



Philips Signage Solutions  
D-Line Display

50"  
4K UHD  
500cd/m<sup>2</sup>



50BDL4510D

## Say more

Smart, fast 24/7 display.

Make it stand out with a fast Philips D-Line Professional 4K UHD display. Philips superb picture quality ensures true colors and intense contrast. You can effortlessly display content from multiple sources on a single screen.

### Brilliant picture. Blazing processor speed.

- Place in landscape or portrait orientation
- 4K UHD. Rich, deep images. Stunning contrast

### Operational flexibility

- SmartPower for energy saving

### Cost-effective system solution

- Energy-saving automatic backlight control
- FailOver ensures content is always playing

### Effortless setup. Total control.

- Operate, monitor and maintain with CMND & Control
- Schedule what you want, when you want with SmartPlayer

# PHILIPS

# Highlights

## CMND & Control

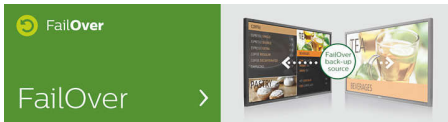


Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## Energy-saving

Energy-saving automatic backlight control

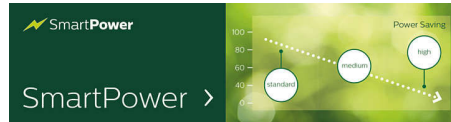
## FailOver



From waiting room to meeting room, never show a blank screen. FailOver lets your Philips

Professional Display switch automatically between primary and secondary inputs ensuring content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## 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.

## Place in landscape

Place in landscape or portrait orientation

## 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.

## 4K UHD. Rich, deep images

4K UHD. Rich, deep images. Stunning contrast

# Specifications

## Connectivity

- Audio output: 3.5mm jack
- Video input: Display Port 1.2 (x1), DVI-I (x1), HDMI 2.0 (x2), USB 2.0 (x2)
- Audio input: 3.5 mm jack
- Video output: DisplayPort 1.2 (x1), HDMI 2.0 (x1)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Picture/Display

- Diagonal screen size (metric): 125.7 cm
- Diagonal screen size (inch): 49.5 inch
- Aspect ratio: 16:9
- Panel resolution: 3840 x 2160
- Pixel pitch: 0.2854 x 0.2854 mm
- Optimum resolution: 3840 x 2160 @ 60Hz
- Brightness: 500 cd/m<sup>2</sup>
- Display colors: 1.07 G Billion
- Contrast ratio (typical): 4000:1
- Dynamic contrast ratio: 500,000:1
- 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, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan
- Panel technology: VA

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Screen saving functions: Pixel Shift, Low Bright
- Keyboard control: Hidden, Lockable
- Signal loop through: RS232, IR Loophthrough, DisplayPort, HDMI
- Energy saving functions: Smart Power
- Network controllable: RS232, RJ45

## Sound

- Built-in speakers: 2 x 10W RMS

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 105 W
- Consumption (Max): 165 W
- Standby power consumption: 0.5 W
- Energy Label Class: G

## Supported Display Resolution

- Computer formats: 1920 x 1080, 60Hz, 1024 x 768, 60Hz, 1280 x 1024, 60Hz, 1280 x 720, 60Hz, 1440 x 900, 60 Hz, 1600 x 900, 60Hz, 1680 x 1050, 60Hz, 3840 x 2160, 30, 60Hz, 640 x 480, 60Hz, 800 x 600, 60Hz
- Video formats: 1080i, 50, 60Hz, 576i, 50Hz, 576p, 50Hz, 480p, 60Hz, 480i, 60Hz, 1080p, 50, 60Hz, 2160p, 24, 30, 60Hz, 720p, 50, 60 Hz

## Dimensions

- Set Width: 1128.4 mm
- Product weight: 14.75 kg
- Set Height: 649.0 mm
- Set Depth: 63.5 mm
- Set Width (inch): 44.43 inch
- Set Height (inch): 25.55 inch
- Wall Mount: 400 (H) x 400(V) mm, M6
- Set Depth (inch): 2.50 inch
- Bezel width: 14.9 mm (Even bezel)
- Product weight (lb): 32.52 lb

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- MTBF: 50,000 hour(s)
- Temperature range (storage): -20 ~ 60 °C
- Humidity range (operation)[RH]: 20 - 80% RH (No condensation)
- Humidity range (storage) [RH]: 5 - 95% RH (No condensation)

## Multimedia Applications

- USB Playback Video: MPEG, H.263, H.264, H.265, VP8
- USB Playback Picture: BMP, JPEG, PNG
- USB Playback Audio: AAC, HEAAC, MPEG

## Accessories

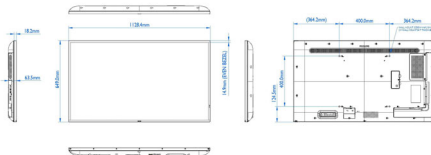
- Included accessories: Quick start guide, RS232 cable, AC Power Cord, HDMI cable, Remote Control & AAA Batteries
- Included Accessories: RS232 daisy-chain cable, Philips logo (x1), Screws, USB Cover (x1), AC Switch Cover
- Stand: BM05922(Optional)

## Miscellaneous

- On-Screen Display Languages: English, French,

- German, Spanish, Polish, Turkish, Russian, Italian, Simplified Chinese, Traditional Chinese, Arabic, Japanese, Danish, Dutch, Finnish, Norwegian, Portuguese, Swedish
- Warranty: 3 year warranty
- Regulatory approvals: CE, CCC, RoHS, BSMI, CB, VCCI, CU, EMF, EnergyStar 8.0, ETL, FCC, Class A, PSB

Philips 50BDL4550D  
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EAN: 87 12581 76889 8

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