Philips Signage Solutions
E-Line Display

55"
Edge LED Backlight
Full HD

*Signage*Solutions

BDL5551EL

Deliver your marketing messages in style

with this sleek LED display

Maximising your content delivery whilst lowering your TCO has never been so easy or stunning. This 55" display offers gorgeous full HD picture quality with lower power consumption thanks to the edge LED backlight.

Optimized for public viewing
- Full HD LED technology for brilliant images
- IPS wide view technology for image and color accuracy

Lower total cost of ownership
- SmartPower for energy saving

Operational flexibility
- Portrait mode operability
- Smart Control Software Suite
- Open Pluggable Specification Slot
- Smart insert in the backcover to place a small pc
- Keep your content up and running with FailOver
- USB Media Playback
- IR Passthrough
- Designed for 24/7 operation

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.

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.

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.

OPS Slot

Developed for the Digital Signage market, the Open Pluggable Specification (OPS) slot is designed to make changing or upgrading your media player mere child's play. Simply plug your media player in to the display - and you're ready. No matter whether you have an entry level, mid-range or high-end media player, OPS is fully compatible bringing you a lower TCO over the longer term.

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.

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.
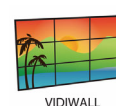
USB Playback

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.

Smart Insert

Professional PC's are part of most public signage installations. Quite often they increase the overall depth to the display and cause a lot of cable clutter. So we have designed this display with Smart insert in the back cover which is ideal for the integration of a professional small form factor PC. On top of that, the cable management system offers a great solution to keep your cables neat and professional looking.

IR Passthrough

Control all displays in your signage network through one single remote control, via the primary display. Simple and convenient, this means you don't have to worry about other displays changing configuration settings when using your remote control unit.

LED

Smart Insert

RJ45

SmartPower

Full HD 1080p DISPLAY

VIDIWALL

Lead Free

Specifications

Picture/Display
- Diagonal screen size: 54.6 inch / 139 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 450 cd/m²
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 12 ms
- Pixel pitch: 0.21 x 0.63 mm
- Display colors: 1.07 billion
- Surface treatment: Anti-Glare coating
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing

Connectivity
- PC: RJ45, VGA-in D-Sub 15HD, VGA-out (via DVI-I), RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1
- AV input: DVI-D x1, Component (BNC) x1, Composite (BNC) x1
- Other connections: OPS, Display Port, DVI Out, HDMI, USB, AC-out, IR out, External loudspeaker connector
- AV output: Audio (L/R) x1

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
1920 x 1200	60Hz
1920 x 1080	60Hz
1600 x 1200	60Hz
1440 x 900	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
1280 x 1024	60Hz
1280 x 800	60Hz
1280 x 768	60Hz
1024 x 768	60Hz
800 x 600	60, 72, 75Hz
640 x 480	60, 67, 72, 75Hz

- Video formats

Resolution	Refresh rate
1080i	50, 60Hz
1080p	50, 60Hz
480i	60Hz
480p	60Hz
576i	50Hz
576p	50Hz
720p	50, 60Hz

Dimensions
- Set dimensions (W x H x D): 1244.4 x 715.2 x 69 mm
- Bezel width: 15.8 mm
- Product weight: 30.6 kg
- VESA Mount: 400 x 400 mm, 400 x 200 mm, 200 x 200 mm
- Smart Insert mount: 100 x 100 mm, 100 x 200 mm

Convenience
- Signal loop through: DVI, VGA, RS232, IR Loopthrough
- Network controllable: RJ45, RS232, HDMI (One Wire)
- Placement: Landscape, Portrait
- Picture in picture: PBP, PIP, POP
- Energy saving functions: Smart Power
- Ease of installation: AC Out, Smart Insert
- Keyboard control: Hidden, Lockable
- Other convenience: Carrying handles
- Packaging: Reusable box
- Tiled Matrix: Up to 5 x 5

Power
- Mains power: 100 ~240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 110 W
- Standby power consumption: <0.5W

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

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

Accessories
- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, User manual on CD-ROM, VGA cable
- Stand: BM05462 (Optional)

Miscellaneous
- On-Screen Display Languages: English, French, German, Polish, Russian, Simplified Chinese, Spanish, Turkish, Italian
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST
- Warranty: 3 year warranty