Philips Signage Solutions
H-Line Display

55"
2500cd/m²
Full HD

55BDL3102H

Captivate your audience

With a high brightness screen experience

Experience your content like never before thanks to high brigteness. At 2500 nits, our new 55 inch display deliver high brightness for excellent legibility and visibility, even in high ambient light environments.

Optimized for public viewing
- Designed for 24/7 operation for highest accuracy
- 2500 nit brightness for high ambient light applications

Innovative solutions for any signage application
- Schedule what you want, when you want with SmartPlayer
- Optional OPS Insert to create an all-in-one solution
- CMND: Take control of your displays

Maximizing the impact of your message
- Save and play content with internal memory

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

Operational flexibility
- Connect and control your content via the cloud with HTML5

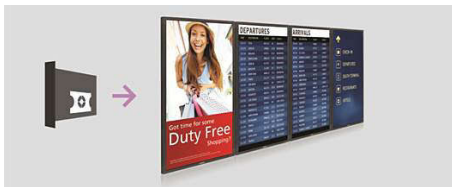**PHILIPS**

Highlights

High Brightness - 2500 nit

Enjoy an excellent visual experience even in areas illuminated by direct sunlight thanks to the 2500 nit panel. The high brightness offers a wide array of new implementation possibilities especially in locations that have high ambient light levels, delivering crystal clear images for all locations where ambient brightness is an issue.

Designed for 24/7 operation

Because business never sleeps, our signage displays are designed for 24/7 use for highest accuracy and critical environments. Taking advantage of superior components to ensure a higher level of quality, you can count on this range of models for complete around-the-clock reliability.
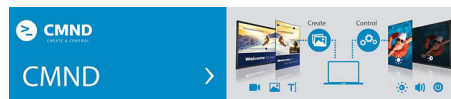
OPS Insert

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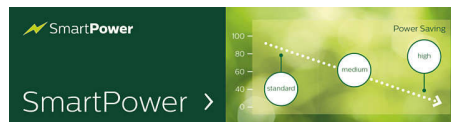
FailOver

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.

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.
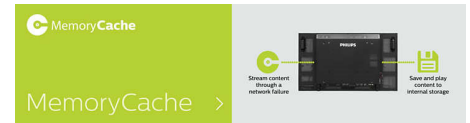
SmartPower

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.

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.

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.

OPSInsert FailOver CMND CREATE & CONTROL SmartPower MemoryCache SmartPlayer HTML5

Specifications

Picture/Display
- Diagonal screen size (metric): 138.7 cm
- Diagonal screen size (inch): 54.6 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 2500 cd/m²
- Display colors: 16.7 M (8 bits)
- Contrast ratio (typical): 5000:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 6 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree

Connectivity
- Audio output: 3.5mm jack, External speaker connector
- Video input: Component (BNC) (x1), Composite (Share component Y), Display Port1.2 (x1), DVI-D (x1), HDMI 1.4 (x2), VGA (Analog D-Sub) (x1)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Other connections: AC-out, OPS, USB 2.0 (x1)
- Video output: DisplayPort 1.2 (x1), DVI-I (x1)
- External control: RS232C (in/out) 2.5 mm jack, RJ45, IR (in/out) 3.5 mm jack

Convenience
- Placement: Landscape, Portrait
- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: RS232, IR Loopthrough
- Ease of installation: Smart Insert, Carrying Handles
- Energy saving functions: Smart Power
- Other convenience: Carrying handles
- Picture performance: Advanced color control
- Network controllable: RS232, HDMI (One Wire), LAN (RJ45)

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

Power
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 300 W
- Standby power consumption: <0.5W

Supported Display Resolution
- Computer formats: 1024 x 768, 60Hz, 1280 x 1024, 60Hz, 1280 x 768, 60Hz, 1280 x 800, 60Hz, 1360 x 768, 60Hz, 1600 x 1200, 60Hz, 1920 x 1080, 60Hz, 1920 x 1200, 60Hz, 640 x 480, 60, 67, 72, 75Hz, 720 x 400, 70Hz, 800 x 600, 60, 72, 75Hz
- Video formats: 1080i, 25, 30Hz, 1080p, 50, 60Hz, 480i, 30, 60Hz, 480p, 60Hz, 576i, 25, 50Hz, 576p, 50Hz, 720p, 50, 60Hz

Dimensions
- Smart Insert mount: 100 x 100mm,100 x 200mm
- Set Width: 1243.2 mm
- Product weight: 32.2 kg
- Set Height: 714 mm
- Set Depth: 137.9 mm
- Set Width (inch): 48.9 inch
- Set Height (inch): 28.1 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 5.43 inch
- Bezel width: 15.6 mm
- Product weight (lb): 78.94 lb
- Smart insert width: 100 mm
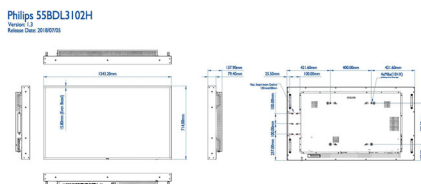- Smart insert height: 200 mm

Operating conditions
- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- MTBF: 50,000 hour(s)
- Relative humidity: 20 ~ 80(operation),5 - 95% (storage) %
- Temperature range (storage): -20 ~ 60 °C

Multimedia Applications
- USB Playback Video: ISM, M2TS, M4V, Manifest, MK3D, MKV, MP4, MPD, MPEG, MPG, MTS, TS, VOB
- USB Playback Picture: BMP, GIF, JPEG, PNG
- USB Playback Audio: AAC, LPCM, M4A, MP3, WMA

Accessories
- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, RS232 cable
- Included Accessories: RS232 daisy-chain cable, Edge Alignment Kit (1) -1 pcs, Edge Alignment Kit (2) - 2 pcs, Logo guide, Philips logo (x1), Thumbscrew (8pcs)

Miscellaneous
- On-Screen Display Languages: English, French, German, Italian, Polish, Russian, Spanish, Turkish, Simplified Chinese, Traditional Chinese, Arabic, Japanese, Portuguese, Dutch
- Warranty: 3 year warranty
- Regulatory approvals: CB, CE, UL/cUL, EAC, EMF, FCC, Class A, PSB, PSE, VCCI

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