

Philips Signage Solutions  
Q-Line Display

32"

Direct LED Backlight  
Full HD

BDL3230QL



## Intensify your signage experience

with priceless smart performance

Deliver startlingly clear images in a more eco-friendly way. High on performance and reliability, yet low on power consumption, it is ideal for projects where there is no room for compromise.

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

- Connect and control your content via the cloud with HTML5
- Schedule what you want, when you want with SmartPlayer
- Free and easy-to-use content management with SmartCMS
- Save and play content with internal memory

### **Maximising the impact of your message**

- Manage and control your network remotely via SmartControl
- Full HD LED for brilliant images with incredible contrast

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

- SmartPower for energy saving
- Show clinical images consistently with D-image

# PHILIPS

# Highlights

## 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.

## SmartControl



SmartControl lets you remotely control and manage your network of displays via RJ45 and RS232C. Easily fine-tune all display settings including resolution, brightness, contrast and cloning of your settings over your complete network.

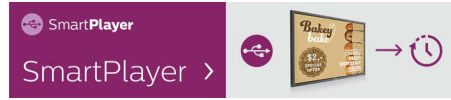
## SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser. Design your signage content online and connect it with a display or with your entire network. Simply plug in a RJ45 Internet cable

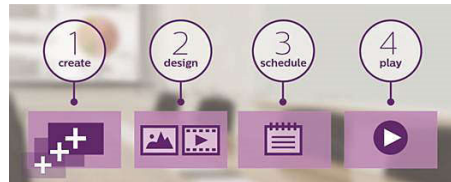
for network connection and connect the display with the dedicated URL address, and you are ready to play your cloud-based content.

## SmartPlayer



Turn your USB into a true cost-effective digital signage device. Simply save your content (video, audio, pictures) on your USB and plug into your display. Create your playlist and schedule your content via the on-screen menu, and enjoy your own playlists anytime, anywhere.

## SmartCMS



Free and easy-to-use content management system that works exclusively with Philips Signage Solutions displays to manage your digital signage content. With SmartCMS you can create and schedule your own content over 24 hours every day. Simply create your network, design your content and schedule your playlist, and you are ready to play!

## Full HD LED technology

Picture Quality matters. Standard displays deliver quality, but you expect more. Imagine crisp detail paired with high brightness,

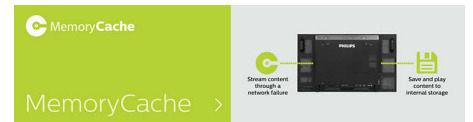
incredible contrast and realistic colours for a true-to-life picture.

## Clinical D-image



D-image helps you to review and diagnose clinical images with consistent and accurate display performance. To achieve reliable clinical interpretations, our professional displays are factory calibrated to give optimised greyscale standard display performance. D-image helps you to excel in every aspect of patient care.

## 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.

# Specifications

## Connectivity

- Audio output: Audio Left/Right (RCA)
- Video input: DVI-D, HDMI, VGA (Analogue D-Sub), Component (RCA), Composite (RCA)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Other connections: USB
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Picture/Display

- Diagonal screen size (metric): 80 cm
- Diagonal screen size (inch): 31.5 inch
- Aspect ratio: 16:9
- Panel resolution: 1920 x 1080p
- Pixel pitch: 0.36375 x 0.36375 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Display colours: approximately 16.77 million
- Contrast ratio (typical): 1400:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 8 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree
- DICOM: Clinical D-image

## Convenience

- Tiled Matrix: Up to 15 x 15
- Screen-saving functions: Pixel Shift
- Keyboard control: Hidden, Lockable
- Signal loop through: RS232, IR Loop through
- Energy-saving functions: Smart Power
- Network controllable: RS232, RJ45, One Wire (HDMI-CEC)
- Memory: 8 GB eMMC, Internal memory access
- Start-up: Switch on delay, Switch on status, Wake up on LAN
- Start-up window: enable/disable Philips logo

## Sound

- Built-in speakers: 2 x 10 W RMS

## Power

- Mains power: AC 100-240 V, 50-60 Hz
- Consumption (Typical): 57 W
- Standby power consumption: <math>\leq 0.5\text{ W}</math>

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 67, 72, 75 Hz, 800 x 600, 56, 60, 72, 75 Hz, 1024 x 768, 60 Hz,

- 1280 x 768, 60 Hz, 1280 x 800, 60 Hz, 1360 x 768, 60 Hz, 1366 x 768, 60 Hz, 1440 x 900, 60 Hz, 1600 x 1200, 60 Hz, 1920 x 1080, 60 Hz, 1920 x 1200, 60 Hz
- Video formats: 480i, 60 Hz, 480p, 60 Hz, 576p, 50 Hz, 576i, 50 Hz, 720p, 50, 60 Hz, 1080i, 50, 60 Hz, 1080p, 50, 60 Hz

## Dimensions

- Set Width: 726.5 mm
- Product weight: 5.20 kg
- Set Height: 425.4 mm
- Set Depth: 63.6 mm
- Set Width (inch): 28.6 inch
- Set Height (inch): 16.75 inch
- Wall Mount: 100 x 100 mm, 200 x 200 mm, M4
- Set Depth (inch): 2.5 inch
- Bezel width: 11.9 (TLR)/17.2 (B) mm
- Product weight (lb): 14.74 lb

## Operating conditions

- Temperature range (operation): 5 ~ 40 °C
- MTBF: 50,000 hour(s)
- Relative humidity: 20 ~ 80 %
- Temperature range (storage): -20 ~ 60 °C

## Multimedia Applications

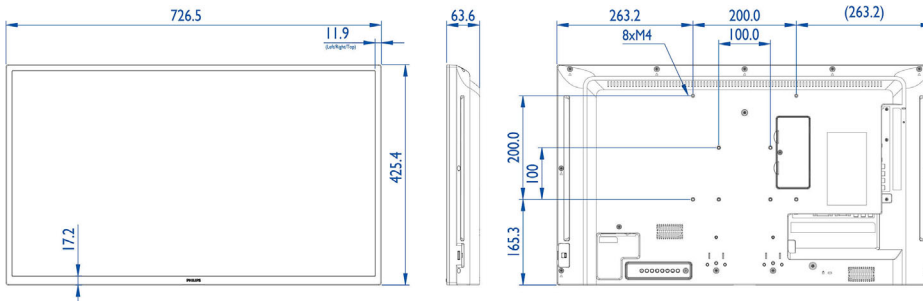
- USB Playback Video: 3G2, 3GP, ASF, ASX, AVI, DAT, F4V, FLV, M2TS, M4V, MK3D, MKV, MOV, MP4, MPE, MPEG, MPG, MTS, QT, TRP, TS, TTS, VOB, WEBM, WMV, Xvid
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Audio: AAC, AC3, AIF, AIFF, AMR, EC3, M4A, MP3, OGA, OGG, WAV, WMA

## Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, RS232 cable, Quick start guide, Warranty Leaflet

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Japanese, Polish, Russian, Spanish, Simplified Chinese, Turkish, Traditional Chinese
- Warranty: 3 year send-back warranty or warranty replacement shipment (Do not include removing and installing the display.)
- Regulatory approvals: CE, UL/cUL, CCC, C-Tick, CB, BSMI, EPA, CECP, GOST



Issue date 2024-03-24

Version: 7.2.1

EAN: 87 12581 73727 6

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