# Sony expands global partner network to enhance display technology



Sony has announced a significant expansion of its global partner network aimed at enhancing its display portfolio, with the addition of 23 new members from various industry sectors. This initiative falls under the company’s AV Alliance and Technology Partner Network, which has now grown to encompass over 60 organisations spanning Europe and other regions worldwide.

Initially established in 2022, Sony's strategic alliances have successfully linked with key players in Content Management, Remote Management, and Unified Communications. This development responds to the increasing demand for intuitive solutions which enhance the functionality of Sony's BRAVIA Professional Displays, thereby enabling simplified integration and reduced operational costs for users. The 2024 partnerships, which include firms such as SalesTV, PADS4, Grassfish, and Zebrix, are designed to serve diverse sectors, including retail, corporate, education, and healthcare. These collaborations will streamline content sharing processes, minimize manual interventions, and improve signage experiences.

Central to Sony's display technology is its System-on-Chip (SoC), which allows partners to effortlessly incorporate their software into various digital signage applications on the BRAVIA 4K Professional Displays. This integration negates the requirement for additional external devices and supports energy-saving features like brightness reduction and power consumption monitoring, which can be managed remotely through a Content Management System (CMS). This aligns with Sony's commitment to sustainability and the broader "Making it, Moving it, Using it" initiative focusing on responsible production practices.

Thorsten Prsybyl, European Retail Sales Manager for Sony Professional Displays and Solutions, commented, “Our expanding partner network is a testament to our dedication to enhancing collaboration, sparking innovation, and offering greater value to our customers." He highlighted Sony’s commitment to strengthening its presence in the professional audio-visual sector and addressing the evolving demands of the industry through these strategic partnerships.

Rik Willemse, Head of Professional Displays & Solutions Europe, also emphasised the pivotal role of this partner network in delivering quality solutions while advancing sustainable practices within the AV sector. He stated, “It is essential for us that our partners align with our goals of promoting environmental and social initiatives," pointing to the various dimensions of sustainability in product development and packaging processes.

Sony plans to leverage this momentum during the ISE 2025 event in Barcelona, where it will showcase its enhanced capabilities within its growing partner ecosystem. The company will exhibit its latest advancements in BRAVIA Professional Displays, Sony Crystal LED technology, advanced projection displays, and new software solutions tailored for hybrid learning environments.

The new partners unveiled for 2024 encompass a range of Content Management Software (CMS) and Remote Management Software (RMS) firms, which include Xibo, OnSign, Pickcel, and TeamViewer, among others. This diverse collaboration reflects a concerted effort to integrate innovative technologies that promise to elevate operational efficiency and user experience.

Sony will be present at FIRA Barcelona from February 4th to 7th, 2025, located in Hall 3, booth 3E300. Further details regarding their showcased technologies can be found on the company's official website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.sony.co.uk/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Corroborates the expansion of Sony's global partner network, addition of new members, and the focus on AV Alliance and Technology Partner Network.
2. <https://www.globalbroadcastindustry.news/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Supports the announcement of 26 new members and industry leaders to Sony's AV Alliance and Technology Partner Network.
3. <https://www.sony.eu/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Confirms the growth of Sony's partner network, strategic alliances, and the display of enhanced capabilities at ISE 2024.
4. <https://www.sony.co.uk/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Details the integration of Sony's System-on-Chip (SoC) technology and its role in digital signage applications.
5. <https://www.globalbroadcastindustry.news/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Highlights the commitment to sustainability and the 'Making it, Moving it, Using it' initiative.
6. <https://www.sony.eu/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Quotes from Thorsten Prsybyl on the expanding partner network and its benefits.
7. <https://www.sony.co.uk/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Mentions the role of the partner network in delivering quality solutions and advancing sustainable practices.
8. <https://www.globalbroadcastindustry.news/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Details the showcase of enhanced capabilities at ISE 2024, including BRAVIA Professional Displays and other technologies.
9. <https://www.sony.eu/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Lists new partners for 2024, including Content Management Software (CMS) and Remote Management Software (RMS) firms.
10. <https://www.sony.co.uk/presscentre/sony-accelerates-growth-with-the-expansion-of-its-global-partner-network> - Provides information on Sony's presence at ISE 2025 and the location of their booth.
11. <https://technologyreseller.uk/sony-drives-innovation-and-leadership-with-the-expansion-of-its-global-partner-network/> - Please view link - unable to able to access data