



Philips Signage Solutions  
Video Wall Display

55"

Direct LED Backlight  
Full HD  
500cd/m<sup>2</sup>

**Signage**Solutions

55BDL2105X

## Make an impact

Spectacular retail experiences all day and night

Designed for 24/7 operation, the Philips X-Line Videowall display captivates customer attention with its immersive moving content. CMND makes managing your promotions and retail content easy, whilst FailOver adds greater peace of mind.

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

- Operate, monitor and maintain with CMND & Control
- Add Android processing power with an optional CRD50 module

### **Cost-effective system solution**

- FailOver ensures content is always playing

### **Brilliant images. Endless possibilities.**

- Full HD monitors. Brilliant images. Clear contrast
- IPS panel: rich color consistency from every angle
- Ultra-narrow bezels. For distraction-free images

### **Powerful system solution**

- Energy-saving automatic backlight control
- OPS slot allows for PC embedding without cabling
- Tiling mode. Create tiled 4K videowalls of any size

# PHILIPS

# Specifications

## Picture/Display

- Diagonal screen size: 54.5 inch / 138.7 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.63 x 0.63 mm
- Display colors: 16.7 M
- Contrast ratio (typical): 1200:1
- Haze: 25 %

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 72, 75Hz
720 x 400	70Hz
800 x 600	60, 75Hz
1024 x 768	60, 75Hz
1280 x 768	60Hz
1280 x 800	60Hz
1280 x 960	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1366 x 768	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz

### Video formats

Resolution	Refresh rate
720p	50, 60Hz
1080i	25, 30Hz
1080p	50, 60Hz
2160P 50	60Hz ((HDMI/OPS/DP)

## Connectivity

- Video input: Display Port1.2 (x1), DVI-D (x1), HDMI 2.0 (x2), VGA (Analog D-Sub) (x1)
- Audio input: 3.5 mm mini jack (x1)
- Video output: DisplayPort 1.2 (x1)
- Audio output: 3.5 mm Mini Jack (x1)
- External control: IR (in) 3.5 mm jack, LAN RJ45 (x2)
- Other connections: OPS, USB 2.0 (x1), Thermal sensor

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Tiled Matrix: Up to 15 x 15
- Screen saving functions: Pixel Shift, Low Bright
- Signal loop through: DisplayPort, RJ45

- Ease of installation: Carrying Handles, Smart Insert
- Energy saving functions: Smart Power
- Network controllable: LAN (RJ45)

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Altitude: 0 ~ 3000 m
- MTBF: 50,000 hour(s)
- Humidity range (operation)[RH]: 20 - 80% (without condensation)
- Humidity range (storage) [RH]: 5 - 95% (without condensation)

## Power

- Consumption (Typical): 180 W
- Consumption (Max): 340 W
- Consumption (On mode): 140 W
- Standby power consumption: 0.5 W
- Energy Label Class: G

## Sound

- Built-in speakers: 2 x 10W (RMS)

## Accessories

- Included Accessories: Gap pad x3, IR sensor cable (1.8 m) (x1), Kit-1 (x1), Kit-2 (x2), Quick start guide (x1), Remote control & AAA batteries, RJ45 / RS232 converter, Wire Clamper (x3), Power cord, DP cable (x1), Edge alignment pin (x2), RJ45 cable (x1)

## Miscellaneous

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

## Dimensions

- Smart Insert mount: 100mm x 100mm, 6xM4xL6
- Set dimensions (W x H x D): 1213.5 x 684.3 x 97.8 mm(D@WallMount)/97.8 mm(D@Handle) mm
- Set dimensions in inch (W x H x D): 47.77 x 26.94 x 3.85 (D@WallMount)/3.85 (D@Handle) inch
- Bezel width: 2.3 mm + 1.2 mm
- Wall Mount: 400mm x 400mm, M6
- Product weight: 28.8 kg

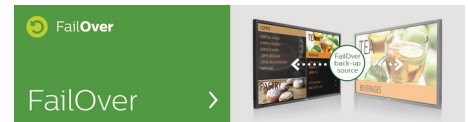
# Highlights

## CMND & Control



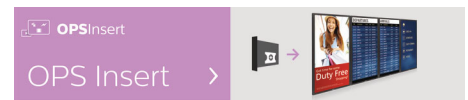
Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## 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.

## 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).

## Tiling mode

Connect two or more Philips professional displays to create a tiled videowall-without the need for external devices. A single player takes care of content, whether you have four screens or 40. 4K content is fully supported, and if you're showing that content on four screens you get the best possible dot-by-dot resolution.

## Pure Colour Pro

Boost image quality with Pure Colour Pro. Delivering higher luminance through custom colour temperature settings and advanced gamma calibration, content looks crisper and more radiant for stunning realism with a visual pop.



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