

Philips Signage Solutions  
Q-Line Display

32"

Edge LED Backlight  
Full HD

BDL3220QL



## Intensify your signage experience

with priceless smart performance

Deliver startlingly clear images in a more eco-friendly way with the edge LED display. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

### **Lower total cost of ownership**

- SmartPower for energy saving
- Power consumption below the industry average

### **Optimized for public viewing**

- Full HD LED technology for brilliant images
- AMVA for wide-view super-high contrast, vivid images

### **Operational flexibility**

- Smart Control Software Suite
- Connect and control your content via the cloud with HTML5
- Connect your display and start sharing with DLNA
- USB Media Playback
- Schedule what you want, when you want

### **Sustainable and safe**

- Complies with RoHS standards to care for the environment
- 3 year warranty

# PHILIPS

# Highlights

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

## AMVA Display Technology

Philips AMVA LED display uses an advanced multi-domain vertical alignment technology which gives you super-high static contrast ratios for extra vivid and bright images. While standard applications are handled with ease, it is especially suitable for graphical demanding applications. It's optimized pixel management technology gives you 178/178 degree extra wide viewing angle, resulting in crisp images.

## Smart Control

Control and manage all of the signage displays on your network with this powerful software tool which allows you to change the settings of your display centrally via an RJ45 or RS232 connection. Smart Control allows you to set the video input, modify the color settings, set the display's ID when creating video walls and even diagnose each display's status, giving you all the power you need to manage your displays from one central location.

## 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 complete network. Simply plug in a RJ45 internet cable for network connection, connect the display with the dedicated url-address and you are ready to play your cloud based content.

## Share & Stream with DLNA

Simply share & stream content from your mobile device or media player to your display with all DLNA compliant media devices. Connect each display with an ethernet cable and manage your content real time within your local network. Simply connect your display and start sharing.

## USB Playback

Enjoy your own media playback via the USB port. Simply plug in a USB drive, and create your own signage content to convey the marketing messages you want, when you want them. With a wide range of media formats supported, this powerful media player offers an excellent picture and true flexibility.

## 24 hour scheduling function

You can freely schedule the right content at the right time to satisfy your customer information needs. Mix and manage your content over multiple video input signals as USB, VGA, DVI and HDMI. Simply create one or more play lists with the scheduling function to be in control of your content 24 hours a day, 7 days a week.

## 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.

## Lower power consumption

Reduction of the electrical power required to operate a device.

## Compliant with RoHS standards

Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

## 3 year warranty



Enjoy peace of mind with our comprehensive 3 year warranty. With service centres around the globe, and our quick turnaround, you can be sure that in the most unlikely event of a display malfunctioning, we will find and fix the problem to your full satisfaction within the shortest period of time.



# Specifications

## Connectivity

- Audio output: SPDIF, Audio Left/Right (RCA)
- Video input: DVI-D, HDMI, VGA (Analog D-Sub), USB, Component (RCA), Composite (RCA)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Picture/Display

- Diagonal screen size (metric): 80 cm
- Diagonal screen size (inch): 31.5 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.12125 x 0.36375 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Display colors: 16.7 Million
- Contrast ratio (typical): 3000:1
- Response time (typical): 6.5 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, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement
- Surface treatment: Anti-Glare coating

## Convenience

- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden
- Signal loop through: RS232
- Network controllable: RS232

## Sound

- Built-in speakers: 2 x 5W RMS

## Power

- Mains power: 100 ~ 240 VAC
- Consumption (On mode): 36 W (EnergyStar 6.0 test method)
- Standby power consumption: <0.5 W

## 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, 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

## Dimensions

- Box depth: 119.0 mm
- Box height: 557.0 mm
- Box width: 821.0 mm
- Set Width: 745.0 mm
- Product weight: 6.5 kg
- Set Height: 439.5 mm
- Set Depth: 39.8 mm
- Wall Mount: 200 x 100 mm
- Bezel width: 19 mm
- Weight incl. Packaging: 9.0 kg

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- MTBF: 50,000 hour(s)
- Relative humidity: 5 ~ 90 %

## Multimedia Applications

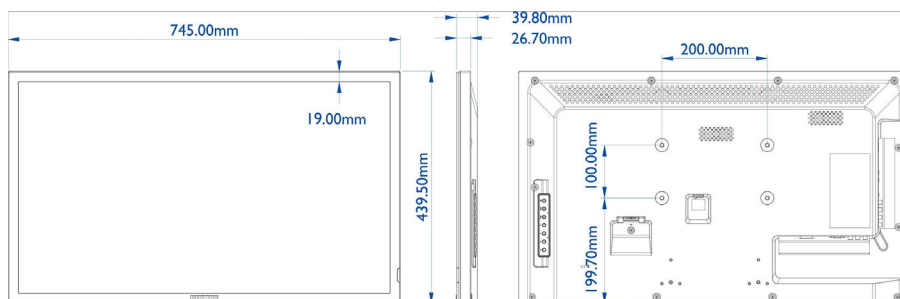
- USB Playback Video: 3G2, 3GP, ASF, ASX, AVI, DAT, F4V, FLV, M2TS, M4V, MK3D, MKV, MOV, MP4, MPE, MPEG, MPG, MTS, QT, TRP, TS, TTS, VOB, WEBM, WMV, Xvid
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Audio: AAC, AC3, AIF, AIFF, AMR, EC3, M4A, MP3, OGA, OGG, WAV, WMA

## Accessories

- Included accessories: AC Power Cord, RS232 cable, VGA cable, Remote Control, Batteries for remote control, User manual on CD-ROM, Quick start guide
- Stand: BM02541

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese, Spanish, Traditional Chinese
- Warranty: 3 year warranty



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