

Philips  
LED Display

140 cm (55")

edge LED  
Full HD

BDL5531EL



## Enthrall your audience

with the narrow bezel, full HD LED display

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
- Brightness automatically adjusts with ambient conditions
- Advanced anti image sticking function

### Optimized for public viewing

- Full HD LCD display, 1920x1080p

### Operational flexibility

- Edge LED Backlight
- 120 Hz Panel
- VGA Loophthrough
- Enhanced zoom feature supports tiled matrix applications
- Smart insert in the backcover to place a small pc

### Sustainable and safe

- Temperature sensor measures the health condition
- Complies with RoHS standards to care for the environment

# PHILIPS

# Highlights

## Edge LED Backlight

Experience an even dispersion of light with cutting edge LED technology. White LED's (light emitting diodes) are positioned around the rim of the panel to give a more even spread of light. This results in even lower power consumption, less heat to dissipate, and a true, uniform color range.

## 120 Hz Panel

Enjoy stunningly clear video images thanks to the 120 Hz panel. Even fast moving action scenes can be seen with no blur, enhancing your viewing experience.

## 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.

## 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.

## Advanced anti image sticking

Static images left on-screen for extended periods of time may leave a "ghost image" or image sticking effect on LCD displays. Although image sticking in LCD displays is not permanent, you want to prevent this to happen, especially in locations where content is shown 24/7.

## Automatic brightness control

The adjustment of display settings to correspond with ambient light without user intervention.

## Full HD LCD display 1920x1080p

This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high-definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

## 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.

## Temperature sensor

This public display contains a temperature sensor to monitor the internal health condition. In case the internal temperature surpasses the preset threshold, automatically two internal fans will be activated to cool down the display to normal conditions.

## Zoom function for tiled matrix

The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of many different configurations, creating a stunning video wall has become simplicity itself.

## VGA Loopthrough

Connect multiple displays to create a video wall of up to 150 displays via a VGA daisy chain thus enhancing your visual experience. With no additional hardware required, they are as simple to install as they are captivating to your audience.



