PHILIPS

Q-Line Display

Signage Solutions

86"

3840 x 2160 (4K UHD)

Ultra HD

86BDL3050Q

Intensify your signage experience

With priceless performance

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

Optimized for public viewing

- 4K Ultra HD: resolution like you've never seen it before

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
- Android: Run your own app or choose your favorite app to run
- CMND: Take control of your displays
- Create and update content with CMND & Create

Care about you, your business and your audience

- SmartPower for energy saving
- Manage settings of multiple displays with CMND & Control

Highlights

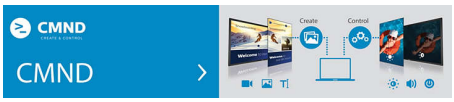
4K Ultra HD Resolution

See your Signage Solutions like never before thanks to four times the resolution of a conventional Full HD display. 3840 x 2160 pixels provide and image so refined, so lifelike, it's a window to a new world.

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.

CMND



A robust display management platform, CMND puts the power back into your hands. Update and manage content with CMND & Create or control your settings with CMND & Control. It's all possible with CMND.

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.

CMND & Create

Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you'll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

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 created playlists anytime, anywhere.

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.

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.

Specifications

Picture/Display
Diagonal screen size (metric): 217.4 cm
Diagonal screen size (inch): 85.6 inch
Aspect ratio: 16:9
Panel resolution: 3840 x 2160
Pixel pitch: 0.4935 x 0.4935 mm
Optimum resolution: 3840 x 2160 @ 60 Hz
Brightness: 410 cd/m²
Display colors: 1.07 Billion
Contrast ratio (typical): 1200:1
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, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement, Color Enhancement, Color Temperature Adjustment, De-interlacer, Noise Reduction, Smart Picture
Panel technology: IPS
Operating system: Android 5.0.1

Connectivity
Audio output: Audio Left/Right (RCA)
Video input: VGA (Analog D-Sub), DisplayPort (1.2), HDMI (x4), USB 2.0 (x2)
Audio input: 3.5 mm jack
Other connections: OPS, AC-out, Analog (D-sub input), Analog audio Left/Right out, Display Port, HDMI, IR out, micro SD, PC Audio in, RS232 Serial, USB 2.0, USB power outlet (5 V. 2 amp)
External control: RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack, RJ45

Convenience
Placement: Landscape
Tiled Matrix: Up to 10 x 15
Screen saving functions: Pixel Shift, Low Brightness
Keyboard control: Lockable
Remote control signal: Lockable
Signal loop through: RS232, IR Loopthrough
Ease of installation: Smart Insert, AC Out, Carrying Handles
Energy saving functions: Smart Power
Network controllable: LAN (RJ45), RS232, Card OPS RS232, HDMI (One Wire)
Memory: 8GB eMMC

Sound
Built-in speakers: 2 x 10W RMS

Power
Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
Consumption (On mode): 302 W
Standby power consumption: <0.5W
Power Saving Features: Smart Power

Supported Display Resolution
Computer formats: 640 x 480, 60, 72, 75Hz, 720 x 400, 70Hz, 800 x 600, 60, 75Hz, 1024 x 768, 60, 75Hz, 1280 x 768, 60Hz, 1280 x 800, 60Hz, 1280 x 1024, 60Hz, 1360 x 768, 60Hz, 1600 x 1200, 60Hz, 1920 x 1080, 60Hz, 3840 x 2160, 30, 60Hz
Video formats: 480i, 30, 60Hz, 480p, 30, 60Hz, 576i, 25, 50Hz, 576p, 25, 50Hz, 720p, 50, 60Hz, 1080i, 25, 30Hz, 1080p, 50, 60Hz, 2160p, 30,50, 60Hz

Dimensions
Set Width: 1927.9 mm
Product weight: 63.8 kg
Set Height: 1098.9 mm
Set Depth: 85.9 mm
Set Width (inch): 75.90 inch
Set Height (inch): 43.26 inch
Wall Mount: 600 x 400 mm, M8
Set Depth (inch): 2.06 inch
Bezel width: 15.15 (Top/Left/Right) 16.0 (Bottom) mm
Product weight (lb): 140.65 lb

Operating conditions
Altitude: 0 ~ 3000 m
Temperature range (operation): 0 ~ 40 °C
MTBF: 50,000 hour(s)
Relative humidity: 20 ~ 80 (operation),10 - 90% (storage) %
Temperature range (storage): -20 ~ 60 °C

Multimedia Applications
USB Playback Video: MKV, MP4, MPEG, MPG, TS, VOB, WMV, ASF, AVI, DAT, FLV, MOV, TRP, WEBM
USB Playback Picture: BMP, JPEG, JPG, PNG
USB Playback Audio: AAC, M4A, MP3, WMA

Internal Player
CPU: Quad Core Full HD
Memory: 2GB DDR3
Storage: 8GB eMMC

Accessories
Included accessories: AC Power Cord, RS232 cable, Remote Control, Batteries for remote control, Quick start guide, HDMI cable, IR sensor cable (1.8M)
Included Accessories: RS232 daisy-chain cable, USB Cover and screw x1

Miscellaneous
On-Screen Display Languages: Arabic, Simplified Chinese, Traditional Chinese, English, French, German, Italian, Polish, Russian, Spanish, Turkish, Japanese, Czech, Danish, Dutch, Finnish, Norwegian, Portuguese, Swedish
Warranty: 3 year warranty
Regulatory approvals: CE, UL/cUL, CB, FCC, Class B, BSMI, CCC, EAC, EMF, EnergyStar 7.0, PSB

© 2025 Koninklijke Philips N.V.
All Rights reserved.

Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. or their respective owners.

Issue date 2025-12-11
Version: 5.0.1

EAN: 87 12581 75156 2

www.philips.com