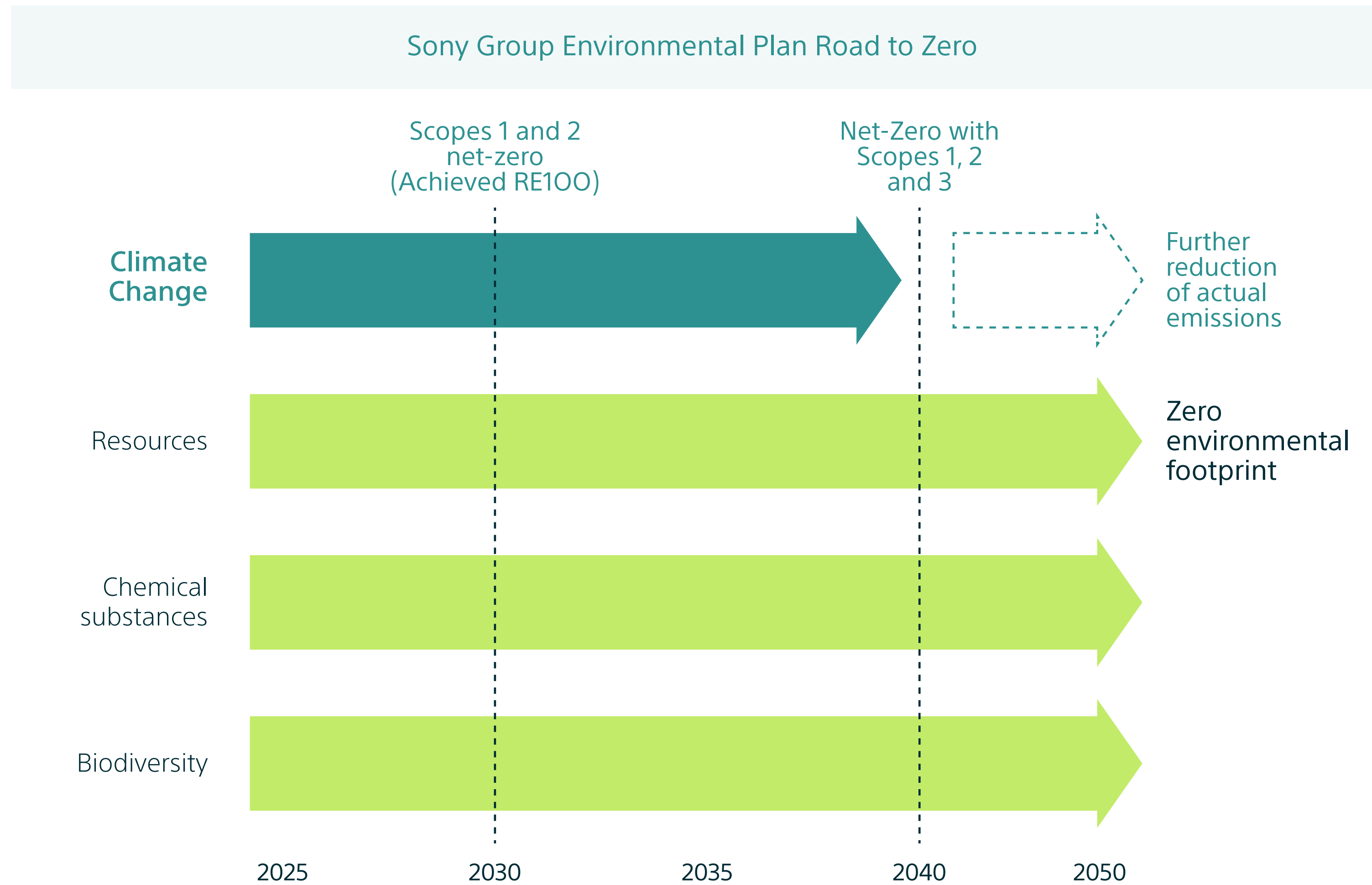
As we move forward with sustainability at the forefront, we can retain the incredible brand heritage of Sony but as a greener and cleaner company.

We continuously review our targets to accelerate progress on our Road to Zero.

To make long-term goals more actionable, we set five-year Green Management targets as focused sprints.

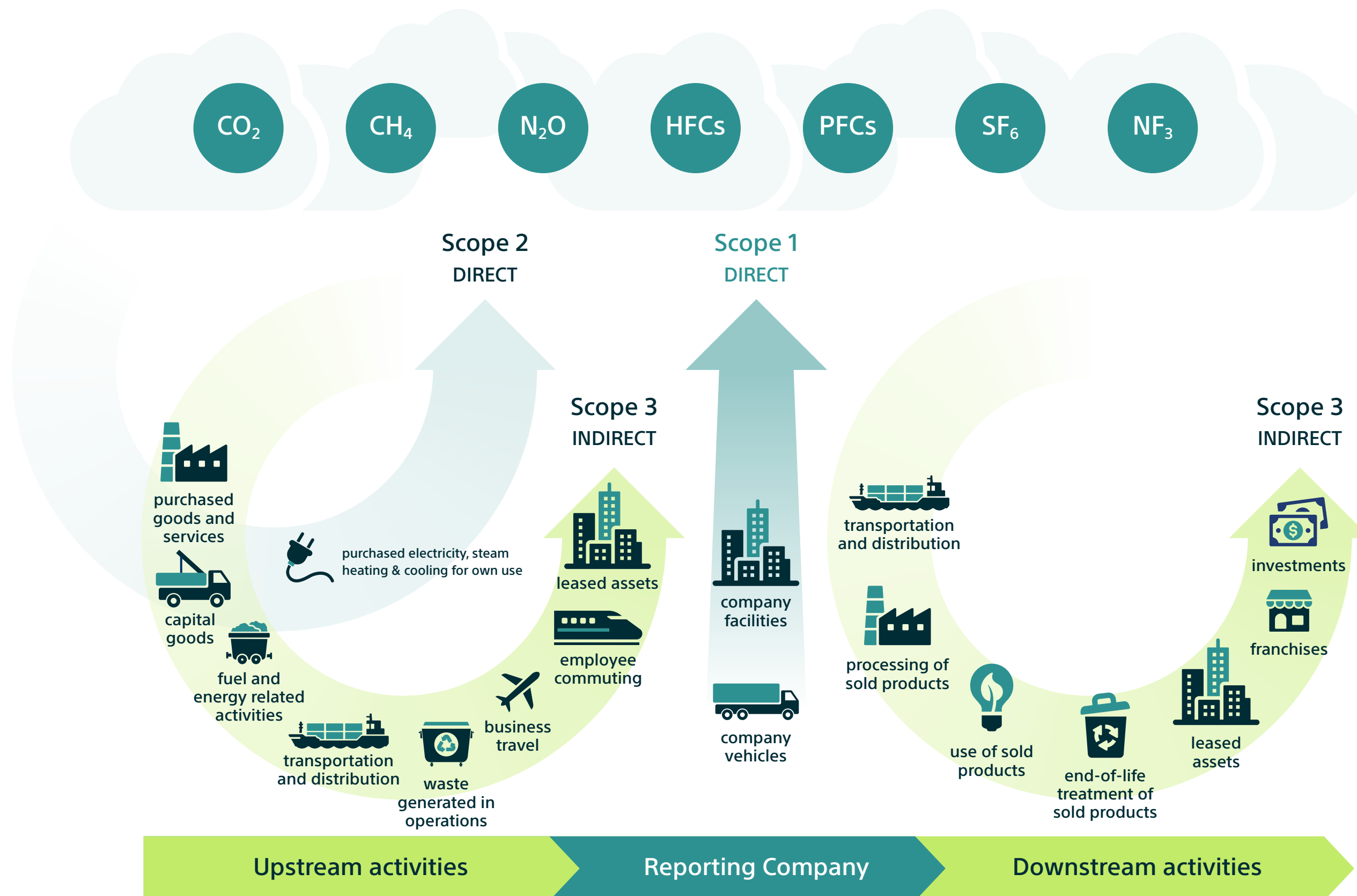
As part of this commitment, Sony produces five year plans to incrementally work towards its longterm goals.

[Read more about GM2025 here](#)

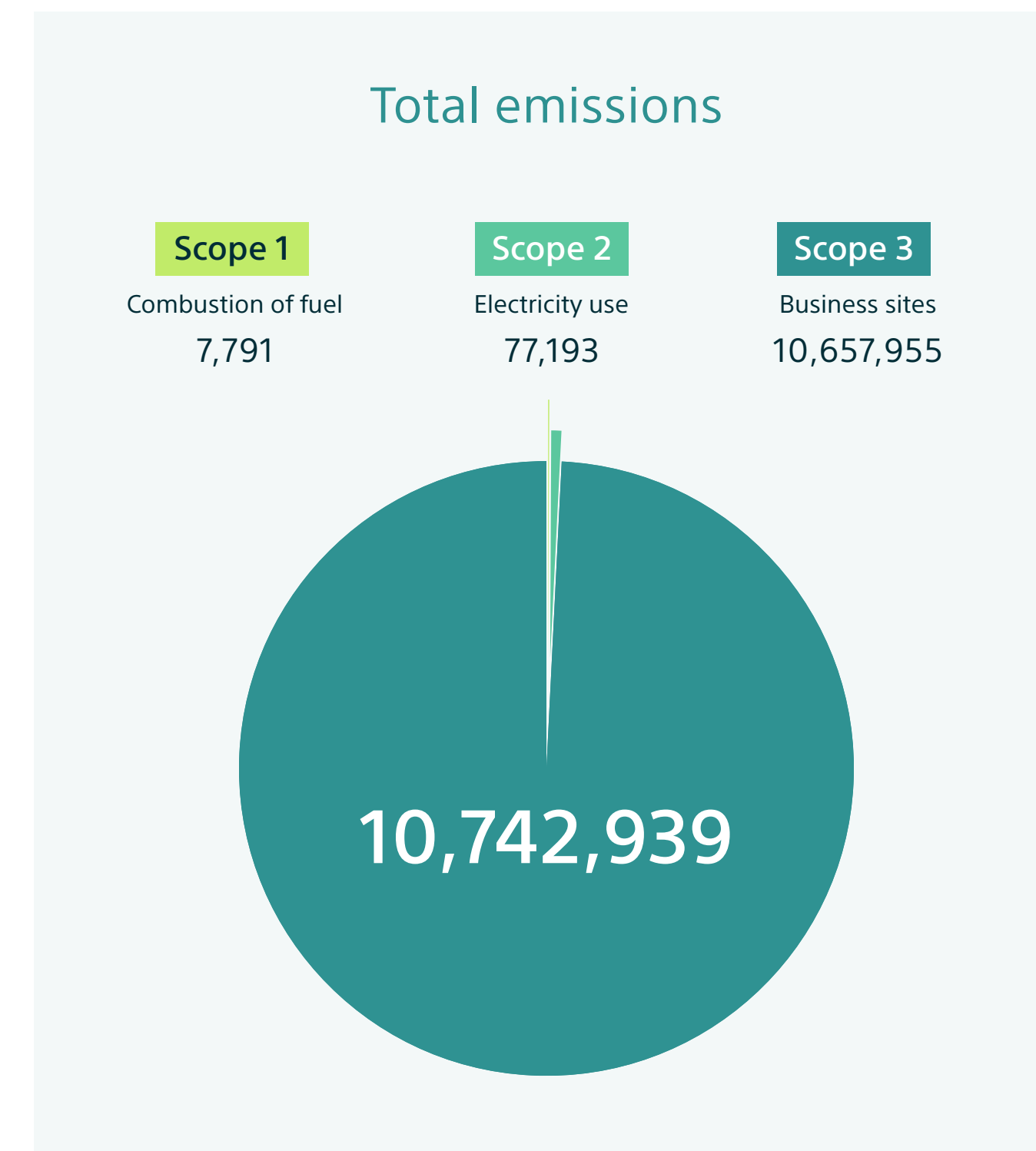


Green house gas emissions

Scope 1 is our direct impact, Scope 2 our upstream and indirect impact related to electricity, heating and cooling, and Scope 3 is all other upstream and downstream activities within our supply chain. Managing scope 3 is our biggest challenge as it encompasses 99% of all emissions.

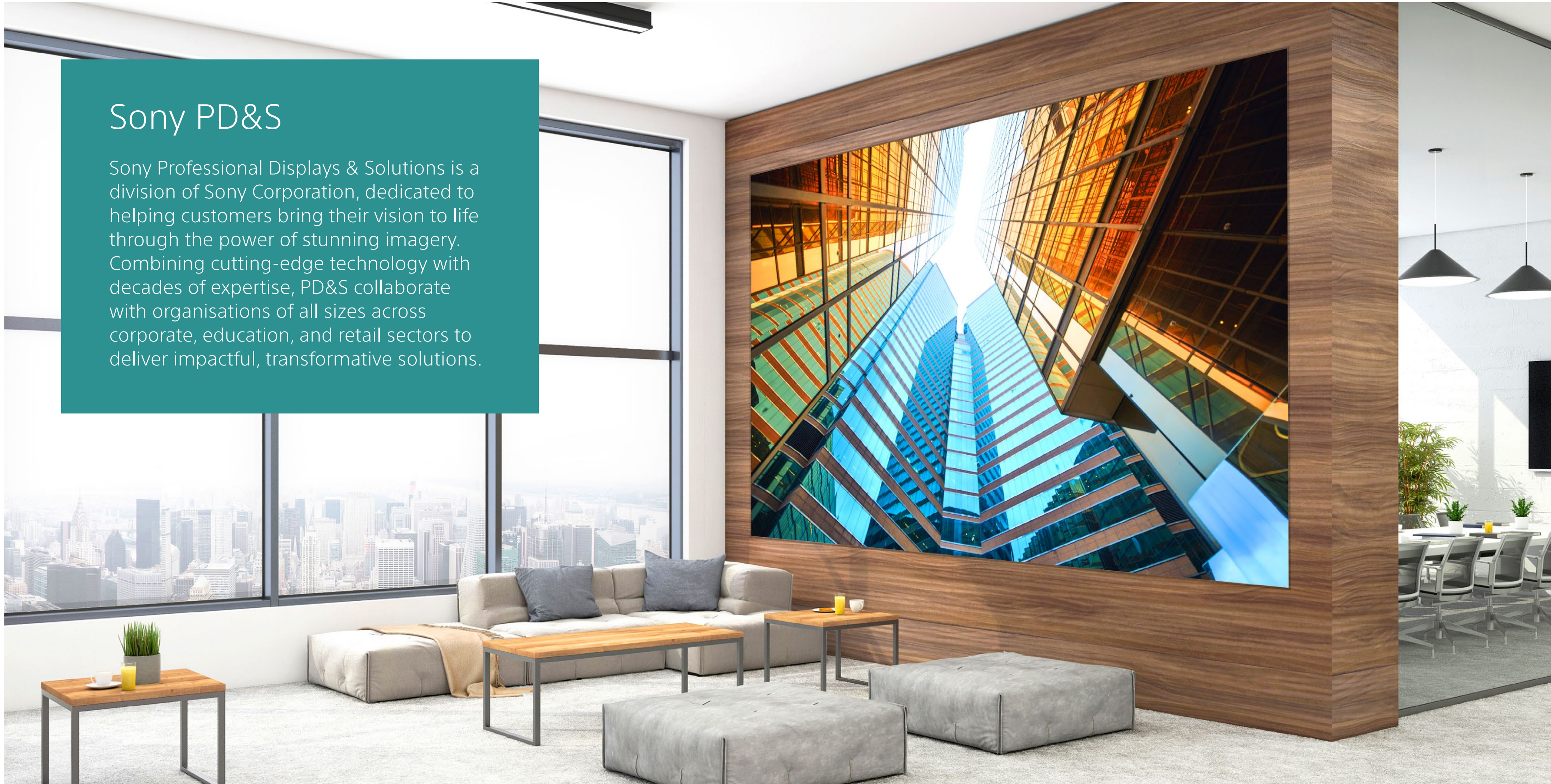


Our goal is to reduce Scope 1, 2 and 3 as much as possible and offset the rest by 2040. **Product usage is exclusively Scope 3 amounting over 90% of our emissions** at Sony Group Corporation level. We work with our partners to manage the use of our products and achieve sustainable growth together.



Sony PD&S

Sony Professional Displays & Solutions is a division of Sony Corporation, dedicated to helping customers bring their vision to life through the power of stunning imagery. Combining cutting-edge technology with decades of expertise, PD&S collaborate with organisations of all sizes across corporate, education, and retail sectors to deliver impactful, transformative solutions.



BRAVIA and sustainability

We are proud of BRAVIA's circular lifecycle – part of our wider Road to Zero mission. The full lifecycle of BRAVIA models is designed with sustainability in front and centre, with a mindful approach to manufacturing, logistics, operation and disposal.



MAKING IT

Sony's SORPLAS™ recycled material (composed of 99% recycled plastic) has reduced our reliance on virgin plastic.



Manufacturing for less weight

Precision moulding and external air injection has enabled us to cut weight and use thinner product packaging.

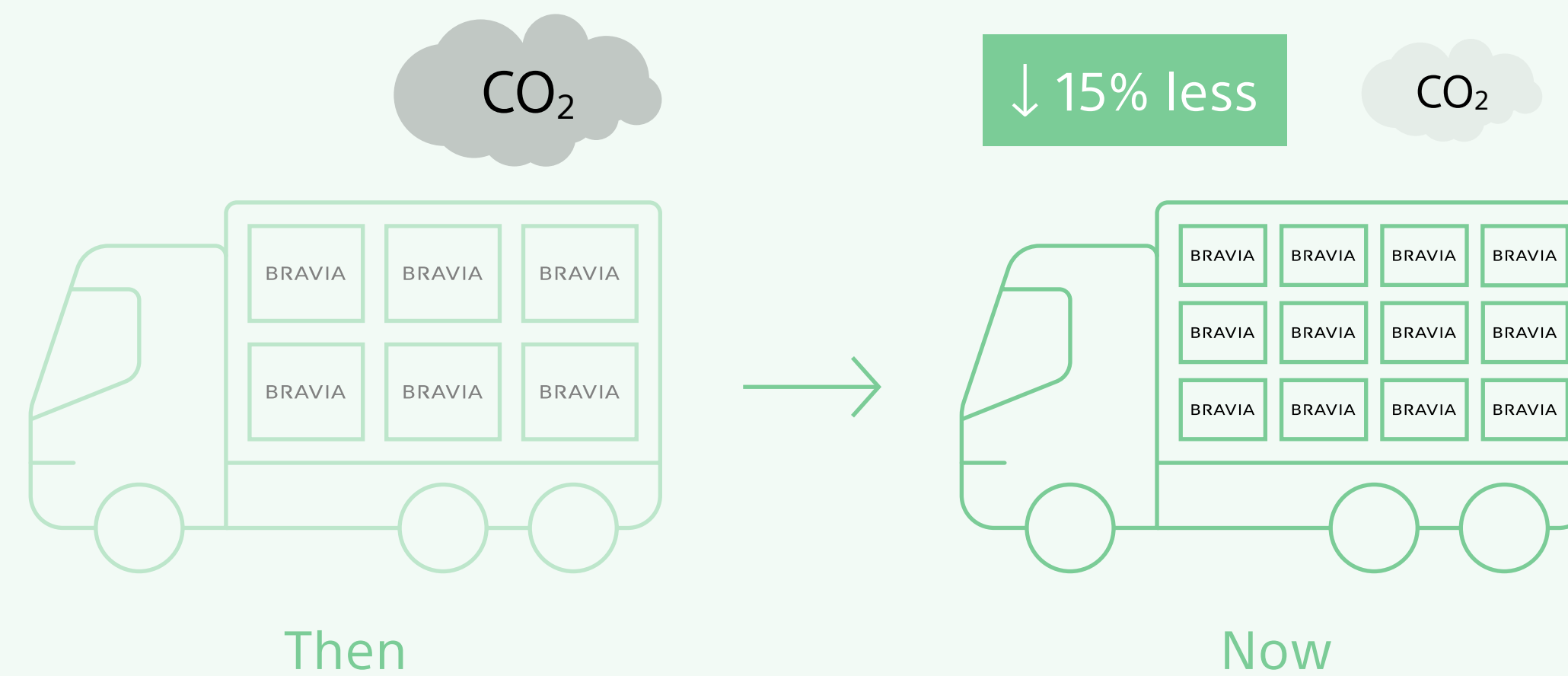
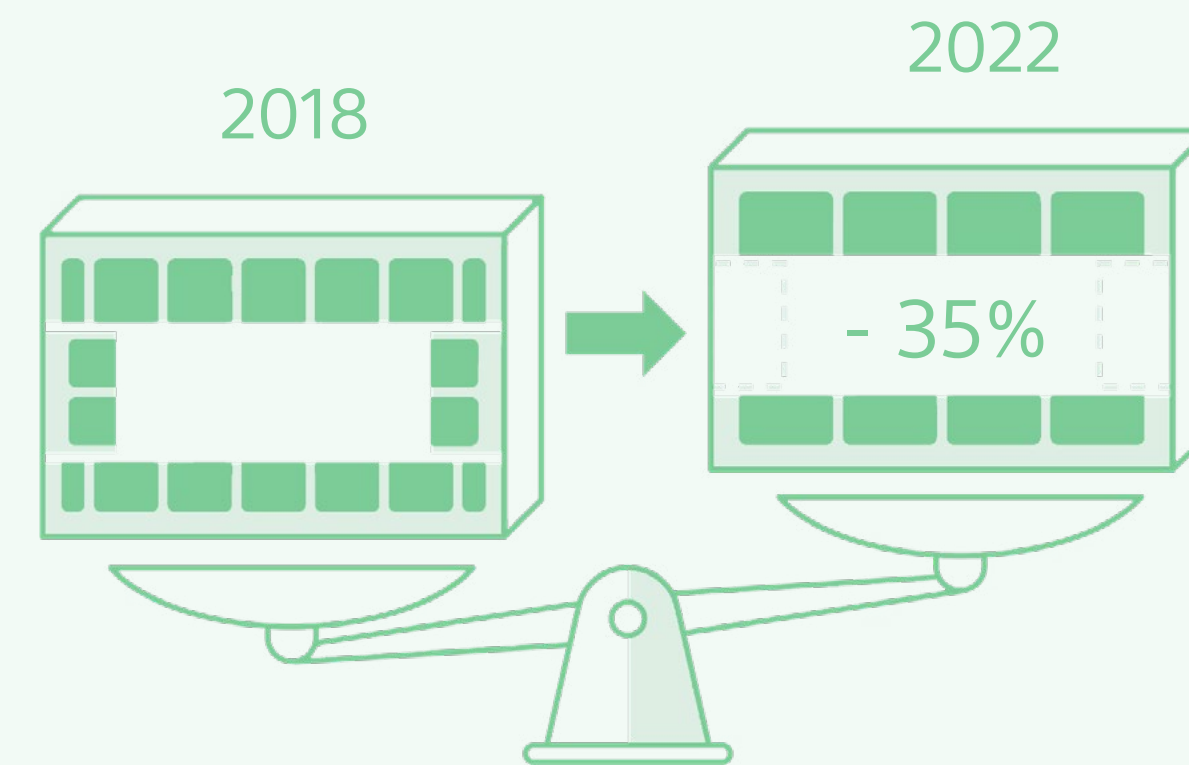
BRAVIA and sustainability

We are proud of BRAVIA's circular lifecycle – part of our wider Road to Zero mission. The full lifecycle of BRAVIA models is designed with sustainability in front and centre, with a mindful approach to manufacturing, logistics, operation and disposal.



MOVING IT

BRAVIA packaging has been reduced by 35% in volume while still offering robust protection to the screen while in transit and storage. We have reduced overall package size by 15% and weight by 10%, increasing pallet capacity by 130% and cutting CO2 emissions by 15%.



BRAVIA and sustainability

We are proud of BRAVIA's circular lifecycle – part of our wider Road to Zero mission. The full lifecycle of BRAVIA models is designed with sustainability in front and centre, with a mindful approach to manufacturing, logistics, operation and disposal.



USING IT

Our BZ-L series EPREL ratings rank higher than 93% of its predecessors, eleven models are rated EPEAT Bronze, and nine models are Energy Star Certified.



Ambient Light Sensor

Inclusion of a newly developed Ambient Light Sensor ensures that many of our models adapt their brightness to suit ambient light conditions, saving power and prolonging panel life.

Series	Screen size	EPREL ranking
BZ53L	98	E
BZ40L	55,65,75,85	F, E, E, F
BZ35L	55,65,75,85	E, E, E, E
BZ30L	43,50,55,65,75,85,98	F, F, G, F, F, E, E



BRAVIA and sustainability

We are proud of BRAVIA's circular lifecycle – part of our wider Road to Zero mission. The full lifecycle of BRAVIA models is designed with sustainability in front and centre, with a mindful approach to manufacturing, logistics, operation and disposal.



RE-USING IT

Our SORPLAS™ material can be recycled several times without significant degradation, unlike regular recycled plastics. In Japan, a Sony subsidiary recycles many of our products and an expansion of this service into European territories is being explored.

With longevity covering an impressive eight years and ten months, BRAVIA products rank higher than industry competitors and benchmarks, enabling trade-in opportunities for partners.



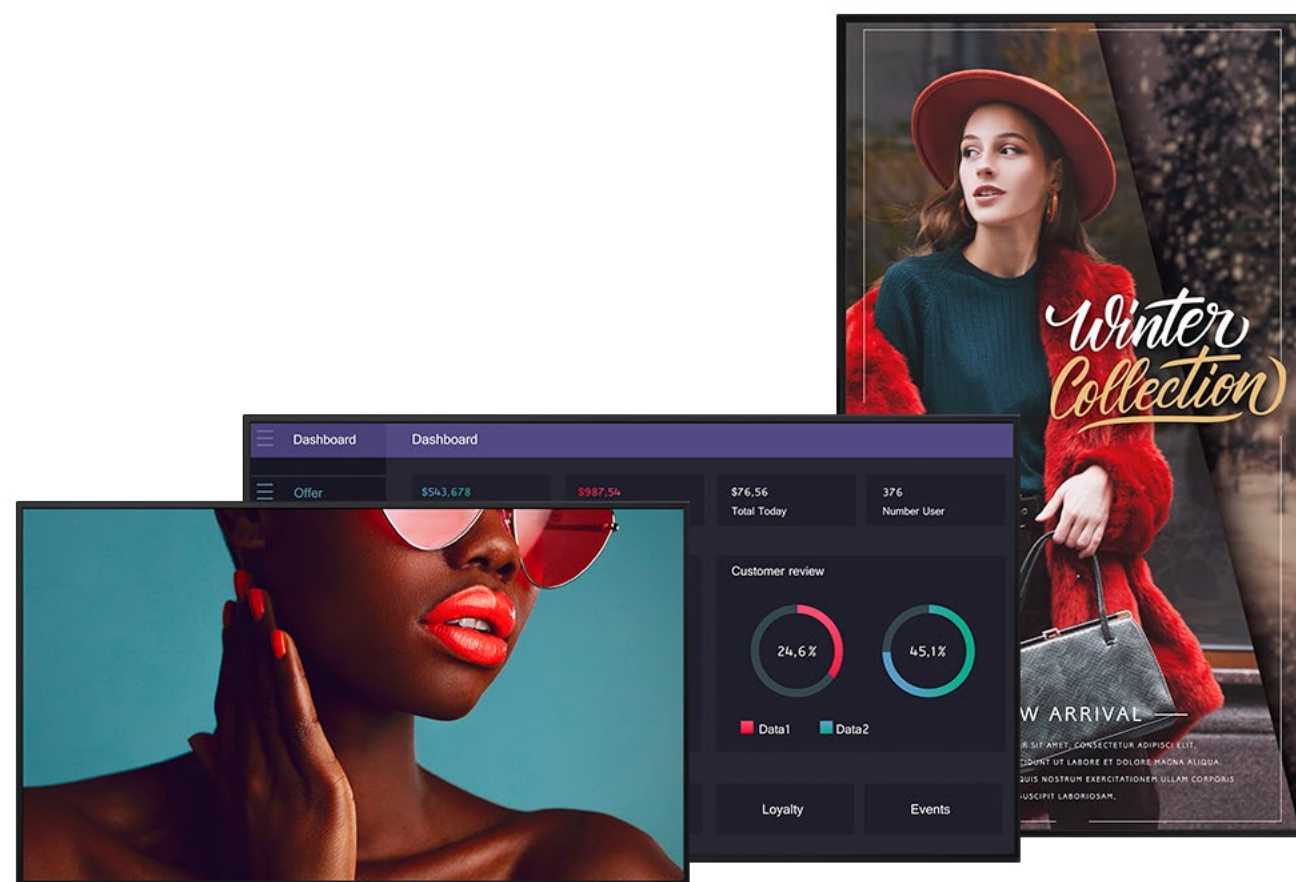
BRAVIA reliability and durability

Harsh environment performance

BRAVIA Professional Displays are tested under extreme conditions such as low temperatures and high humidity, ensuring consistent performance in all environments.

Orientation operation

BRAVIA Professional Displays are tested to work for business to business applications, including portrait and tilted installations, as long-term performance is crucial.



PrimeSupport

Our BZ40L model offers an industry leading five years of PrimeSupport*

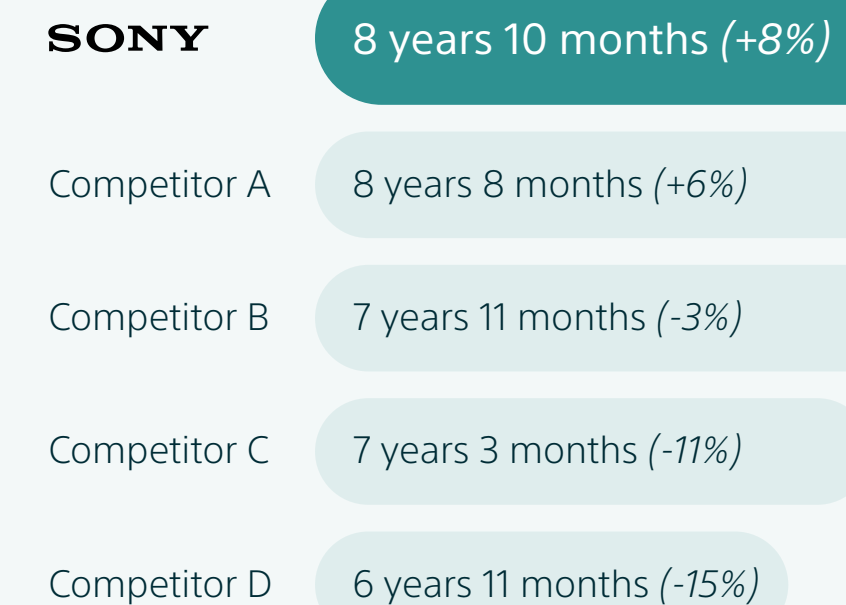
*When product is registered within 12 months of purchase

The test of time

“Long-hour conductivity” is a prolonged test to ensure that BRAVIA Professional Displays can withstand extended use while retaining quality and reliability.



The latest PROMPT report shows BRAVIA Displays last two years longer than competitors.



AVERAGE

[View the report](#)

BRAVIA reliability and durability

Maintaining robustness during transportation

Vibration and drop scenarios form part of our transportation testing, ensuring products can withstand challenging conditions while maintaining their performance and appearance.

Securing durable components

By sourcing durable components such as circuit boards and panels from certified Sony Green Partners, we can guarantee longer-term use and a more sustainable supply chain.



The FNAC barometer ranks Sony first for durability, 20% ahead of competitors in 2024.

SONY	136
SHARP	126
LG	124
PHILIPS	117
SAMSUNG	113

↑ 20% vs Samsung

↑ 10% vs LG

Source: <https://www.darty.com/barometre-sav/univers-tv/famille-tv-tv-led>

Consumption: Less is more

BRAVIA Professional Displays have been specifically engineered to save energy, helping us to achieve industry-leading sustainability ratings. Two standout technologies are Deep Black Non-Glare (DBNG) and Ambient Light Sensors and it's these product features that enable our customers to reduce their energy consumption by up to 50% with BRAVIA.

Deep Black Non-Glare coating

40%

less brightness without compromise.



Our DBNG technology is a coating for professional displays which promotes anti-glare and low reflection viewing. Customers can enjoy the same or better visibility with 40% less brightness thanks to DBNG - improving panel life and total cost of ownership (TCO).

	High ambient lighting	Normal lighting
Competitor A ~25% 500 nit		
SONY Deep Black Non-Glare 47% Haze with Low Reflection 300 nit		
Competitor B ~25% 500 nit		

Ambient Light Sensor

The BRAVIA BZ-L series ambient light sensor detects environmental brightness and adjusts the panels brightness accordingly. This can save up to 13% in power consumption and enables us to achieve our EPREL energy ranking of E/F.

Saving up to 13% power consumption

Power usage	100%		75%	
8am - 6pm working day	Daylight hours	Twilight hours	Avg. power usage	Power saving
Season				
Winter	5	5	88%	13%
Spring	7	3	93%	8%
Summer	10	0	100%	0%
Autumn	7	3	93%	8%
Average			93%	7%

*100 x BRAVIA 55BZ40L vs. Top competitor (N1 Market Leader) – Operational savings comparison. With German electricity costs & emission factors. EPREL On mode power demand in SDR (kWh/1000). Where EPREL data not available manufacturer Typical Power consumption in Watts is shown. Power consumption based on out of the box default settings as per EPREL conditions

Total Cost of Ownership

Sony displays help you save on electricity costs and energy emissions. Sony's system-on-chip solution eliminates the need for an external media player, lowering hardware costs and power consumption. Further savings are achieved thanks to Remote Device Manager which enables remote installation and configuration reducing both installation time and costs.

Assumptions vs. top competitor*

100x 55" BRAVIA Displays with 24/7 operating hours over 5 years



Total costs saving

77k € saving



Total energy saving

166 Mega Watt Hours (MWh)



3 Households of power over 5 years

Total kg of CO₂ saved

50 Tonnes of CO₂



415 Equivalent trees of CO₂ absorption

BRAVIA Professional Displays Sustainability Matrix

PRODUCT	FEATURES						CERTIFICATIONS		EU	US	PACKAGING			
Model Name	Light sensor	ECO Dashboard	EPREL Energy Consumption SDR On Mode (W)	Deep Black Non-Glare	Halogen flame retardant compliant 4	Mercury-free light sources	EPEAT	ROHS Compliant	EU energy label ranking (EPREL)	CE compliant marking	ENERGY STAR certified	UL Certified Mark (US model only)	More than 50% recycled materials	SORPLAS
FW-98BZ53L	✓	✓	154	✓	✓	✓	X	✓	E	✓	X	✓	✓	✓
FW-98BZ50L	✓	✓	154	✓	✓	✓	X	✓	E	✓	X	✓	✓	✓
FW-85BZ40L	✓	✓	151	✓	✓	✓	✓	✓	F	✓	X	✓	✓	✓
FW-75BZ40L	✓	✓	106	✓	✓	✓	✓	✓	E	✓	X	✓	✓	✓
FW-65BZ40L	✓	✓	84	✓	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-55BZ40L	✓	✓	76	✓	✓	✓	✓	✓	F	✓	X	✓	✓	✓
FW-85BZ35L	✓	✓	135	X	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-75BZ35L	✓	✓	106	X	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-65BZ35L	✓	✓	85	X	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-55BZ35L	✓	✓	71	X	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-98BZ30L	✓	✓	154	X	✓	✓	✓	✓	E	✓	✓	✓	✓	✓
FW-85BZ30L	✓	✓	128	X	✓	✓	X	✓	E	✓	✓	✓	✓	✓
FW-75BZ30L	✓	✓	142	X	✓	✓	X	✓	F	✓	X	✓	✓	✓
FW-65BZ30L	✓	✓	113	X	✓	✓	X	✓	F	✓	X	✓	✓	✓
FW-55BZ30L	✓	✓	92	X	✓	✓	X	✓	G	✓	X	✓	✓	✓
FW-50BZ30L	✓	✓	71	X	✓	✓	✓	✓	F	✓	✓	✓	✓	✓
FW-43BZ30L	✓	✓	54	X	✓	✓	✓	✓	F	✓	✓	✓	✓	✓
FW-75EZ20L	X	X	139	X	✓	✓	X	✓	G	✓	X	✓	✓	X
FW-65EZ20L	X	X	111	X	✓	✓	X	✓	G	✓	X	✓	✓	X
FW-55EZ20L	X	X	83	X	✓	✓	X	✓	G	✓	X	✓	✓	X
FW-50EZ20L	X	X	70	X	✓	✓	X	✓	G	✓	X	✓	✓	X
FW-43EZ20L	X	X	54	X	✓	✓	X	✓	G	✓	X	✓	✓	X

The power of Crystal LED

VERONA and virtual production

Sony's game-changing VERONA displays are suited to demanding virtual production. These modular Crystal LED video walls deliver breathtaking images and are regarded by many of the world's leading studios as like-for-like replacements for costly location shoots. Despite their impressive size and substantial studio footprint, VERONA keeps power consumption low by utilising energy-efficient super-fine LED circuits with specially designed power control technology.



Save 75-80% of GHG emissions with virtual production.

[Click here](#) to download the analysis made by Sony Pictures.

38%*

less energy consumption

compared to conventional LED walls

50%*

less energy consumption

in standby mode

* Relates to VERONA only

Highly efficient standby mode

When not in use, VERONA displays shift to Sony's unique LED module power-off mode, consuming approximately 50% less energy than standby in regular LED models. This makes a significant contribution to reducing consumption and operating costs, especially when considering the multiple panels used to make up a full VERONA wall.

Crystal LED BH/CH series

With higher brightness and contrast capabilities and longer durability, the CH & BH Series offers a reduction of up to 25% in energy costs and emissions compared to our top competitors. With 16/7 operating hours over 10 years at 800 nit brightness.

Save up to 25%

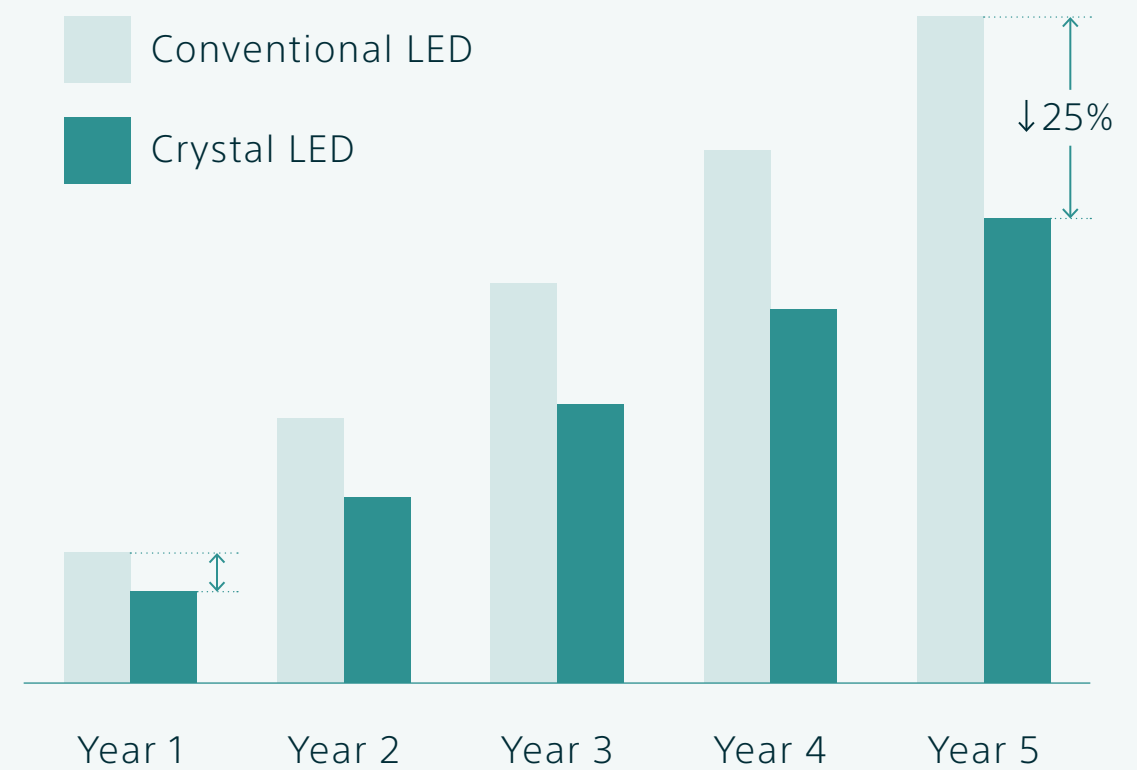
in energy costs**

compared to top competitors



**Relates to Crystal LED BH/CH series only

Electricity cost savings over time



SONY

To find out more about our sustainable solutions

Contact Us