



Philips  
LCD monitor

140 cm (55")  
Full HD

BDL5545E

# Entice your target audience

with stunning picture clarity in full HD

Deliver your marketing messages in style with this cost-effective 140 cm (55") LCD display. With a wide array of features this full HD display is sure to leave your audience spellbound.

## **Operational flexibility**

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

## **Optimized for public viewing**

- Full HD LCD display, 1920x1080p
- Slim bezel design for a stylish look

## **Lower total cost of ownership**

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

# PHILIPS

# Highlights

## 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.

## 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.

## 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.

## Full HD LCD display 1920x1080p

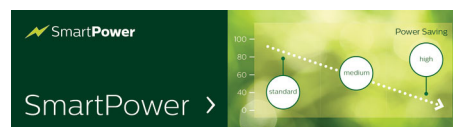
This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high-definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces 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.

## 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.

## 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.

## 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.

## 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.



Lead Free

# Specifications

## Picture/Display

- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 5000:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Display colors: 1.07 Billion
- Diagonal screen size: 55 inch / 139.7 cm
- Pixel pitch: 0.63 x 0.63mm
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
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

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

## Connectivity

- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1
- AV input: Component (BNC) x1, Audio (L/R) x2
- AV output: Audio (L/R) x2
- Other connections: OPS, AC-out, HDMI, Display

## Port

## Convenience

- Picture in picture: PBP, PIP, POP
- Signal loop through: RS232, VGA
- Keyboard control: Hidden, Lockable
- Ease of installation: AC Out, Carrying Handles, Smart Insert
- Energy saving functions: Ambient light sensor, Smart Power
- Packaging: Reusable box
- Network controllable: RS232
- Tiled Matrix: Up to 5 x 5

## Dimensions

- Bezel thickness: 42.2 mm / 1.6"
- Set dimensions (W x H x D): 1299 x 769.8 x 129.9 mm
- Set dimensions in inch (W x H x D): 51.1 x 30.3 x 5.1 inch
- Product weight: 42.7 kg
- Product weight (lb): 88 lb
- Wall Mount: 400 x 200 / 400 x 400 mm

## Operating conditions

- Temperature range (operation): 0 - 40 °C
- Relative humidity: 5 - 90 %
- MTBF: 60,000 hour(s)

## Power

- Standby power consumption: <0.5W
- Consumption (On mode): 215W (Typ)

## Sound

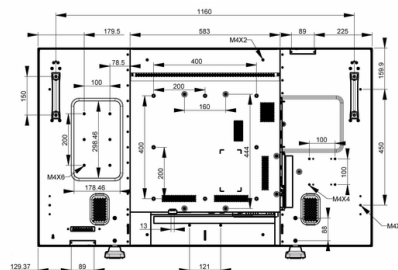
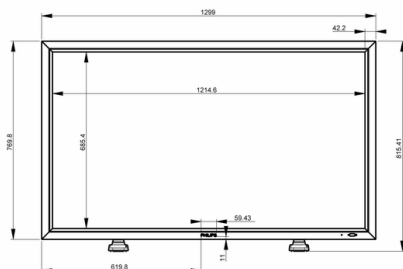
- Built-in speakers: 2 x 7W (RMS)

## 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
- Stand: BM05211

## Miscellaneous

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



Issue date 2022-07-14

Version: 4.6.1

12 NC: 8670 000 76927  
EAN: 87 12581 60488 2

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