

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

### Advanced hotel features and future proof

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

### Differentiating guest experience

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

# PHILIPS

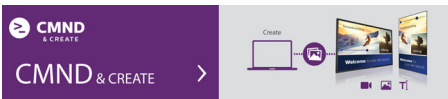
# Highlights

## 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.

## 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).

# Specifications

## Picture/Display

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

## Audio

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

## Design

- Colour: White

## Tuner/Reception/Transmission

- Digital TV: DVB-T2/T/C, HEVC FHD (up to 1080p60)
- Analog TV: PAL
- Video Playback: NTSC, PAL, SECAM

## Connectivity Rear

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

## Connectivity Side

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

## Connectivity Enhancements

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

## Features

- Digital services: 8d EPG, Now&Next, MHEG,

## Teletext

- Ease of use: Picture Style, Sound Style, Picture Format, Independent volume control
- 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
- SmartInfo: HTML5 Browser, Interactive Templates, Picture Slide Show
- CMND Create & Control: Off-Line Channel Editor, Off-Line Settings Editor, Remote Management over RF, Content Creation
- Your brand: SmartInfo, Welcome Logo
- Revenue generation: MyChoice
- Cloning and Firmware update: Instant Initial Cloning, Via USB/RF
- Timer: Scheduler (7x), Sleep Timer, Wake Up Alarm, Wake Up On Channel, Wake up Sounds
- Clock: Clock in Standby Mode, Glow-in-the-Dark RC button, On-screen Clock, Optional External Clock
- Channels: Combined List, Themed lists, Off-Line Channel Editor
- Interactive DRM: VSecure
- Control: Block Automatic Channel Update, Serial Xpress Protocol, JSON API for TV Control-JAPIT
- Power control: Green/fast startup
- Switch On control: Channel, Feature, Picture Style, Picture Format, Sound Style, Volume, Menu language
- Remote Control: Cable Strap Ready, Low Battery Detection, RC Battery Door Lock
- Anti-Theft: Battery Anti-theft Protection, Kensington Lock

## 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

- Multimedia connections: USB
- Video playback supported: Formats: H.264/MPEG4 AVC, MPEG1, MPEG2, MPEG4, WMV9/VC1, Containers: AVI, MKV, MP4, MPG, TS, WMV, HEVC
- Subtitle formats supported: SRT, ASS, SMI, SSA

## SUB, TXT

- Music formats supported: MP3, AAC, WAV, WMA (v2 up to v9.2)
- Picture formats supported: BMP, JPG, PNG, GIF
- Supp. Video Resolution on USB: up to 1920x1080p@60Hz

## Accessories

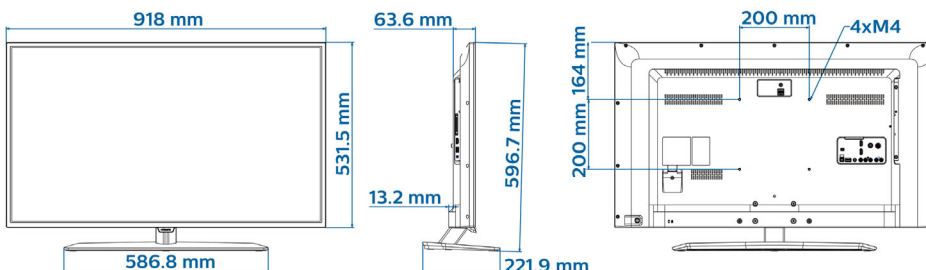
- Included: Tabletop Stand, Remote Control 22AV1604A/12, 2xAAA Batteries, Warranty Leaflet, Legal and Safety brochure, Power Cord
- Optional: External Clock 22AV1120C/00, Setup RC 22AV9573A/12

## Power

- Mains power: AC 220-240V; 50-60Hz
- Energy Label Class: A+
- Eu Energy Label power: 46 W
- Annual energy consumption: 68 kWh
- Standby power consumption: <0.3W
- Power Saving Features: Eco mode
- Ambient temperature: 0 °C to 40 °C

## Dimensions

- Set dimensions (W x H x D): 918 x 532 x 64/77 mm
- Set dimensions with stand (W x H x D): 918 x 597 x 222 mm
- Product weight: 7.6 kg
- Product weight (+stand): 9.5 kg
- VESA wall mount compatible: M4, 200 x 200 mm



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Version: 4.0.1

12 NC: 8670 001 41734  
EAN: 87 18863 01064 8

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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.