Philips Signage Solutions
D-Line Display

43"
Powered by Android
450cd/m²

43BDL4050D

Chasing innovation

powered by Android

Amaze your guests with a smarter, faster, signage display. With integrated WiFi and designed for running Android apps, it's the next evolution in signage solutions.

Innovative solutions for any signage application
- Free and easy-to-use content management with SmartCMS
- Save and play content with internal memory
- Android: Run your own app or choose your favorite app to run
- Integrated WiFi
- Enhance your connectivity with an integrated mPCIe slot.

Maximizing the impact of your message
- Connect and control your content via the cloud

Care about you, your business and your audience
- SmartPower for energy saving
- Keep your content up and running with FailOver
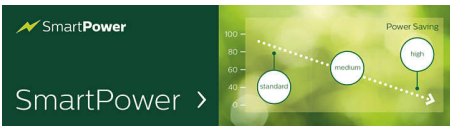- Ensure your content is running with automatic screenshots

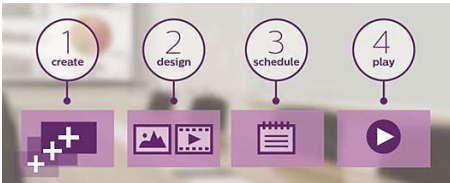**PHILIPS**

Highlights

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.
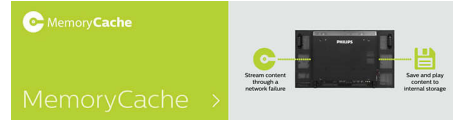
SmartCMS

Free and easy-to-use content management system that works exclusively with Philips

Sigage 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, schedule your playlist and you are ready to play!

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.

PCI Slot

With an integrated PCI slot, you can connect a WiFI/bluetooth or 4G LTE module, allowing for even greater communication with the display. Machine to machine communication is also enhanced, with numerous configurations available for customers to use, such as the ability to expand product features or signal-handling capability.

Powered by Android

WIth Android OS integrated into the display, you can work with the most developed OS on the planet and save your own app directly into the display. Or, choose from the large library of Android apps and play content from there. With the built-in scheduler, you can daypart your apps and content based on your

customer and time of day and with the auto orientation feature, showing content in portrait or landscape is as simple as turning the display.

SmartBrowser

Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium based browser, design your content online and connect a single display, or your complete network. Show content in both landscape and portrait mode, with fullHD resolution. Streaming content can also be shown in a PIP (picture-in-picture) window. Simply connect the display to the internet using WiFi or with an RJ45 cable, and enjoy your own created playlists

WiFi
Integrated WiFi

Proof of Play
Content is king, and with the automatic screenshot feauture, you can make sure that your content is up and running at all times. Screenshots are taken throughout the day, which are then stored in the FTP server. From there, the screenshots can be viewed no matter when, or where you are.

Specifications

Connectivity
- Audio output: 3.5mm jack
- Video input: DisplayPort (1.2), HDMI (x2), DVI-D, USB 2.0 (x2), USB 2.0
- Audio input: 3.5 mm jack
- Other connections: micro SD, micro USB
- Video output: DisplayPort, DVI-I
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

Picture/Display
- Diagonal screen size (metric): 107.95 cm
- Diagonal screen size (inch): 42.5 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.49 x 0.49 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 450 cd/m²
- Display colors: 16.77 million
- Contrast ratio (typical): 1100:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 12 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree
- Operating system: Android 4.4.4

Convenience
- Placement: Landscape, Portrait
- Tiled Matrix: Up to 15x 15
- Screen saving functions: Pixel Shift, Low Bright
- Keyboard control: Hidden, Lockable
- Signal loop through: DVI, VGA, RS232, IR Loopthrough, DisplayPort
- Energy saving functions: Smart Power
- Other convenience: Carrying handles, G sensor
- Network controllable: RJ45, RS232, One Wire (HDMI-CEC), HDMI (One Wire)
- Memory: 16GB eMMC

Sound
- Built-in speakers: 2 x 10W RMS

Power
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (On mode): 59 W
- Standby power consumption: <0.5 W

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

Dimensions
- Set Width: 965.00mm mm
- Product weight: 10.7 kg
- Set Height: 559.30 mm
- Set Depth: 45.50 mm
- Set Width (inch): 37.99 inch
- Set Height (inch): 22.02 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 1.79 inch
- Bezel width: 9.6 mm (T/L/R), 15.7 mm (B)
- Product weight (lb): 23.59 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: 3GP, AVI, FLV, MKV, MOV, MP4, TS
- USB Playback Picture: BMP, GIF, JPEG, JPG, PDF, PNG
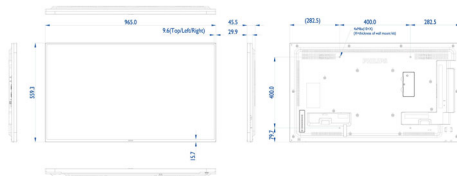- USB Playback Audio: AAC, MP3, WMA, M4A, MP1, MP2

Internal Player
- CPU: Quad Core Cortex A9 1.8GHz
- GPU: ARM Mali400 Quad Core 533MHz
- Memory: 2GB DDR3
- Storage: 16GB EMMC

Accessories
- Included accessories: Remote Control, Batteries for remote control, Quick start guide, RS232 cable, VGA cable, AC Power Cord, Edge alignment plates
- Included Accessories: DVI-VGA adapter, Philips logo (x1), RS232 daisy-chain cable, Thumb Screw (x8)
- Stand: Universal Stand (Large Size) (Optional)

Miscellaneous
- On-Screen Display Languages: English, French, German, Spanish, Polish, Turkish, Russian, Italian, Simplified Chinese, Traditional Chinese, Arabic, Japanese
- Warranty: 3 year send-back warranty or warranty replacement shipment (Do not include removing and installing the display.)
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST, BSMI, CB, J-Moss, PSE, VCCI

Philips 43BDL4050D
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