



Video Wall Display

- 55"
- Direct LED Backlight
- Full HD
- 700cd/m²

55BDL1007X/00

Create new stopping power

with 1.8 mm Ultra Narrow Bezel Displays

Impress your audience with the most impactful video wall. With 1.8 mm ultra narrow bezel and stunning picture quality, you are sure to create the most memorable visual experience

Benefits

Optimized for public viewing

- Full HD LED technology for brilliant images
- IPS wide view technology for image and color accuracy
- High brightness for clearer images
- Designed for 24/7 operation

Maximizing the impact of your message

- Immersive visual experience with Ultra Narrow Bezel
- Colour Calibration kit to ensure uniform colours

- Manage settings of multiple displays with CMND & Control

Innovative solutions for any signage application

- Optional OPS Insert to create an all-in-one solution

Care about you, your business and your audience

- Keep your content up and running with FailOver
- SmartPower for energy saving

Features

Full HD LED technology

White LED's are solid state devices which light up to full, consistent brightness faster saving startup time. LED's are free from mercury content which allows for eco-friendly recycling and disposal process. LED's allow for better dimming

PHILIPS

control of LCD backlight, resulting in super high contrast ratio. It also gives superior color reproduction thanks to consistent brightness across the screen.

IPS Display Technology

Philips IPS displays uses an advanced technology which gives you extra wide viewing angles of 178/178 degree, making it possible to view the display from almost any angle - even in portrait mode. IPS displays gives you remarkably crisp images with vivid colors, especially suitable for professional video wall and menuboard applications which demand color accuracy and consistent brightness at all times.

High brightness

Enjoy a clearer image in areas with greater ambient brightness thanks to the 700 nit panel. Your audience can enjoy better image quality in locations that are away from direct sunlight yet still brighter than average, optimizing the viewing experience.

Ultra Narrow Bezel



The next generation of video wall displays is designed with industry narrowest bezels and advanced alignment solutions. Fully exploit your impactful signage content with ultra narrow bezel displays, and make sure your message does not get lost by thick bezels. With the ultra narrow bezels you can create seamless video wall configurations of virtually any size.

Advanced Colour Calibration



The Advanced Colour Calibration kit controls the luminance of the backlight, standardizes the gamma curve and calibrates the greyscale of your display network. Whether you have an impressive video wall, a catchy mosaic layout, a menu board installation or a control room each display can be adjusted to the same colour values. With this optional kit you ensure consistent colour performance over all displays in your network.

FailOver



Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides content protection with a revolutionary technology that plays back-

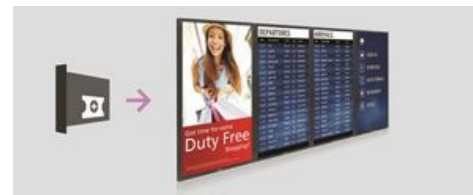
up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver connection and your ready for instant protection.

SmartPower



The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

OPS Insert



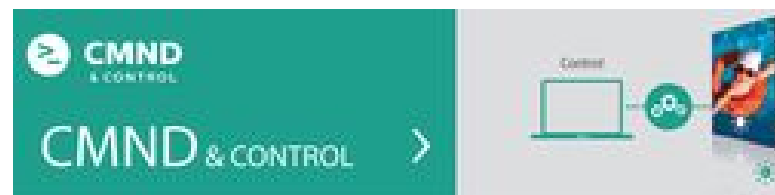
Turn your display into an all-in-one digital signage solution and create a display network which is connected, intelligent and secure. Open Pluggable Specification (OPS) is an industry standard slot into which you can add an OPS-standardized media player. This cable free solution gives you the ability to install, use or maintain your hardware whenever you need.

Designed for 24/7 operation



Because business never sleeps, our signage displays are designed for 24/7 use. Taking advantage of superior components to ensure a higher level of quality, you can count on this range of models for complete around-the-clock reliability.

CMND & Control



With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customize and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

Specifications

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Picture/Display

Diagonal screen size (metric)	138.7 cm
Diagonal screen size (inch)	54.6 inch
Panel resolution	1920x1080p
Optimum resolution	1920 x 1080 @ 60 Hz

Brightness	700 cd/m ²
Response time (typical)	8 ms
Dynamic contrast ratio	500,000:1
Aspect ratio	16:9

Viewing angle (horizontal)	178 degree
Viewing angle (vertical)	178 degree
Pixel pitch	0.63 x 0.63 mm
Display colors	1.07 B
Picture enhancement	3/2 - 2/2 motion pull down 3D Combfilter Motion compens. deinterlacing Progressive scan 3D MA deinterlacing Dynamic contrast enhancement
Contrast ratio (typical)	1200:1

Screen saving functions	Pixel Shift, Low Bright
Tiled Matrix Control software	Up to 10 x 10 SICIP / CMIND&Control
RJ45 hub	2 ports

Dimensions

Bezel thickness	1.8 mm (A-A)
Bezel width	0.9mm (Even Bezel)
Set Width	1211.4 mm
Set Height	682.2 mm
Set Depth	98.5 mm
Set Width (inch)	47.69 inch
Set Height (inch)	26.86 inch
Set Depth (inch)	3.88 inch
Product weight	24.35 kg
VESA Mount	400 x 400 mm

Operating conditions

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

Power

Consumption (On mode)	168W
Standby power consumption	<0.5W

Sound

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

Included accessories	Remote Control Batteries for remote control AC Power Cord RS232 cable Quick start guide Edge alignment pins Edge alignment plates
Optional accessories	Edge finishing kit HDBaseT OPS Receiver (CRD25) Color calibration kit

Miscellaneous

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

Supported Display Resolution

Computer formats	640 x 480, 60, 67, 72, 75Hz 800 x 600, 56, 60, 72, 75Hz 1024 x 768, 60Hz 1280 x 768, 60Hz 1280 x 800, 60Hz 1280 x 1024, 60Hz 1360 x 768, 60Hz 1366 x 768, 60Hz 1440 x 900, 60Hz 1600 x 1200, 60Hz 1920 x 1080, 60Hz 1920 x 1200, 60Hz
Video formats	480i, 60Hz 480p, 60Hz 576p, 50Hz 576i, 50Hz 720p, 50, 60Hz 1080i, 50, 60Hz 1080p, 50, 60Hz 3840 x 2160, 30Hz

Connectivity

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

Convenience

Signal Loop Through	RS232 VGA DisplayPort DVI IR Loopthrough
Ease of installation	Carrying Handles Smart Insert
Energy saving functions	Ambient light sensor Smart Power
Network controllable	RS232 RJ45 Card OPS RS232
Placement	One Wire (HDMI-CEC) Landscape (24/7) [Landscape (24/7)] Portrait (24/7) [Portrait (24/7)]



data subject to change
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