



#### LED Display

- 31"
- Direct View LED

31BDL7539L/00

## Unleash your imagination even more

LED Display for every form and shape

No limits. No boundaries. Philips L-Line 7000 series is an LED signage solution for endless possibilities in shape and size. Seamless linking and multiple size options enable truly unique displays of any dimension for perfect results.

#### Benefits

##### Endless possibilities

- Available in 3 dimensions
- Dynamic Power Saving
- Optional bevelled corners allow curved displays
- Seamless linking for perfect imagery

##### Next level performance

- Dynamic Panel Connect
- Factory calibrated

- High brightness LED panel
- Philips Active Health Monitoring

##### Ready for impact

- Conformal coating and ingress protection
- Fire retardant design
- Forms any shape, L-shape corner, or curvature

# PHILIPS

Features

Optional easy mount brackets

Patented easy-mount brackets make installation even faster. These optional items are available for flat LED mounting, convex curved (177.5/175/172.5 degree), and L-shape 90 degree corners.

Ingress protection

Dust, dirt, fungus and moisture resistant conformal coating protects this product and enables easier maintenance. IP30 rated and certified against ingress for reduced chance of short circuit from dust and corrosion.

Dynamic Panel Connect

Mix and match each of the Philips L-Line 7000 LED panel sizes to form a single display of any shape and dimension. Dynamic flexible alignment pins ensure a perfect fit in any circumstance - resulting in a smooth, seamless display surface. For added convenience and efficiency, each LED panel features openings on each side to allow for versatile wired connection between the LED panels and any external input connection. Openings on the top and bottom of the LED panel can be popped out in case access is only available from the top or bottom of the panel.

Dynamic Power Saving

Philips Professional LED Displays use high-performance LEDs, which are tested thoroughly, energy efficient and cost effective. Furthermore, enhanced technology allows the display to dynamically save on power consumption.

Factory calibrated

Every Philips L-Line LED panel is calibrated in our factory under perfect circumstances. That means there's no need for further calibration on location, resulting in quicker installations. Calibration and configuration files are available to ensure fast maintenance.

Fire retardant design

Fire retardant design slows down the spread of flames in the event of fire, and help protect the structural integrity of the LED panel in case of fire. Tested and certified with Fire Safety Certifications.

Specifications

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Picture/Display

Color temperature default	6500±500 K
Color temperature adjust range	4000~9500 K (by software)
Viewing angle (horizontal)	140 degree
Viewing angle (vertical)	140 degree
Calibration(brightness/color)	Supported
Refresh rate(Hz)	2100~3900 (14 bits:3900Hz)
Frame frequency (Hz)	50 & 60
Aspect ratio	4:1
Picture enhancement	Wide color gamut display
Placement	Landscape
Usage	Indoor
Brightness uniformity	>=97%
Contrast ratio (typical)	11000:1
Brightness before calibration	3500 nits
Brightness after calibration	2650 nits

L-shape corner, or curvature

The Philips L-Line 7000 series LED panles come with a height of 25 cm and are available in 50 cm, 75 cm and 100 cm widths. These displays are ready to be installed in any landscape format with no limitations to size. Also available with bevelled corners to form curved designs in both convex and concave formats.

High brightness LED panel

Visualize all kinds of content in any setting. Make a big impact with crisp and clear messaging in bright locations, such as storefront windows or places subject to direct sunlight. This high bright LED panel is perfect for attracting attention in large, busy areas that are subject to high ambient light.

Optional bevelled corners

Create bezel-free displays of any shape, size or resolution. The modular design of Philips Professional LED panels means you can adapt to any space. Build vast, immersive installations or assemble intriguing patterns. Easily create displays that flow seamlessly around doorways and other openings. Even corners and curved displays become easy to create with the new Philips 7000 series.

Active Health Monitoring

Achieve perfection through precision. Active Health Monitoring makes maintenance fast, simple, and predictable by displaying the exact item of failure and location. Utilising this software that works in real-time both online and offline, replacing the relevant part becomes an efficient process, and a must for display owners with many geographical locations.

Perfect imagery

Your Philips Professional LED Display features built-in cable wiring to keep power and data cables tidy. Display panels are daisy-chained for both power and data, allowing you to minimise clutter and speed up installation.

Convenience

Signal control loop through	RJ45
Ease of installation	Guide pins Light weight
Power loop through	For 230V environments: 8 cabinets or less, for 110V environments: 4 cabinets or less, 10A max

Operating conditions

Temperature range (operation)	-20~45 °C
Temperature range (storage)	-20~50 °C
Humidity range (operation)[RH]	10~80%
Humidity range (storage) [RH]	10~85%

Power

Input voltage	AC100~240V (50 & 60Hz)
Black screen power cons. (W)	<10
Max. power cons. BC (W)	<148.8
Typical power cons. (W)	<36.1

Max. power cons. AC (W)	<108.3	Power connector	3 core socket (C14 in, C13 out)
Miscellaneous	Warranty	Data connector	RJ45
	Regulatory approvals	Cabinet construction	Die-Casting Aluminum
		Receiving card quantity	1 pcs
		Receiving card spec.	A5S Plus
		Receiving card brand	NovaStar
	2 years	Module	
	EN55032		
	EN55035		
	EN61000-3-2		
	EN61000-3-3	LED type	SMD 1921 Copper wire
	IEC/UL60950	Pixel constitution	1R1G1B
	IEC/UL62368	LED lifetime(Hrs)	100,000 at half brightness
	IEC62471	Pixel pitch (mm)	3.9
	RoHS	Module resolution (WxH pixels)	64x64
	FCC SDOC, Part 15, Class A	Module size (WxH in mm)	249.9*249.9
	EAC		
Fire retardancy certification	BS 476 Part7:1997		
Conformal coating	UL94		
	hub board, backside LED module		
Cabinet		Accessories	
	Cabinet size (mm)		Power cable
	Side angle (degree)		2 pcs
	Cabinet diagonal (inch)		LAN cable (RJ45, CAT-5)
	Cabinet resolution (W x H)		1 pcs
	Weight (KG)		QSG
	Cabinet pixels ( Dot )		1 pcs
	Cabinet area (m2)	Packaging Data	
		Dimension of packaging (mm)	950x421x224
		Gross weight (KG)	9.36



data subject to change  
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