

Philips Signage Solutions  
Multi-Touch Display

55"

Edge LED Backlight  
Full HD  
Optical Imaging, 6 Touch points

BDL5556ET



## Discover a new level of interaction

with this multi touch LED display

Get even closer to your audience than ever before. Fast, precise and extremely durable, its high performance is matched by excellent reliability and functionality.

### **Optimised for public viewing**

- Designed for 24/7 operation
- Full HD LED for brilliant images with incredible contrast

### **Innovative solutions for any signage application**

- Optional OPS Insert to create an all-in-one solution

### **Maximising the impact of your message**

- Manage and control your network remotely via SmartControl

### **Care about you, your business and your audience**

- SmartPower for energy saving

### **Supreme audience interaction**

- Optical touch technology for advanced user interaction
- Compatible with all leading operating systems
- True multi-touch with 6 simultaneous touch points
- Experience amazing interactivity with true Multi-Touch

# PHILIPS

# Highlights

## Full HD LED technology

Picture Quality matters. Standard displays deliver quality, but you expect more. Imagine crisp detail paired with high brightness, incredible contrast and realistic colours for a true-to-life picture.

## Plug-and-Play Multi-Touch



A brand new level of interactivity is now available thanks to integrated touch technology. More flexibility and optimum simultaneous touch performance coupled with excellent operability opportunities give you the ultimate in user interaction. Multi-Touch displays are equipped with automatic touch recognition. The USB connector is HID-compliant, providing true plug-and-play operation.

## Optical multi-touch

The sensors on the edge of the screen give you perfect clarity whilst at the same time offering multi-touch interaction, opening up all kinds of possibilities for new interactive applications.

## 6 simultaneous touch points

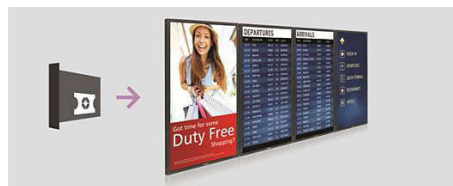
Enjoy a more interactive experience with up to 6 touch points at the same time. Ideal for when you have more than one user interacting with

your application simultaneously, the 6 touch points offer an extremely cost-effective solution.

## Software compatibility

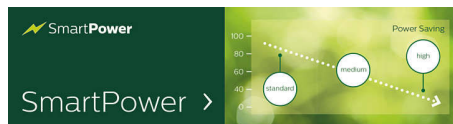
Our touch displays are software-independent and support Windows 8, Windows 7, Vista, XP, Mac OS and Linux.

## OPS Insert



Turn your display into an all-in-one digital signage solution and create a display network that is connected, intelligent and secure. Open Pluggable Specification (OPS) is an industry-standard slot into which you can add an OPS-standardised media player. This cable-free solution gives you the ability to install, use or maintain your hardware whenever you need to.

## SmartPower



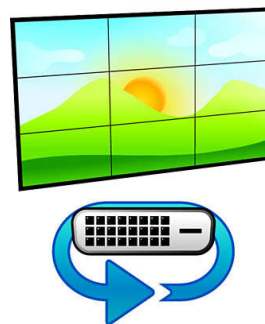
The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

## SmartControl



SmartControl lets you remotely control and manage your network of displays via RJ45 and RS232C. Easily fine-tune all display settings including resolution, brightness, contrast and cloning of your settings over your complete network.

## Designed for 24/7 operation



Because business never sleeps, our signage displays are designed for 24/7 use. Taking advantage of superior components to ensure a higher level of quality, you can count on this range of models for complete around-the-clock reliability.

# Specifications

## Connectivity

- Audio output: Audio Left/Right (RCA), External speaker connector
- Video input: DisplayPort (1.1a), HDMI, DVI-D, VGA (Analogue D-Sub), Component (RCA), Composite (RCA)
- Audio input: Audio Left/Right (RCA), 3.5 mm jack
- Other connections: USB, AC-out, OPS
- Video output: DVI-I, VGA (via DVI-D)
- External control: RJ45, RS232C (in/out) D-Sub9

## Picture/Display

- Diagonal screen size (metric): 138.7 cm
- Diagonal screen size (inch): 54.6 inch
- Aspect ratio: 16:9
- Panel resolution: 1920 x 1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m<sup>2</sup>
- Display colours: 1.06 Billion
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 12 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, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement
- Surface treatment: Anti-Glare coating

## Convenience

- Placement: Landscape, Portrait
- Picture in picture: PIP
- Screen-saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: DVI, RS232, VGA
- Ease of installation: AC Out, Smart Insert
- Energy-saving functions: Smart Power
- Other convenience: Carrying handles
- Picture performance: Advanced colour control
- Network controllable: RS232, RJ45
- Packaging: Reusable box

## Sound

- Built-in speakers: 2 x 10 W

## Power

- Mains power: 90 ~ 240 VAC, 50/60Hz

- Consumption (On mode): 140 W (Typ.)
- Standby power consumption: <0.5 W

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 67, 72, 75 Hz, 800 x 600, 56, 60, 72, 75 Hz, 1024 x 768, 60 Hz, 1280 x 768, 60 Hz, 1280 x 800, 60 Hz, 1280 x 1024, 60 Hz, 1360 x 768, 60 Hz, 1366 x 768, 60 Hz, 1440 x 900, 60 Hz, 1600 x 1200, 60 Hz, 1920 x 1080, 60 Hz, 1920 x 1200, 60 Hz
- Video formats: 480i, 60 Hz, 480p, 60 Hz, 576p, 50 Hz, 576i, 50 Hz, 720p, 50, 60 Hz, 1080i, 50, 60 Hz, 1080p, 50, 60 Hz

## Dimensions

- Smart Insert mount: 100 x 200 mm, 100 x 100 mm
- Set Width: 1257.3 mm
- Product weight: 43 kg
- Set Height: 728.1 mm
- Set Depth: 79 mm
- Wall Mount: 400 x 400 mm, 400 x 200 mm, 200 x 200 mm
- Bezel width: 19.5 mm

## Operating conditions

- Temperature range (operation): 5 ~ 40 °C
- MTBF: 50,000 hour(s)
- Relative humidity: 20 ~ 80 %

## Accessories

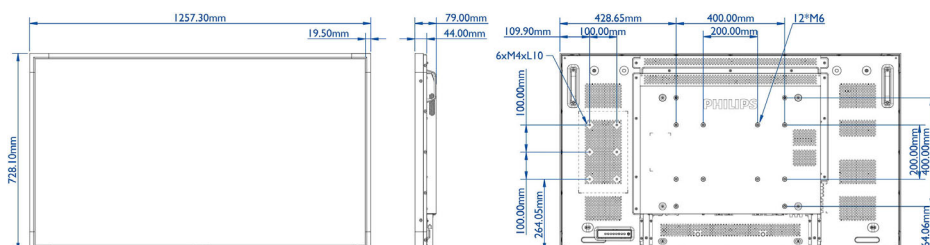
- Included accessories: AC Power Cord, VGA cable, RS232 cable, USB cable, Remote Control, Batteries for remote control, Quick start guide, User manual on CD-ROM
- Stand: BM05462 (Optional)

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Spanish, Russian, Simplified Chinese, Traditional Chinese, Arabic, Japanese
- Warranty: 3-year warranty
- Regulatory approvals: CE, CCC, FCC, Class B, UL/cUL, RoHS, EPA, CB, C-Tick, EAC, EMF, KUCAS, SASO

## Interactivity

- Multi-touch technology: Optical sensing
- Touchpoints: 6 simultaneous touch points
- Plug and play: HID compliant
- Protection glass: 5 mm tempered safety glass



Issue date 2024-03-24

Version: 1.0.1

EAN: 87 12581 73260 8

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