

Philips Signage Solutions  
E-Line Display

55"

Edge LED Backlight  
Full HD

**BDL5551EL**



## Deliver your marketing messages in style

with this sleek LED display

Maximising your content delivery whilst lowering your TCO has never been so easy or stunning. This 55" display offers gorgeous full HD picture quality with lower power consumption thanks to the edge LED backlight.

### **Lower total cost of ownership**

- SmartPower for energy saving

### **Optimised for public viewing**

- Full HD LED technology for brilliant images
- IPS wide view technology for image and colour accuracy

### **Operational flexibility**

- Open Pluggable Specification Slot
- Smart Control Software Suite
- Portrait mode operability
- Designed for 24/7 operation
- Smart insert in the back cover to place a small PC
- USB Media Playback
- IR Pass-through
- Keep your content up and running with FailOver

# PHILIPS

# Highlights

## Full HD LED technology

White LED's are solid state devices which light up to full, consistent brightness faster saving startup time. LED's are free from mercury content, which allows for eco-friendly recycling and disposal process. LED's allow for better dimming control of the LCD backlight, resulting in a super high contrast ratio. It also gives superior colour reproduction thanks to consistent brightness across the screen.

## IPS Display Technology

Philips IPS displays uses an advanced technology, which gives you extra-wide viewing angles of 178/178 degrees, making it possible to view the display from almost any angle — even in portrait mode. IPS displays give you remarkably crisp images with vivid colours, particularly suitable for professional video wall and menu board applications, which demand colour accuracy and consistent brightness at all times.

## Smart Control

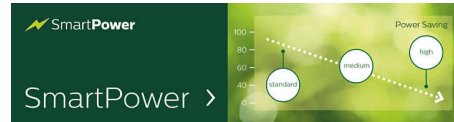
Control and manage all of the signage displays on your network with this powerful software tool, which allows you to change the settings of your display centrally via an RJ45 or RS232 connection. Smart Control allows you to set the video input, modify the colour settings, set the display's ID when creating video walls and even diagnose each display's status, giving you all the power you need to manage your displays from one central location.

## 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.

## 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.

## FailOver



Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides content protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver connection and you're ready for instant protection.

## USB Playback

Enjoy your own media playback via the USB port. Simply plug in a USB drive and create your own signage content to convey the marketing messages you want, when you want them. With a wide range of media formats supported, this powerful media player offers an excellent picture and true flexibility.

## Smart Insert

Professional PCs are part of most public signage installations. Quite often they increase the overall depth of 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.

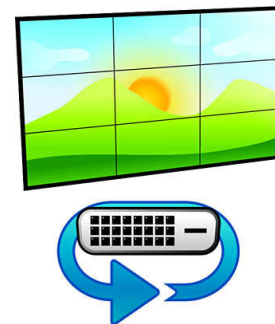
## IR Pass-through

Control all displays in your signage network through one single remote control, via the primary display. Simple and convenient, this means you don't have to worry about other displays changing configuration settings when using your remote control unit.

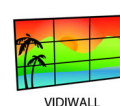
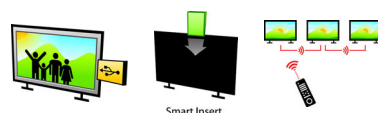
## Portrait mounting possible

This display can also be safely and reliably mounted in portrait position.

## 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

## Picture/Display

- Diagonal screen size (metric): 139 cm
- Diagonal screen size (inch): 54.6 inch
- Aspect ratio: 16:9
- Panel resolution: 1920 x 1080p
- Pixel pitch: 0.21 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m<sup>2</sup>
- Display colours: 1.07 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 Combfiter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing
- Surface treatment: Anti-Glare coating

## Connectivity

- PC: RJ45, VGA-in D-Sub 15HD, VGA-out (via DVI-I), RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: DVI-D x 1, Component (BNC) x 1, Composite (BNC) x 1
- AV output: Audio (L/R) x 1
- Other connections: OPS, Display Port, DVI Out, HDMI, USB, AC-out, IR out, External loudspeaker connector

## Convenience

- Placement: Landscape, Portrait
- Picture in picture: PBP, PIP, POP
- Tiled Matrix: Up to 5 x 5
- Keyboard control: Hidden, Lockable
- Signal loop through: DVI, VGA, RS232, IR Loop through
- Ease of installation: AC Out, Smart Insert
- Energy-saving functions: Smart Power
- Other convenience: Carrying handles
- Network controllable: RJ45, RS232, HDMI (One Wire)
- Packaging: Reusable box

## Sound

- Built-in speakers: 2 x 10 W RMS

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 110 W
- Standby power consumption: <math>\leq 0.5</math> W

## Supported Display Resolution

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

## Dimensions

- Smart Insert mount: 100 x 100 mm, 100 x 200 mm
- Set Width: 1244.4 mm
- Product weight: 30.6 kg
- Set Height: 715.2 mm
- Set Depth: 69 mm
- Wall Mount: 400 x 400 mm, 400 x 200 mm, 200 x 200 mm
- Bezel width: 15.8 mm

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- MTBF: 60,000 hour(s)
- Relative humidity: 20 ~ 80 %
- Temperature range (storage): -20 ~ 60 °C

## Accessories

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

## Miscellaneous

- On-Screen Display Languages: English, French, German, Polish, Russian, Simplified Chinese, Spanish, Turkish, Italian
- Warranty: 3-year warranty
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST

