Philips Signage Solutions
E-Line Display

32"
Edge LED Backlight
Full HD

SignageSolutions

BDL3250EL

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 32" 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
- Smart insert in the backcover to place a small pc
- Keep your content up and running with FailOver
- IR Passthrough
- Enhanced zoom feature supports tiled matrix applications
- Display Port for faster graphics support

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.

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.

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.

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.
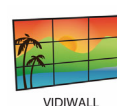
IR Passthrough

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.

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.

LED

Smart Insert

RJ45

SmartPower

Portrait Mounting

Full HD 1080p DISPLAY

VIDIWALL

Lead Free

Specifications

Picture/Display
- Diagonal screen size: 31.55 inch / 80 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 400 cd/m²
- Contrast ratio (typical): 1400:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.36375 x 0.36375 mm
- Display colors: 16.7 million
- Surface treatment: Anti-Glare coating
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement

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: Display Port, DVI Out, HDMI, AC-out, IR out, External loudspeaker connector
- AV output: Audio (L/R) x1

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	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

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

Dimensions
- Set dimensions (W x H x D): 750.2 x 444.6 x 69 mm
- Bezel width: 24.4 mm
- Product weight: 11.4 kg
- VESA Mount: 400 x 200 mm
- Smart Insert mount: 100 x 100 mm

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

Power
- Consumption (On mode): 41.13 W (EnergyStar 6.0 test method)
- Standby power consumption: <0.5 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz

Sound
- Built-in speakers: 2 x 10 W 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: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide
- Stand: BM03241 (Optional)

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