Philips
LCD monitor

81 cm (32")
Digital Signage
Full HD

BDL3245E

Draw in your audience in style

with this multi-functional Display

Deliver vital information or marketing messages to your audience in startling clarity with this 32" display. With a host of connection options, it is ideal for projects where economy is key.

Optimized for public viewing
• Full HD LCD display, 1920x1080p
• HDMI input for full digital HD connection in one cable

Operational flexibility
• Network Controllability: RJ45
• VESA mounting pattern for easy wall mounting of display
• Remote Management and Configuration via RS232
• Portrait mode operability

Lower total cost of ownership
• SmartPower for energy saving
• Advanced anti image sticking function

Sustainable and safe
• Complies with RoHS standards to care for the environment

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Highlights

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.

RJ45
Simple management of your display is available thanks to the introduction of a LAN (RJ45) port. You can configure each display or find out the status of each device quickly and conveniently via an RJ45 connection.

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

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.

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.

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.

Compliant with RoHS standards
Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

VIDIWALL

SmartPower

Portrait Mounting

HDMI

DVI
digital visual interface

Lead Free

Specifications

Picture/Display
- Diagonal screen size: 31.55 inch / 80.1 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 500 cd/m²
- Contrast ratio (typical): 1450:1
- Response time (typical): 5 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.364 x 0.364
- Display colors: 1.06 Billion Colors
- 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, RJ45
- AV input: HDMI x1, Component (BNC) x1, S-video x1, Audio (L/R) x2, Composite (BNC) x1
- AV output: Composite (BNC) x1, Audio (L/R) x1

Convenience
- Placement: Portrait, Landscape
- Tiled Matrix: 5 x 5
- Picture in picture: PBP, PIP, POP
- Screen saving functions: Pixel shift, Low bright
- Signal loop through: RS232, VGA
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Ease of installation: Carrying Handles
- Energy saving functions: Smart Power
- Picture performance: Advanced color control
- Network controllable: RS232, RJ45
- Packaging: Reusable box

Dimensions
- Bezel thickness: 36mm/1.4"
- VESA Mount: 200 x 200mm, 400 x 200mm
- Product weight: 12.8 kg
- Product weight (lb): 28.2 lb lb
- Set dimensions (W x H x D): 774 x 468 x 116 mm
- Set dimensions in inch (W x H x D): 30.5 x 18.4 x 4.6 inch

Operating conditions
- Temperature range (operation): 0 - 40 °C
- Relative humidity: 5 - 90 %
- MTBF: 50.000 hour(s)

Power
- Consumption (On mode): Typ. 88W
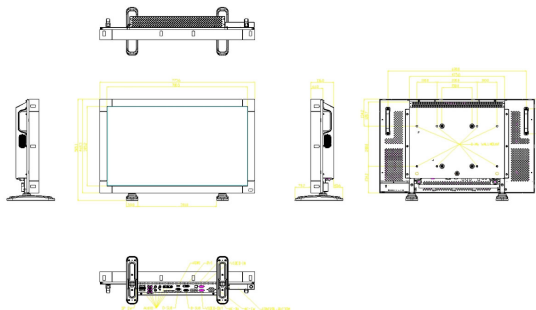- Standby power consumption: <0.5W

Sound
- Built-in speakers: 2 x 10W

Accessories
- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide
- Stand: BM03211 (optional)

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

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