

Philips  
LCD monitor

140 cm (55")

Multi-touch  
Full HD

BDL5545ET



## Find a new level of audience interaction

with the multi touch display

Get even closer to your audience than ever before with the touch screen LCD display. Fast, precise and extremely durable, its high performance is matched by excellent reliability and functionality.

### 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
- Slim bezel design for a stylish look

### Operational flexibility

- Open Pluggable Specification Slot
- Optical touch technology for advanced user interaction
- Many Functions. One Wire
- Display Port for faster graphics support
- Enhanced zoom feature supports tiled matrix applications
- Smart insert in the backcover to place a small pc
- Remote Management and Configuration via RS232

# PHILIPS

# Highlights

## Optical multi-touch

The sensors on the edge of the screen give you perfect clarity whilst at the same time offering multi-touch interaction, opening up all kinds of possibilities for new interactive applications.

## Display Port

Enjoy crystal clear images with the high-bandwidth graphics support of the Display Port. As well as transmitting full high-definition video the Display Port will also transmit audio, thus eliminating the need for extra cables.

## 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.

## 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.

## 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.

## 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.

## Remote Management:: RS232

Remote Management allows the user to control and adjust the displays remotely via the RS232 protocol. Using CEC commands, you are able to have full control over all the displays in your signage network at any time.

## Slim bezel

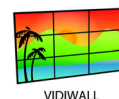
A slim bezel design adds a stylish look to a public display to nicely blend in just about any environment. Furthermore this design makes the display ideal for tiled matrix video walls.

## 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.

## One Wire

Take full control of your display by running all operational commands as well as your video signal through just one single HDMI cable. This unique feature makes it so much easier and more convenient to ensure the smooth running and maintenance of your display. Consumer Electronics Control (CEC) commands make finding out vital information about your display absolute childsplay.



# Specifications

## Picture/Display

- Diagonal screen size (metric): 139.7 cm
- Diagonal screen size (inch): 55 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 500 cd/m<sup>2</sup>
- Display colors: 1.07 Billion
- Contrast ratio (typical): 5000:1
- 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, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement

## Connectivity

- PC: DVI-D x1, RJ45, VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1, USB B-Type
- AV input: HDMI x1, Component (BNC) x1
- AV output: Audio (L/R) x1
- Other connections: OPS, Display Port, AC-out

## Convenience

- Placement: Landscape, Portrait
- Picture in picture: PBP, PIP, POP
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: RS232
- Ease of installation: AC Out, Carrying Handles, Smart Insert
- Energy saving functions: Ambient light sensor, Smart Power
- Picture performance: Advanced color control
- Network controllable: RS232
- Packaging: Reusable box

## Sound

- Built-in speakers: 2 x 7W (RMS)
- Output power (RMS): 2 x 7W

## Power

- Consumption (On mode): 217W (Typ)
- Standby power consumption: <1W

## 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, 1280 x 1024, 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
- MAC 640 x 480: 60 Hz
- MAC 832 x 624: 60 Hz
- MAC 1152 x 870: 60 Hz

## Dimensions

- Bezel thickness: 41 mm/1.6"
- Set Width: 1299 mm
- Product weight: 54 kg
- Set Height: 769.8 mm
- Set Depth: 143.7 mm
- Set Width (inch): 51.1 inch
- Set Height (inch): 30.3 inch
- Wall Mount: 400 x 200 mm/400 x 400 mm
- Set Depth (inch): 5.7 inch
- Product weight (lb): 108.5 lb

## Technical specifications

- Touchpoints: 2 Touchpoints, 4mm Safety Glass, Optical IR Touch Technology s

## Operating conditions

- Temperature range (operation): 0 - 40 °C
- MTBF: 60,000 hour(s)
- Relative humidity: 0 - 90 %

## Accessories

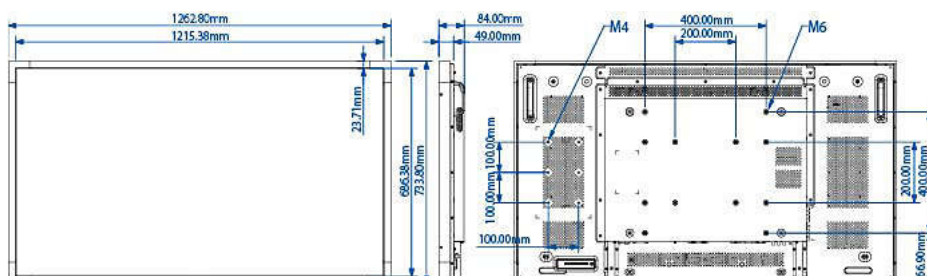
- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide
- Optional accessories: Fixed wall mount, Flexible wall mount, Ceiling mount

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, RoHS

## Packaging dimensions

- EAN: 87 12581 60489 9
- Number of products included: 1
- Packaging type: Carton



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