



Philips Signage Solutions  
Multi-Touch Display

32"

Edge LED Backlight  
Full HD  
Infrared, 6 Touchpoints

**Signage**Solutions

BDT3250EM

## More audience interaction

with the multi touch screen display

Deliver vital information or marketing messages to your audience in startling clarity. And thanks to the interactive touch screen, you can also engage your customer much closer than ever before.

### **Optimized for public viewing**

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

### **Supreme audience interaction**

- Infrared Touch
- True multi touch with 6 simultaneous touch points
- Compatible with all leading operating systems

### **Operational flexibility**

- Smart Control Software Suite
- Smart insert in the backcover to place a small pc

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

- SmartPower for energy saving

# PHILIPS

# Specifications

## Picture/Display

- Diagonal screen size: 31.55 inch / 80 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 400 cd/m<sup>2</sup>
- Contrast ratio (typical): 1400:1
- Dynamic contrast ratio: 7000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.36375 x 0.36375
- Display colors: 16.7 million
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Dynamic contrast enhancement, 3D MA deinterlacing

## Interactivity

- Multi-touch technology: Infrared touch
- Touch points: 6 simultaneous touch points
- Protection glass: 5 mm tempered safety glass

## 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 x1
- AV input: DVI-D x1, Component (BNC) x1, Composite (BNC) x1
- Other connections: Display Port, DVI Out, HDMI, AC-out, IR out, External loudspeaker connector, USB
- AV output: Audio (L/R) x1

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 800	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1366 x 768	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz
1920 x 1200	60Hz
1440 x 900	60Hz
800 x 600	60, 72, 75Hz

### Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
576i	50Hz
576p	50Hz

720p	50, 60Hz
1080i	50, 60Hz
1080p	50, 60Hz

## Convenience

- Placement: Portrait, Landscape
- Picture in picture: PBP, PIP, POP
- Network controllable: RJ45, RS232, HDMI (One Wire)
- Signal loop through: DVI, RS232, VGA, IR Loopthrough
- Energy saving functions: Smart Power
- Ease of installation: AC Out, Smart Insert
- Keyboard control: Hidden, Lockable
- Packaging: Reusable box
- Remote control signal: Lockable

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (On mode): 41.13 W (EnergyStar 6.0 test method)
- Standby power consumption: <0.5 W

## Dimensions

- Product weight: 19,8 kg
- VESA Mount: 400 x 200mm
- Bezel width: 38 mm
- Set dimensions (W x H x D): 779 x 471 x 78 mm

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): - 20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- Altitude: 0 ~ 3000 m
- MTBF: 50,000 hour(s)

## Sound

- Built-in speakers: 2 x 10 W RMS

## Accessories

- Included accessories: Touch Driver on USB, Remote Control, Batteries for remote control, AC Power Cord, VGA cable, USB cable, User manual on CD-ROM, Quick start guide

## Miscellaneous

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

# 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 LCD backlight, resulting in super high contrast ratio. It also gives superior color 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 degree, making it possible to view the display from almost any angle - even in portrait mode. IPS displays gives you remarkably crisp images with vivid colors, especially suitable for professional video wall and menuboard applications which demand color accuracy and consistent brightness at all times.

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

## Infrared Touch

With an invisible infrared grid on the top of the screen, you can enjoy amazing accuracy and fast response times, even when touched by a finger, glove or stylus. And no "ghost points".

## 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 color 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.

## Smart Insert

Professional PC's are part of most public signage installations. Quite often they increase the overall depth to 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.

## Software compatibility

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



Portrait Mounting



Lead Free



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\* Please note: Philips BDT multi-touch displays are based original BDL signage displays. The original BDL model number and serial number is activated in the OSD menu of the display. For regulatory approvals please refer to the original BDL model number.