



Philips  
Professional TV

**40" HeartLine**

Full HD  
DVB-T2/T/C HEVC

**40HFL3011W**

## Amaze your guests

with a smarter Professional TV

Send the right message to your guests with Full HD picture quality and the ability to show branded, interactive hotel pages.

### **Take control with CMND**

- CMND & Control: effortless maintenance of your TV's
- CMND & Create: Show the information you want, when you want

### **Differentiating guest experience**

- Additional headphone connection for personal listening
- Nurse-call compatibility optimized for the Healthcare sector
- On-screen clock display for optimal guest convenience
- Schedule what you want, when you want

### **Advanced hotel features and future proof**

- Serial Xpress Protocol for interactive systems
- MyChoice compatibility for recurring revenues
- SmartInfo for branded, interactive hotel info pages
- Full Hotel, Healthcare and Prison Modes
- Greet your guests with a customizable welcome page
- Installation menu locking

# PHILIPS

# Highlights

## CMND & Control



CMND & Control allows for remote configuration and installation of your TV's from a central location, without having to visit any rooms. Update and manage all your displays, with minimal effort, all without having to disturb your guests.

## CMND & Create



CMND & Create allows you to provide the information you want, when you want. The content management module of CMND, it allows for easy creation and distribution of interactive, branded hotel web pages. Tailor your TV's to give guests the most up to date information with the latest developments in your hotel, all in real time.

## Hotel, Hospital, Prison Mode

All required features for professional use in environments where more is required than in a living room. From volume and menu locking to more rigorous material testing, energy saving, anti-theft remote controls and dedicated Healthcare and Prison features to allow for niche market applications.

## MyChoice compatible



MyChoice offers a simple and low-cost way to offer your guests premium TV channels. At the same time it delivers an additional revenue stream which allows you to recover your initial TV investment.

## Nurse-call compatibility

Nurse-call system compatibility makes Philips Healthcare TVs a highly integrated tool that provides not only entertainment options for the user/patient but also gives convenient access to help in medical emergencies.

## On-screen clock display

With our new on-screen clock display, guests can easily access the current time. At a push of a button the clock is being displayed on the TV screen combining enhanced visibility and lower power consumption.

## Scheduler

Show what you want, when you want with the built-in scheduler. Program up to 7 different schedules to show any type of content you want. Repeat every day, or set it for particular days such as the weekend, the choice is yours.

## Welcome page



A welcome page is displayed each time the TV set is switched on. The welcome page can be branded and customized easily at the time of installation via a simple welcome image in .png format.

## SmartInfo

SmartInfo allows you to provide hotel or city information to your guests through SmartUI. Your guests have access to this interactive hotel webpage even when the TV is not connected to your intranet or internet. You can change the information regularly and easily to keep your guests up to date with all the latest developments in your hotel.

## Serial Xpress Protocol (SXP)

The TV can be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Protocol (SXP).

## Installation menu locking

Prevents unauthorized access to installation and configuration settings, to ensure maximum guest convenience and avoid unnecessary reinstalling costs.

## Headphone connection

This speaker system features additional headphone connection. Connect your own headphone for a more personal listening experience whenever you want it.

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 40 inch
- Diagonal screen size (metric): 102 cm
- Display: LED Full HD
- Brightness: 280 cd/m<sup>2</sup>
- Picture enhancement: Pixel Plus HD, 200Hz Perfect Motion Rate
- Panel resolution: 1920x1080p
- Viewing angle: 176° (H) / 176° (V)

## Tuner/Reception/Transmission

- Digital TV: DVB-T/T2/C, HEVC FHD (up to 1080p60)

- Video Playback: NTSC, PAL, SECAM
- Analog TV: PAL

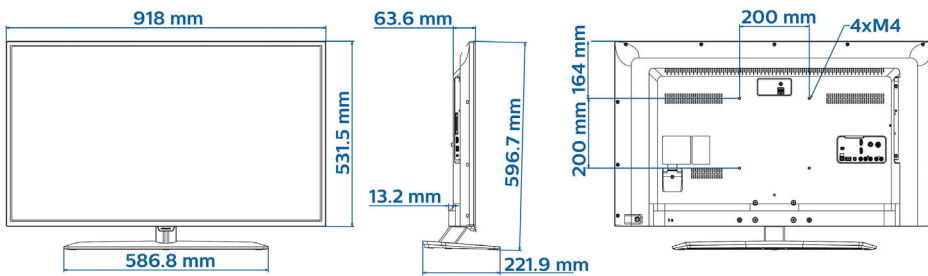
## Features

- Ease of use: Picture Style, Sound Style, Picture Format, Independent volume control
- Digital services: 8d EPG, Now&Next, MHEG, Teletext
- Local control: Joystick

## Hospitality Features

- Hotel mode: Joystick Control Lock, Menu lock, Installation Menu Lock, Volume limitation
- Prison mode: high security mode, TXT/MHEG/USB/EPG/Subtitle Lock

- Timer: Scheduler (7x), Sleep Timer, Wake Up Alarm, Wake Up On Channel, Wake up Sounds
- Switch On control: Channel, Feature, Picture Style, Picture Format, Sound Style, Volume, Menu language
- Anti-Theft: Battery Anti-theft Protection, Kensington Lock
- Power control: Green/fast startup
- Your brand: SmartInfo, Welcome Logo
- Clock: Clock in Standby Mode, Glow-in-the-Dark RC button, On-screen Clock, Optional External Clock
- SmartInfo: HTML5 Browser, Interactive Templates, Picture Slide Show
- Cloning and Firmware update: Instant Initial



# Specifications

- Cloning, Via USB/RF
- CMND&Control: Off-Line Channel Editor, Off-Line Settings Editor, Remote Management over RF, CMND&Create
- Control: Block Automatic Channel Update, Serial Xpress Protocol, JSON API for TV Control-JAPIT
- Interactive DRM: VSecure
- Revenue generation: MyChoice
- Remote Control: Cable Strap Ready, Low Battery Detection, RC Battery Door Lock
- Channels: Combined List, Themed lists, Off-Line Channel Editor

## Healthcare features

- Control: Multi-Remote Control, Healthcare RC compatible, Nurse call system compatible
- Convenience: Headphone out, Independent main speaker mute
- Safety: Double isolation class II, Flame retardant

## Multimedia

- Video playback supported: Formats: H.264/MPEG4 AVC, MPEG1, MPEG2, MPEG4, WMV9/VC1, Containers: AVI, MKV, MP4, MPG, TS, WMV, HEVC
- Music formats supported: MP3, AAC, WAV, WMA (v2 up to v9.2)
- Subtitle formats supported: SRT, ASS, SMI, SSA SUB, TXT
- Picture formats supported: BMP, JPG, PNG, GIF
- Supp. Video Resolution on USB: up to 1920x1080p@60Hz
- Multimedia connections: USB

## Audio

- Sound output Power: 16 (2x8) W
- Bathroom speaker out: 1.5W Mono 8Ohm
- Speakers: 2.0, Down Firing
- Sound Features: AVL, Incredible surround, Dolby MS10

## Power

- Mains power: AC 220-240V; 50-60Hz
- Ambient temperature: 0 °C to 40 °C
- Standby power consumption: <0.3W
- Energy Label Class: A+
- Eu Energy Label power: 46 W

- Power Saving Features: Eco mode
- Annual energy consumption: 68 kW h

## Accessories

- Included: Tabletop Stand, Remote Control 22AV1604A/12, 2x AAA batteries, Warranty Leaflet, Legal and Safety brochure, Power Cord
- Optional: External Clock 22AV1120C/00, Setup RC 22AV9573A/12

## Connectivity Side

- USB2: USB 3.0
- Common Interface Slot: CI+ 1.3
- HDMI3: HDMI 2.0 with HDCP 2.2
- Headphone out: Mini-Jack

## Connectivity Rear

- Bathroom speaker out: Mini-Jack
- Component: YPbPr + L/R cinch
- AV input: CVBS shared with YPbPr
- DVI audio in: Mini-Jack
- External Control: RJ-48
- Antenna: IEC-75
- HDMI1: HDMI 2.0 with HDCP 2.2, ARC
- Digital Audio out: Optical
- HDMI2: HDMI 2.0 with HDCP 2.2
- USB1: USB 2.0

## Connectivity Enhancements

- RJ48: IR-In/Out, Serial Xpress interface
- EasyLink (HDMI CEC): One touch play, System Standby, RC pass through, system audio control
- HDMI: DVI (all ports)

## Design

- Colour: White

## Dimensions

- Product weight: 7.6 kg
- Set Width: 918 mm
- Set width (with stand): 918 mm
- Wall mount compatible: M4, 200 x 200 mm
- Set Height: 532 mm
- Set Depth: 64/77 mm
- Set height (with stand): 597 mm
- Set depth (with stand): 222 mm
- Product weight (+stand): 9.5 kg



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\* Availability of features will depend on implementation chosen by integrator.  
\* Typical on-mode power consumption measured according to IEC62087 Ed 2. The actual energy consumption will depend on how the television is used.  
\* This television contains lead only in certain parts or components where no technology alternatives exist in accordance with existing exemption clauses under the RoHS Directive.