

Philips Signage Solutions  
H-Line Display

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

55BDL3002H



## 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

### **Versatile system solution**

- Energy-saving automatic backlight control
- FailOver ensures content is always playing
- OPS slot allows for PC embedding without cabling

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

- Operate, monitor and maintain with CMND & Control
- CMND & Create. Develop and launch your own content
- Remote system management through CMND
- Add Android processing power with an optional CRD50 module

# PHILIPS

# Highlights

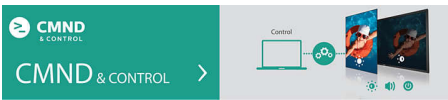
## Optional CRD50 module

Embed an Android System-on-Chip (SoC) in 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

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 & Control



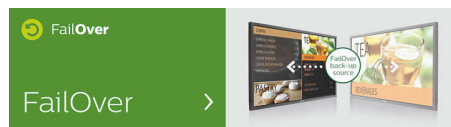
Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## CMND & Create



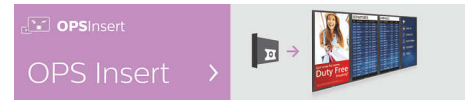
Take control of your content with CMND & Create. A drag-and-drop interface makes it simple to publish your own content-whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure your stills, text, and video will be up and running in no time.

## 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 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 (2,500 cd/m<sup>2</sup>)

Make a big impact in bright or semi-outdoor locations. This ultra-high-brightness 2500 cd/m<sup>2</sup> display is perfect for attracting attention in large, busy areas that are subject to high ambient light.

## Energy-saving

Energy-saving automatic backlight control

## Full HD. Clear images. Crisp

Full HD. Clear images. Crisp contrast

## Automated light

Automated light output with optional external light sensor

# Specifications

## Connectivity

- Audio output: 3.5mm jack
- Video input: VGA (Analog D-Sub), DisplayPort (1.2), DVI-D, Component (BNC), Composite (BNC), HDMI (x2)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Other connections: AC-out, OPS, USB
- Video output: DisplayPort, DVI-I
- External control: RS232C (in/out) 2.5 mm jack, RJ45, IR (in/out) 3.5 mm jack

## Picture/Display

- Diagonal screen size (metric): 139.7 cm
- Diagonal screen size (inch): 55 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 2500 cd/m<sup>2</sup>
- Display colors: 16.7 M (8 bits)
- Contrast ratio (typical): 5000:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 6 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 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 technology: SVA

## Convenience

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

## Sound

- Built-in speakers: 2 x 10W RMS

## Power

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

## Supported Display Resolution

- Computer formats: 1024 x 768, 60Hz, 1280 x 1024, 60Hz, 1280 x 768, 60Hz, 1280 x 800, 60Hz, 1360 x 768, 60Hz, 1600 x 1200, 60Hz, 1920 x 1080, 60Hz, 1920 x 1200, 60Hz, 640 x 480, 60, 67, 72, 75Hz, 720 x 400, 70Hz, 800 x 600, 60, 67, 72, 75Hz
- Video formats: 1080i, 25, 30Hz, 1080p, 50, 60Hz, 480i, 30, 60Hz, 480p, 60Hz, 576i, 25, 50Hz, 576p, 50Hz, 720p, 50, 60Hz

## Dimensions

- Set Width: 1242.2 mm
- Product weight: 35.8 kg
- Set Height: 713 mm
- Set Depth: 137.9 mm
- Set Width (inch): 48.9 inch
- Set Height (inch): 28.1 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 5.43 inch
- Bezel width: 15.6 mm
- Product weight (lb): 78.94 lb
- Smart insert width: 100 mm
- Smart insert height: 200 mm

## Operating conditions

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

## Multimedia Applications

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

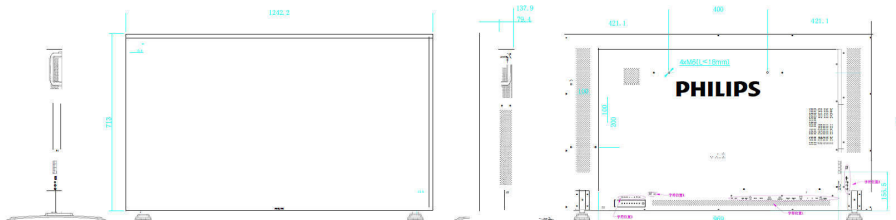
## Accessories

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

## Miscellaneous

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

UL/cUL



Issue date 2024-03-24

Version: 2.0.1

EAN: 87 12581 74850 0

© 2024 Koninklijke Philips N.V.  
All Rights reserved.

Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips N.V.  
or their respective owners.

[www.philips.com](http://www.philips.com)