

Philips Signage Solutions  
LED-backlit LCD Display

32 (viewable 31.5" / 80 cm)  
1920 x 1080 (Full HD)

**BDM3201FD**



## Expand your experience

Expand your viewing experience with this big Philips display. With this expansive 32" class full HD display you can really immerse yourself into the game, or even give yourself needed space to spread out your work.

### **Easy to connect and enjoy**

- HDMI-ready for Full HD entertainment
- Built-in speakers for audio without desktop clutter

### **Greener everyday**

- Eco-friendly materials that meets international standards

### **Design to enhance the looks**

- VESA mount allows for the perfect setup

### **Expand your viewing experience**

- Expansive 31.5-inch brilliant display
- SmartImage presets for easy optimized image settings
- 16:9 Full HD display for crisp detailed images
- SmartContrast for rich black details
- IPS-ADS wide-view technology for image and color accuracy

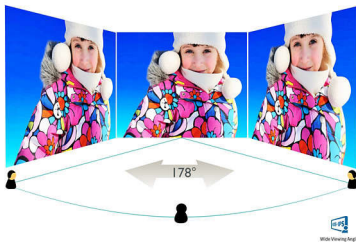
# PHILIPS

LED-backlit LCD Display  
32 (viewable 31.5" / 80 cm) 1920 x 1080 (Full HD)

BDM3201FD/75

# Highlights

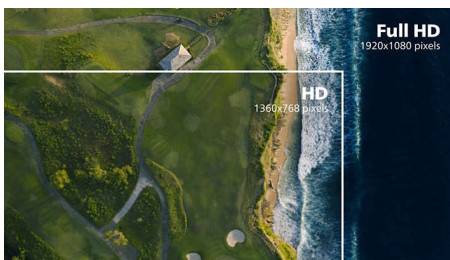
## IPS-ADS technology



IPS-ADS displays use an advanced technology which gives you extra wide viewing angles of 178/178 degree, making it possible to view the display from almost any angle. Unlike standard TN panels, IPS-ADS displays give you remarkably crisp images with vivid colors, making it ideal not only for Photos, movies and web browsing, but also for professional applications which demand color accuracy and consistent brightness at all times.

## Expansive 31.5-inch brilliant display

### 16:9 Full HD display



Picture quality matters. Regular displays deliver quality, but you expect more. This display features enhanced Full HD 1920 x 1080 resolution. With Full HD for crisp detail paired with high brightness, incredible contrast and realistic colors expect a true to life picture.

## SmartContrast



SmartContrast is a Philips technology that analyzes the contents you are displaying, automatically adjusting colors and controlling backlight intensity to dynamically enhance contrast for the best digital images and videos or when playing games where dark hues are displayed. When Economy mode is selected, contrast is adjusted and backlighting fine-tuned for just-right display of everyday office applications and lower power consumption.

## SmartImage



SmartImage is an exclusive leading edge Philips technology that analyzes the content displayed on your screen and gives you optimized display performance. This user friendly interface allows you to select various modes like Office, Photo, Movie, Game, Economy etc., to fit the application in use. Based on the selection, SmartImage dynamically optimizes the contrast, color saturation and sharpness of images and videos for ultimate display performance. The Economy mode option offers you major power savings. All in real time with the press of a single button!

## HDMI Ready



An HDMI-ready device has all the required hardware to accept High-Definition Multimedia Interface (HDMI) input. A HDMI cable enables high-quality digital video and audio all transmitted over a single cable from a PC or any number of AV sources (including set-top boxes, DVD players, A/V receivers and video cameras).

## Built-in speakers

A pair of stereo speakers built into a display device. It can be visible front firing, or invisible down firing, top firing, rear firing, etc depending on model and design.

## VESA mount

VESA pattern guarantees compatibility hundreds of innovative mounting solutions.

## Eco-friendly materials

"Philips is committed to use sustainable, eco-friendly materials across its display range. All body plastic parts, metal chassis parts and packing materials use 100% recyclable materials. In some selected models we utilize upto 65% post consumer recycled plastics. Strict adherence to RoHS standards ensure substantial reduction or elimination of toxic substances like Lead, for example. Mercury content in displays with CCFL backlight has been reduced significantly, while eliminated in displays with LED backlight completely. Visit Philips @ <http://www.asimpleswitch.com/global/> to learn more.



# Specifications

## Connectivity

- Signal Input: VGA (Analog ), DVI-D (digital, HDCP), HDMI (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): PC audio-in, Headphone out

## Picture/Display

- Panel Size: 31.5 inch / 80 cm
- Aspect ratio: 16:9
- LCD panel type: IPS-ADS LCD
- Backlight type: W-LED system
- Pixel pitch: 0.364 x 0.364 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 300 cd/m<sup>2</sup>
- Display colors: 16.7M
- Contrast ratio (typical): 1,200:1
- SmartContrast: 20,000,000:1
- Response time (typical): 3 ms (Gray to Gray)\*
- Viewing angle: 178° (H) / 178° (V), @ C/R > 20
- Picture enhancement: SmartImage
- Effective viewing area: 698.4 (H) x 392.85 (V)
- Scanning Frequency: 30 - 83 kHz (H) / 56 - 75 Hz (V)
- sRGB

## Convenience

- Built-in Speakers: 5 W x 2
- Plug & Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 8.1 / 8 / 7
- User convenience: SmartImage/Return, Input/Up, Menu/OK, Volume/Down, Power On/Off
- OSD Languages: Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Traditional Chinese, Turkish, Ukrainian, Brazil Portuguese, Czech
- Other convenience: Kensington lock, VESA mount (100x100mm)

## Power

- ECO mode: 18.69 W (typ.)

- Power supply: Built-in, 100-240VAC, 50-60Hz
- Off mode: < 0.3 W (typ.)
- On mode: 39.43 W (typ.) (EnergyStar 6.0 test method)
- Standby mode: < 0.5 W (typ.)
- Power LED indicator: Operation - White, Standby mode- White (blinking)

## Dimensions

- Packaging in mm (WxHxD): 863 x 581 x 186 mm
- Product without stand (mm): 726 x 435 x 88 mm
- Product with stand(max height): 726 x 495 x 180 mm

## Weight

- Product with packaging (kg): 8.59 kg
- Product with stand (kg): 6.30 kg
- Product without stand (kg): 5.20 kg

## Operating conditions

- Altitude: Operation: +12,000ft (3,658m), Non-operation: +40,000ft (12,192m)
- Temperature range (operation): 0°C to 40°C °C
- MTBF: 30,000 hour(s)
- Relative humidity: 20%-80 %
- Temperature range (storage): -20°C to 60°C °C

## Sustainability

- Environmental and energy: EnergyStar 6.0, RoHS
- Recyclable packaging material: 100 %
- Specific Substances: Mercury free

## Compliance and standards

- Regulatory Approvals: CCC, CEL, BSMI, PSB, CE Mark, RCM, VCCI, WEEE

## Cabinet

- Finish: Texture
- Foot: Black
- Front bezel: Black
- Rear cover: Black



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\* Response time value equal to SmartResponse