

Philips Signage Solutions  
LED Display

55"

Direct View LED

55BDL9018L



# Wow your audience

with seamless, fine pitch LED displays

Share your message with the most impactful LED video wall display. With an all in one, simple-to-deploy design, high brightness and completely seamless transitions in between these LED displays work in both small or large deployments.

#### **Optimized for public viewing**

- Designed for 24/7 operation for highest accuracy
- Ultra high refresh rate
- Developed for control room and broadcast activity

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

- TrueBlack LED's for more contrast and distinctive colors
- Built-in Video Controller included

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

- SmartPower for energy saving
- Installation made simple thanks to EasyInstall

#### **Operational flexibility**

- Show off completely seamless video walls with no bezels
- HDMI Daisy Chain

# PHILIPS

# Highlights

## Designed for 24/7 operation

Because business never sleeps, our signage displays are designed for 24/7 use for highest accuracy and critical environments. 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.

## Ultra High Refresh Rate

With an UltraHigh Refresh rate, Philips LED displays show off the cleanest, smoothest looking content. This guarantees that even live broadcasts for events and matches are extremely smooth, with little to no flickering even with non stop action on the display.

## TrueBlack

Using industry leading technology, Philips TrueBlack LED's deliver supreme contrast and deep black levels. This means more color uniformity and more "pop" to the colors on the screen.

## EasyInstall

Philips LED displays with EasyInstall are designed to simplify installation and maintenance. With a slim 54" cabinet, compatibility with the most widely used resolutions, and a uniform design, installation is a breeze. Plus, with it's long-duty cycle, continuous operation is ensured, even for the most demanding applications.

## ZeroBezel

Optimized for maximum exposure, the ZeroBezel LED video wall displays deliver a premier video wall solution. With completely seamless transitions between LED displays, scaleability is a breeze and you can easily upgrade to Full HD resolution.

## 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.

## HDMI Daisy Chain

Create a digital video wall with an HDMI daisy chain. Simply connect the HDMI Out port to an HDMI in of another display to create the most stunning video wall experience around.

## Built-in Video Controller

With the feature built-in videocontroller, there is no need for for an extra led video control.

## Developed for control room

Philips LED displays are specially developed for control rooms and broadcast activity.

# Specifications

## Connectivity

- Video input: HDMI (x2) (Lockable)
- Video output: HDMI (x2) (Lockable)
- External control: RJ45

## Picture/Display

- Diagonal screen size (metric): 137.7 cm
- Diagonal screen size (inch): 54.2 inch
- Aspect ratio: 16:9
- Panel resolution: 640 x 360, 1920 x 1080 (3x3)
- Pixel pitch: 1.8 mm
- Brightness: 1000 cd/m<sup>2</sup> (800 cd/m<sup>2</sup> calibrated) nit
- Brightness discrepancy: <2%
- Brightness & Chroma calibrated
- Color gamut (typical): Wide
- Contrast ratio (typical): >6000:1
- Viewing angle (horizontal): 160 degree
- Viewing angle (vertical): 140 degree
- Picture enhancement: Wide color gamut display
- Refresh Rate (V): 5100 Hz
- Chroma precision accuracy: 0.003
- Black between LED's: MicroGrid Shader technology

## Convenience

- Placement: Landscape (24/7)
- Signal loop through: HDMI daisy chain (up to FHD)
- Ease of installation: Carrying Handles
- Network control loop through: RJ45/RJ25
- Power Loop Through: For 230V environments: up to 6 pcs, for 110V environments: up to 3 pcs

## Power

- Consumption (On mode): 128 W {380 W Max}

## Dimensions

- Set Width: 1200 mm
- Product weight: 27.1 kg
- Set Height: 675 mm
- Set Depth: 99 mm
- Bezel width: 0.0 mm
- Corner Mount: 1165 x 650 mm (4xM6)

## Operating conditions

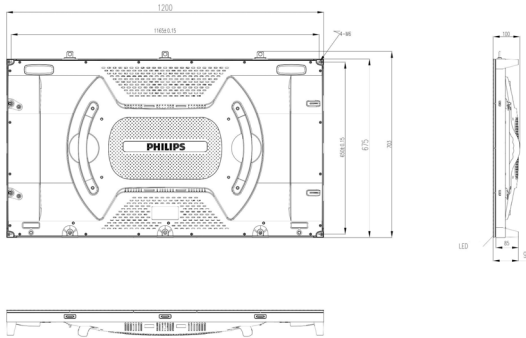
- Temperature range (operation): 0 ~ 40 °C
- Relative humidity: 20 ~ 80 %
- Temperature range (storage): -20 ~ 60 °C
- LED Lifetime: > 120,000 hour(s)

## Accessories

- Included Accessories: 3xhorizontal adjustment blocks, 3xvertical adjustment blocks, short HDMI daisy chain cable, short power daisy chain cable, short RJ25 daisy chain cable
- Optional accessories: Long HDMI daisy chain cable, Long power daisy chain cable, Long RJ25 daisy chain cable, Power connector cable, Spare LED module

## Miscellaneous

- Warranty: 3 year warranty
- Regulatory approvals: CE, UL/cUL, CB, FCC, Class A



Issue date 2024-03-25

Version: 1.0.1

EAN: 87 12581 74644 5

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