



Sony's Pro BRAVIA Displays Help LiquidView Turn Blank Walls into Realistic Windows to the World

Mitch Braff, founder and CEO of LiquidView, partnered with Sony's BRAVIA Professional Displays to create lifelike digital signage and enrich customers across applications and environments.

How we helped



The Challenge

- Finding high-quality display technology to create immersive virtual windows
- Ensuring the digital windows could operate reliably 24/7 in various environments
- Accommodating diverse installation needs, including different sizes, orientations and aesthetic preferences, while maintaining a seamless and realistic appearance



The Solution

- LiquidView used Sony's Professional BRAVIA displays with Deep Black Non-Glare technology for virtual windows
- The displays featured HDR and HDR10 capabilities, with easy installation via USB-stored settings
- Content was captured in 8K using Sony's VENICE 2 camera, edited into a 24-hour loop and synchronized with location and time



The Outcome

- LiquidView's digital windows enhanced lives in residential, healthcare, and educational settings
- Stanford University research showed improved mental health and well-being from exposure to Digital Windows
- The Inspired Community Project transformed a windowless school into a calming space, benefiting students and staff

“ I love the quality of Sony's camera technology and from my perspective, Sony makes the best displays out there. And the quality between the cameras and displays is consistent. ”

Mitch Braff
Founder and CEO

Inspiration and Origins

Mitch Braff's vision to block unattractive views inspired LiquidView, transforming blank walls into immersive digital windows for various environments.



Display Technology

Sony's Professional BRAVIA displays, with Deep Black Non-Glare technology and HDR capabilities, provide the foundation for LiquidView's stunning visuals.

Content Creation

High-quality 8K footage, captured with Sony's VENICE 2 cameras, is edited into synchronized 24-hour loops to deliver realistic and immersive experiences.



Health Benefits

Research from Stanford University highlights how LiquidView's windows improve mental health and well-being, offering therapeutic benefits to users.

Diverse Applications

LiquidView's windows are used in homes, healthcare facilities and schools, creating calming environments and improving accessibility for all.



Collaboration and Growth

A strong partnership with Sony ensures LiquidView benefits from robust support, warranties, and APIs to innovate and meet evolving customer needs.