PHILIPS

D-Line Display

Signage Solutions

50"

4K UHD

500 cd/m²

50BDL4550D

Chasing innovation
powered by Android

Amaze your guests with a smarter, faster signage display. With integrated WiFi and designed for running Android apps, it's the next evolution in signage solutions

Expand your viewing experience
• ADS wide-view panel display

Innovative solutions for any signage application
• Save and play content with internal memory
• Android SoC processor. Native and web apps
• Integrated dual-band WiFi

Care about you, your business and your audience
• SmartPower for energy saving
• Keep your content up and running with FailOver
• Ensure your content is running with automatic screenshots

Maximising the impact of your message
• CMND: Take control of your displays
• Manage settings of multiple displays with CMND & Control
• Create and update content with CMND & Create
• Connect and control your content via the cloud

Highlights

Powered by Android 8

Control your display via an Internet connection. Android-powered Philips Professional Displays are optimised for native Android apps and you can install web apps directly to the display too. A new Android 8 OS ensures the software is kept secure and stays up to date with the latest specification for longer.

Internal Memory

Save and play content with internal memory. Upload your media into the display and playback content immediately. Working in conjunction with the internal browser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content running by playing a cached version of the content, ensuring that your media stays up even if the network goes down.

Proof of Play

Content is king, and with the automatic screenshot feature, you can make sure that your content is up and running at all times. Screenshots are taken throughout the day, which are then stored in the FTP server. From there, the screenshots can be viewed no matter when, or where you are.
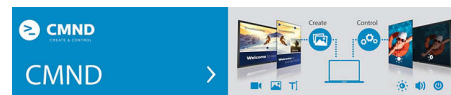
FailOver

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.

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.
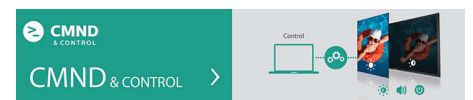
CMND

A robust display management platform, CMND puts the power back into your hands. Update and manage content with CMND & Create or control your settings with CMND & Control. It's all possible with CMND.

CMND and Create

Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you'll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

CMND and Control

With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customise and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

ADS wide-view panel display

Be seen from any angle with ADS wide-view technology. Advanced Super Dimension Switch delivers faster on-display picture processing for smoother content transitions, remarkable image accuracy and superior colour reproduction with 180 degree viewing.

SmartBrowser

Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium-based browser, design your content online and connect either a single display or your complete network. Show content in both landscape and portrait mode, with fullHD resolution. Simply connect the display to the Internet using WiFi or with an RJ45 cable, and enjoy your own curated playlists.

Specifications

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 @ 60 Hz
Brightness: 500 cd/m²
Display colours: 1.07 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
Operating system: Android 8.0

Connectivity

Audio output: 3.5 mm jack
Video input: Display Port1.2 (x 1), DVI-I (x 1), HDMI 2.0 (x 2), USB 2.0 (x 2)
Audio input: 3.5 mm jack
Video output: DisplayPort 1.2 (x 1), HDMI 2.0 (x 1)
External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack
Wi-Fi: dual aerial 2,4Ghz and 5Ghz
4G/LTE antenna connectors: mPCIe

Convenience

Placement: Landscape (24/7), Portrait (24/7)
Tiled Matrix: Up to 10 x 15
Screen-saving functions: Pixel Shift, Low Bright
Keyboard control: Hidden, Lockable

Signal loop through: RS232, IR Loop through, DisplayPort, HDMI
Energy-saving functions: Smart Power
Network controllable: RS232
Wi-Fi protocol: a b g n, 802.1x

Sound

Built-in speakers: 2 x 10 W RMS

Power

Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
Consumption (Typical): 100 W
Consumption (Max): 132 W
Standby power consumption: <0.5 W
Energy Label Class: G

Supported Display Resolution

Computer formats: 1920 x 1080, 60 Hz, 1024 x 768, 60 Hz, 1280 x 1024, 60 Hz, 1280 x 720, 60 Hz, 1440 x 900, 60 Hz, 1600 x 900, 60 Hz, 1680 x 1050, 60 Hz, 3840 x 2160, 30, 60 Hz, 640 x 480, 60 Hz, 800 x 600, 60 Hz
Video formats: 1080i, 50, 60 Hz, 576i, 50 Hz, 576p, 50 Hz, 480p, 60 Hz, 480i, 60 Hz, 1080p, 50, 60 Hz, 2160p, 24, 30, 60 Hz, 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
USB Playback Picture: BMP, JPEG, PNG
USB Playback Audio: AAC, HEAAC, MPEG

Internal Player

CPU: 2 x A53 + 2 x A73
GPU: ARM Mali G51
Memory: 3 GB DDR
Storage: 32 GB eMMc

Accessories

Included accessories: Quick start guide, RS232 cable, AC Power Cord, IR sensor cable (1.8 M), Remote Control and AAA Batteries
Included Accessories: RS232 daisy-chain cable, Philips logo (x 1), AC Switch Cover, USB Cover (x 1), Screws
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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