



Philips Signage Solutions  
S-Line Display

37"

1920x540 resolution  
700cd/m<sup>2</sup>



37BDL3050S

## Go wide

### Stretched digital signage display

Widen the view. Widen your opportunities with Philips S-Line. With its unique 32:9 design and 1920x540 resolution, high-brightness output and versatile linking, the new stretched digital signage display shows more in less space.

#### Smart and robust

- Android: Run your own app or choose your favorite app to run
- Designed for 24/7 operation for highest accuracy
- Integrated media player. Easily schedule USB content

#### Versatile and impressive

- High brightness for clearer images
- Simple and powerful daisy chaining for multi-display setup
- Tiling mode. Create tiled set up of your choice

#### Ready for impact

- Operate, monitor and maintain with CMND & Control

# PHILIPS

# Specifications

## Connectivity

- Audio output: 3.5mm jack
- Video input: HDMI 2.0 (x1), USB 2.0 (x1), VGA (Analog D-Sub) (x1)
- Audio input: 3.5 mm jack
- Video output: HDMI 2.0 (x1)
- External control: IR (in/out) 3.5 mm jack, RJ45, RS232C (in/out) 2.5 mm jack

## Picture/Display

- Diagonal screen size (inch): 37 inch
- Aspect ratio: 32:9
- Panel resolution: 1920 x 540
- Pixel pitch: 0.47 x 0.47 mm
- Optimum resolution: 1920 x 540 @ 60 Hz
- Brightness: 700 cd/m<sup>2</sup>
- Display colors: Normally Black
- Contrast ratio (typical): 4000:1
- 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, De-interlacer, Progressive scan, 3D MA deinterlacing, Smart Picture, Color Temperature Adjustment, Color Enhancement, Noise Reduction
- Panel technology: AG
- Operating system: Android 8.0
- Placement: Landscape (24/7), Portrait (24/7)

## Convenience

- Signal loop through: RS232, HDMI, IR Loopthrough
- Network controllable: LAN (RJ45)

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 70 W
- Consumption (Max): 85 W
- Standby power consumption: <0.5W

## Supported Display Resolution

- Computer formats: 640 x 480, 60,67,75Hz, 720 x 400, 70Hz, 800 x 600, 60Hz, 832 x 624, 75Hz, 1024 x 768, 60Hz, 1152 x 870, 75Hz, 1280 x 720, 60Hz, 1280 x 1024, 60Hz, 1440 x 900, 60Hz, 1680 x

- 1050, 60Hz, 1920 x 1080, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 576p, 50Hz, 576i, 50Hz, 720p, 50, 60Hz, 1080i, 50, 60Hz, 1080p, 50, 60Hz

## Dimensions

- Set Width: 928.5 mm
- Product weight: 7.76 kg
- Set Height: 282.3 mm
- Set Depth: 48.7 mm
- Wall Mount: 400mm x 200mm, M6
- Bezel width: 12.4mm(T/B); 10.5mm(R/L)

## 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)

## Internal Player

- CPU: 2 x A53 + 2 x A73
- GPU: ARM Mali G51
- Memory: 2GB DDR3
- Storage: 8GB eMMC

## Accessories

- Included Accessories: AC Switch Cover, IR sensor cable (1.8 m) (x1), Philips logo (x1), Quick start guide (x1), Remote control & AAA batteries, RS232 daisy chain cable, AC power cord, RS232 cable, HDMI cable, Wall mount bolt x2

## Miscellaneous

- On-Screen Display Languages: Arabic, Dutch, Danish, English, French, Finnish, German, Italian, Japanese, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Simplified Chinese, Turkish, Traditional Chinese, Czech
- Warranty: 3 years warranty
- Regulatory approvals: CE, FCC, Class A, CB

# Highlights

## Powered by Android 8

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

## CMND & Control



Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## 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.

## High brightness (700 cd/m<sup>2</sup>)

Make a big impact in bright or semi-outdoor locations. This ultra-high-brightness 700 cd/m<sup>2</sup> display is perfect for attracting attention in large, busy areas that are subject to high ambient light.

## Integrated media player

Easily schedule content to play from USB. Your Philips Professional Display will wake from standby to play the content you want, and then return to standby once playback is done.

## HDMI Daisy chain

Link multiple displays with HDMI Daisy chain. Simply connect the HDMI Out port to a HDMI In of another display to create the most stunning experience around.

## Tiling mode

Connect two or more Philips professional displays to create a tiled set up with only one external device. A single player takes care of your custom content, no matter the number of displays.

