



Philips Signage Solutions  
H-Line Display

55"  
2500 cd/m<sup>2</sup>  
Full HD

**Signage**Solutions

55BDL3102H

## Turn heads

High-brightness 24/7 display.

Stay visible day and night with a Philips H-Line High-brightness Professional Full HD Display. Astonishing clarity and contrast make this a perfect solution for window displays and bright locations. From museums to retail.

### **Brilliant picture. High brightness.**

- Full HD. Clear images. Crisp contrast
- High brightness (2500 cd/m<sup>2</sup>). Suited to semi-outdoor use
- Automated light output with optional external light sensor

### **Effortless setup. Total control.**

- Add Android processing power with an optional CRD50 module
- CMND: Drag-and-drop system management
- CMND and Control. Operate, update, maintain
- CMND and Create. Develop and launch your own content

### **Versatile system solution**

- Energy-saving automatic backlight control
- FailOver. Ensure your display never goes blank
- OPS slot. Embed a full-power PC. No cabling required

**PHILIPS**

# Specifications

## Picture/Display

- Diagonal screen size: 55 inch / 139.7 cm
- Panel technology: SVA
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 2500 cd/m<sup>2</sup>
- Contrast ratio (typical): 5000:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 6 ms
- Pixel pitch: 0.63 x 0.63 mm
- Display colours: 16.7 M (8 bits)
- Viewing Angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing, Progressive scan
- Panel resolution: 1920 x 1080p

## Connectivity

- Video input: VGA (Analogue D-Sub), DisplayPort (1.2), DVI-D, Component (BNC), Composite (BNC), HDMI (x 2)
- Video output: DisplayPort, DVI-I
- Audio input: 3.5-mm jack, Audio Left/Right (RCA)
- Audio output: 3.5 mm jack
- External control: RS232C (in/out) 2.5 mm jack, RJ45, IR (in/out) 3.5 mm jack
- Other connections: AC-out, OPS, USB

## Dimensions

- Bezel width: 15.6 mm
- Set dimensions (W x H x D): 1242.2 x 713 x 137.9 mm
- Set dimensions in inch (W x H x D): 48.9 x 28.1 x 5.43 inch
- VESA Mount: 400 x 400 mm, M6
- Product weight: 35.8 kg
- Product weight (lb): 78.94 lb
- Smart insert height: 200 mm
- Smart insert width: 100 mm

## Convenience

- Placement: Landscape, Portrait
- Network controllable: RS232, HDMI (One Wire), LAN (RJ45)
- Signal Loop Through: RS232, IR Loop through
- Energy-saving functions: Smart Power
- Remote control signal: Lockable
- Keyboard control: Hidden, Lockable
- Ease of installation: Smart Insert, Edge Alignment Kit
- Other convenience: Carrying handles
- Screen-saving functions: Pixel Shift, Low Brightness
- Picture performance: Advanced colour control

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 368 W
- Standby power consumption: <0.5 W

## Sound

- Built-in speakers: 2 x 10 W RMS

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 (operation), 5 - 95% (storage) %
- MTBF: 50,000 hour(s)
- Altitude: 0 ~ 3000 m

## Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, Edge alignment plates, RS232 cable
- Optional accessories: IR Light Motion Sensor (CRD41), Tabletop stand
- Included Accessories: RS232 daisy-chain cable

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Polish, Russian, Spanish, Turkish, Simplified Chinese, Traditional Chinese, Arabic, Japanese, Portuguese
- Regulatory approvals: BSMI, CB, CE, FCC, Class B, UL/CUL
- Warranty: 3-year warranty

## Multimedia Applications

- USB Playback Audio: AAC, AIF, AIFF, ASF, LPCM, M3U, M4A, MP3, MP4, WAV, WMA
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
1024 x 768	60 Hz
1280 x 1024	60 Hz
1280 x 768	60 Hz
1280 x 800	60 Hz
1360 x 768	60 Hz
1600 x 1200	60 Hz
1920 x 1080	60 Hz
1920 x 1200	60 Hz
640 x 480	60, 67, 72, 75 Hz
720 x 400	70 Hz
800 x 600	60, 72, 75 Hz

### Video formats

Resolution	Refresh rate
1080i	25, 30 Hz
1080p	50, 60 Hz
480i	30, 60 Hz
480p	60 Hz
576i	25, 50 Hz
576p	50 Hz
720p	50, 60 Hz

# Highlights

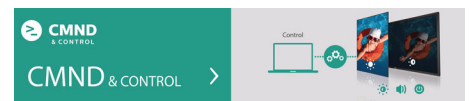
## Optional CRD50 module

Embed an Android System-on-Chip (SoC) into your Philips Professional Display. The optional CRD50 module is an OPS device that enables Android processing power without the need for cables. Simply slide into the OPS slot, which contains all the connections needed to run the module (including power supply).

## CMND general

Take control of your Philips Professional Display network. CMND lets you manage, update, maintain and play via one easy-to-use interface. From installation to daily operation.

## CMND and Control

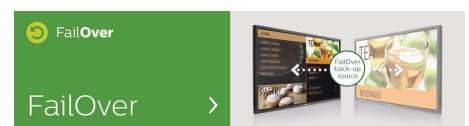


Run your display network over a local (LAN) connection. CMND and Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## CMND and Create

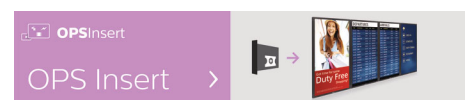
Take control of your content with CMND and Create. A drag-and-drop interface makes it simple to publish your own content, whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure that your stills, text and video will be up and running in no time.

## FailOver



From waiting room to meeting room, never show a blank screen. FailOver lets your Philips Professional Display switch automatically between primary and secondary inputs - ensuring that content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## OPS slot



Integrate a full-power PC or Android-powered CRD50 module directly into your Philips Professional Display. The OPS slot contains all the connections you need to run your slot-in solution, including a power supply.

## High brightness (2500 cd/m<sup>2</sup>)

Make an impact in bright or semi-outdoor locations. This high-brightness 2500 cd/m<sup>2</sup> display delivers a clear picture in areas that are subject to high ambient light. Perfect for window displays and public-information areas.



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