

49"
Edge-lit LED
Full HD
500 cd/m²

BDL4970EL



Connect with your audience 24/7

With the future-proof Smart Collection

With this energy-efficient Signage Solution display, you will enjoy all the benefits of state-of-the-art connectivity and content management possibilities while being assured that remote management safeguards the lowest cost of ownership

Optimised for public viewing

- IPS wide view technology for image and colour accuracy
- Designed for 24/7 operation

Innovative solutions for any signage application

- Connect and control your content via the cloud with HTML5
- Schedule what you want, when you want with SmartPlayer
- Free and easy-to-use content management with SmartCMS
- Optional OPS Insert to create an all-in-one solution
- Save and play content with internal memory

Maximising the impact of your message

- Colour Calibration kit to ensure uniform colours

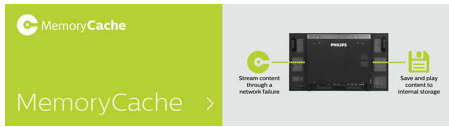
Care about you, your business and your audience

- SmartPower for energy saving
- Keep your content up and running with FailOver
- Clinical D-image pre-set for DICOM part 14 Greyscale images

PHILIPS

Highlights

Internal Memory



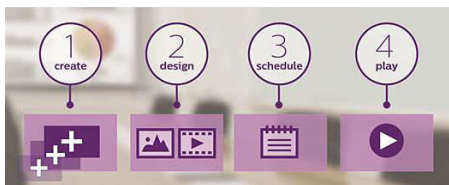
Save and play content with internal memory. Upload your media into the display and playback content immediately. Working in conjunction with the internal browser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content running by playing a cached version of the content, ensuring that your media stays up even if the network goes down.

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 you're ready for instant protection.

SmartCMS



Free and easy-to-use content management system that works exclusively with Philips Signage Solutions displays to manage your digital signage content. With SmartCMS you can create and schedule your own content

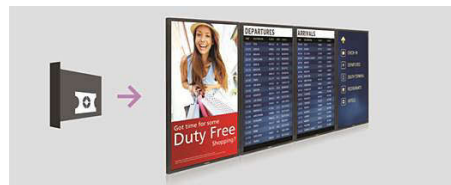
over 24 hours every day. Simply create your network, design your content and schedule your playlist, and you are ready to play!

SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser. Design your signage content online and connect it with a display or with your entire network. Simply plug in a RJ45 Internet cable for network connection and connect the display with the dedicated URL address, and you are ready to play your cloud-based content.

OPS Insert



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

Advanced Colour Calibration



The Advanced Colour Calibration kit controls the luminance of the backlight, standardises 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 can ensure consistent colour performance over all displays in your network.

Clinical D-image



Monitors must show medical images consistently with high quality to achieve reliable interpretations. The rendering of medical Greyscale images on standard monitors is mostly inconsistent at best, making them unsuitable for use in a clinical environment. Philips clinical review displays with clinical D-image pre-set are factory-calibrated to give DICOM part 14 compatible Greyscale standard display performance. By using high-quality LCD panels with LED technology, Philips offers you consistent and reliable performance at an affordable price. Further info on <http://medical.nema.org/>

SmartPlayer



Turn your USB into a true cost-effective digital signage device. Simply save your content (video, audio, pictures) on your USB and plug into your display. Create your playlist and schedule your content via the on-screen menu, and enjoy your own playlists anytime, anywhere.

Specifications

Connectivity

- Audio output: Audio Left/Right (RCA), External speaker connector
- Video input: DisplayPort (1.2), HDMI (x 2), DVI-D, VGA (Analogue D-Sub), USB, Component (BNC x 3), Composite (BNC)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Other connections: OPS, USB
- Video output: DisplayPort, DVI-I, VGA (Analogue D-Sub)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

Picture/Display

- Diagonal screen size (metric): 123.2 cm
- Diagonal screen size (inch): 48.5 inch
- Aspect ratio: 16:9
- Panel resolution: 1920 x 1080p
- Pixel pitch: 0.55926 x 0.55926 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 500 cd/m²
- Display colours: 1.07 billion
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 8 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan

Convenience

- Placement: Landscape, Portrait
- Tiled Matrix: Up to 10 x 10
- Screen-saving functions: Pixel Shift, Low Bright
- Keyboard control: Hidden, Lockable
- Signal loop through: DVI, VGA, RS232, IR Loop through, DisplayPort
- Ease of installation: Smart Insert, AC Out
- Energy-saving functions: Smart Power
- Other convenience: Carrying handles
- Network controllable: RJ45, RS232, One Wire (HDMI-CEC), Card OPS RS232, HDMI (One Wire)
- Memory: 16GB eMMC

Sound

- Built-in speakers: 2 x 10 W RMS

Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz

- Consumption (On mode): 110 W (Typ.)
- Standby power consumption: <0.3 W

Supported Display Resolution

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

Dimensions

- Smart Insert mount: 100 x 100 mm, 100 x 200 mm
- Set Width: 1092.8 mm
- Product weight: 19.0 kg
- Set Height: 623.0 mm
- Set Depth: 56.8 mm
- Set Width (inch): 43.0 inch
- Set Height (inch): 24.5 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 2.2 inch
- Bezel width: 6.5 mm
- Product weight (lb): 41.9 lb

Operating conditions

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

Multimedia Applications

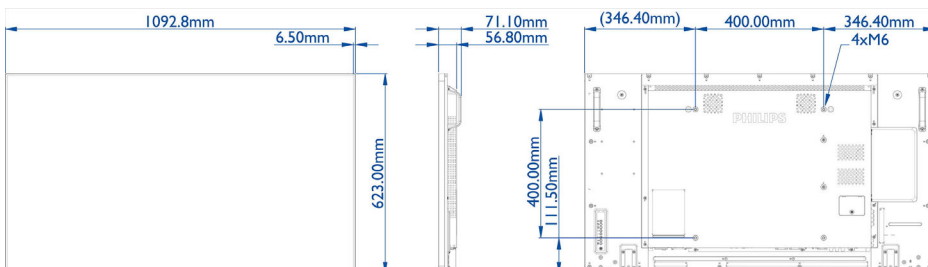
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Audio: AAC, AIF, AIFF, M4A, MP3, WAV, WMA, ASF, LPCM, M3U, MP4

Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, User manual on CD-ROM, Quick start guide, RS232 cable
- Optional accessories: ColourCalibrationKit (CCK4602), HDBaseT OPS Receiver (CRD25)
- Stand: BM04642 or BM02542 (Optional)

Miscellaneous

- On-Screen Display Languages: English, French, German, Spanish, Polish, Turkish, Russian, Italian, Simplified Chinese, Traditional Chinese, Arabic,



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