

# PHILIPS



H-Line Display

Signage Solutions

55"

2500 cd/m<sup>2</sup>

Full HD



55BDL4002H

## Vibrant visibility in any lighting condition

### High bright 24/7 display

Stay visible day and night with Philips H-Line high bright displays. Astonishing clarity and contrast make these a perfect solution to showcase engaging content in windows and lighter locations, from airports to shopping centres and more.

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

- CMND and Create. Develop and launch your own content
- Add Android processing power with an optional CRD50 module

#### **Superb picture. Ultra-high brightness.**

- Full HD resolution street signage
- Built-in ambient light sensor - automated brightness control

#### **Versatile system solution**

- OPS slot allows for PC embedding without cabling
- FailOver. Ensure your display never goes blank
- Designed for extreme conditions

# Specifications

## Picture/Display

Diagonal screen size (metric): 138.7 cm  
 Diagonal screen size (inch): 54.6 inch  
 Aspect ratio: 16:9  
 Panel resolution: 1920 x 1080p  
 Pixel pitch: 0.63 x 0.63 mm  
 Optimum resolution: 1920 x 1080 @ 60 Hz  
 Brightness: 2500 cd/m<sup>2</sup>  
 Display colours: 1.07 B  
 Contrast ratio (typical): 4000:1  
 Dynamic contrast ratio: 500,000:1  
 Response time (typical): 8 ms  
 Viewing angle (horizontal): 178 degree  
 Viewing angle (vertical): 178 degree

## Connectivity

Audio output: 3.5 mm jack  
 Video input: Display Port 1.2 (x 1), DVI-I (x 1),  
 HDMI 2.0 (x 2)  
 Audio input: 3.5 mm jack  
 Other connections: OPS, USB 2.0 (x 2)  
 Video output: DisplayPort 1.2 (x 1), HDMI 2.0  
 (x 1)  
 External control: IR (in/out) 3.5 mm jack, RJ45,  
 RS232C (in/out) 2.5 mm jack

## Convenience

Placement: Landscape (24/7), Portrait (24/7)  
 Screen-saving functions: Pixel Shift, Low  
 Brightness  
 Keyboard control: Hidden, Lockable  
 Remote control signal: Lockable  
 Signal loop through: DisplayPort, RS232, HDMI,  
 IR Loop through  
 Ease of installation: Carrying Handles, Smart  
 Insert  
 Energy-saving functions: Smart Power  
 Network controllable: RS232, RJ45

## Sound

Built-in speakers: 2 x 10 W RMS

## Power

Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz  
 Consumption (Typical): 245 W  
 Consumption (Max): 430 W  
 Standby power consumption: <math>\leq 0.5\text{ W}</math>

## Supported Display Resolution

Computer formats: 640 x 480, 60, 72, 75 Hz, 720  
 x 400, 70 Hz, 800 x 600, 60, 75 Hz, 1024 x 768, 60,  
 75 Hz, 1280 x 768, 60 Hz, 1280 x 800, 60 Hz,

1280 x 960, 60 Hz, 1280 x 1024, 60 Hz, 1360 x  
 768, 60 Hz, 1366 x 768, 60 Hz, 1600 x 1200, 60  
 Hz, 1920 x 1080, 60 Hz  
 Video formats: 720p, 50, 60 Hz, 1080i, 25, 30 Hz,  
 1080p, 50, 60 Hz

## Dimensions

Smart Insert mount: 100 mm x 100 mm pitch, 6 x  
 M4L6  
 Set Width: 1248.6 mm  
 Product weight: 30.37 kg  
 Set Height: 719.4 mm  
 Set Depth: 85 mm  
 Set Width (inch): 49.16 inch  
 Set Height (inch): 28.32 inch  
 Wall Mount: 400 x 400 mm, M6  
 Set Depth (inch): 3.35 inch  
 Bezel width: 17.5 mm (even bezel)  
 Product weight (lb): 66.95 lb  
 Smart insert height: 100 mm

## Operating conditions

Altitude: 0 ~ 3000 m  
 Temperature range (operation): 0 ~ 40 °C  
 MTBF: 50,000 hour(s)  
 Temperature range (storage): -20 ~ 60 °C  
 Humidity range (operation)[RH]: 20~80% RH  
 (No condensation)  
 Humidity range (storage) [RH]: 5~95% RH (No  
 condensation)

## Multimedia Applications

USB Playback Video: AVI, MP4, MPEG, MPG, TS,  
 VOB, MPEG4  
 USB Playback Picture: BMP, JPEG, JPG, PNG

## Accessories

Included Accessories: AC Switch Cover, IR sensor  
 cable (1.8 m) (x 1), Philips logo (x 1), Quick start  
 guide (x 1), Remote control and AAA batteries,  
 USB Cover and screw x 1, Wire Clamper (x 3), AC  
 Power Cord, Edge Alignment Kit, Open-frame kit

## Miscellaneous

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

# Highlights

## CMND and Create

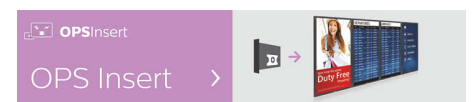


Take control of your content with CMND and Create. A drag-and-drop interface makes it simple to publish your own content, whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure that your stills, text and video will be up and running in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

## FailOver

Critical for demanding commercial applications, FailOver is a revolutionary technology that automatically plays back-up content on screen in the unlikely event of a media player failure. Simply select a primary input connection and a FailOver connection, and you're ready for instant content protection.

## 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.

## 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).

## Extreme conditions

Enhanced thermal management, High TNI Liquid Crystals panels and built-in thermal sensors to cope with high ambient temperatures (sunlight or other) up to 2500 cd/m<sup>2</sup>. Display polariser compatible with polarised sunglasses for sunlight readability.

## High brightness

High-brightness, street-facing digital displays command attention in any lighting condition, boosting shop exposure and attracting customers. Spectacular brightness of up to 2500 cd/m<sup>2</sup> ensures high visibility and pure image quality, even in extreme ambient light conditions.

