



Philips Signage Solutions  
Multi-Touch Display

55"

Powered by Android  
Multi-touch



55BDL3452T

## Engage them

20-point Multi-Touch display.

Inspire collaboration. Deliver information. This responsive Philips Multi-Touch Professional Full HD Display is ideal for multi-finger, multi-user applications—from wayfinding to presentations. Up to 10 touch points can be active at once.

### Versatile system solution

- Energy-saving automatic backlight control
- FailOver ensures content is always playing
- Internal memory. Upload content for instant play
- Simplified user interaction with kiosk mode

### Effortless setup. Total control.

- Operate, monitor and maintain with CMND & Control
- CMND & Create. Develop and launch your own content
- CMND & Deploy. Install and launch apps remotely

### Superb picture. Responsive touchscreen.

- Android SoC processor. Native and web apps
- UHD Clear images. Crisp contrast

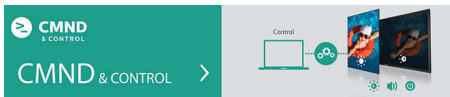
**PHILIPS**

# Highlights

## CMND & Deploy

Quickly install and launch any app—even when you're off-site and working remotely. CMND & Deploy lets you add and update your own apps, as well as apps from the Philips Professional Display App Store. Simply scan the QR code, log in to the store, and click on the app you want to install. The app is automatically downloaded and launched.

## CMND & Control



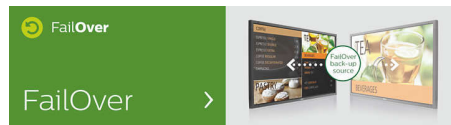
Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## CMND & Create



Take control of your content with CMND & Create. A drag-and-drop interface makes it simple to publish your own content—whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure your stills, text, and video will be up and running in no time.

## FailOver



From waiting room to meeting room, never show a blank screen. FailOver lets your Philips Professional Display switch automatically between primary and secondary inputs

ensuring content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## Internal memory

Save and play content without the need for a permanent external player. Your Philips professional display has an internal memory, which allows you to upload media into the display for instant playback. The internal memory also functions as a cache for online streaming.

## 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.

# Specifications

## Picture/Display

- Diagonal screen size (metric): 138.8 cm
- Diagonal screen size (inch): 55 inch
- Aspect ratio: 16:9
- Panel resolution: 3840 x 2160
- Pixel pitch: 0.315(H)x0.315(V)mm
- Optimum resolution: 3840 x 2160 @ 60 Hz
- Brightness: 400 cd/m<sup>2</sup>
- Display colors: 1.07 B
- Contrast ratio (typical): 1300:1
- 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, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement
- Surface treatment: Anti-Glare coating
- Panel technology: IPS
- Operating system: Android 8.0

## Connectivity

- Audio output: 3.5mm jack
- Video input: DVI-D (x1), HDMI 2.0 (x2), USB 2.0 Type A (x2), USB 2.0 Type B (x1), VGA (Analog D-Sub) (x1)
- Audio input: 3.5 mm jack
- Other connections: micro SD, OPS
- External control: RJ45, IR (in/out) 3.5 mm jack, RS232C (in/out) 2.5 mm jack

## Convenience

- Placement: Landscape (18/7), Portrait (18/7)
- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: IR Loophrough, RS232
- Energy saving functions: Smart Power
- Network controllable: RS232, RJ45

## Sound

- Built-in speakers: 2 x 10W

## Power

- Mains power: 100 ~ 240 VAC, 50/60Hz
- Consumption (Typical): 140 W
- Consumption (Max): 270 W
- Standby power consumption: <0.5W
- Power Saving Features: Smart Power
- Energy Label Class: G

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 67, 72, 75Hz, 800 x 600, 56, 60, 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, 1440 x 900, 60Hz, 1600 x 1200, 60Hz, 1920 x 1080, 60Hz, 1920 x 1200, 60Hz, 720 x 400, 70Hz, 800 x 600, 60, 72, 75Hz, 3840 x 2160, 60 Hz, 50 Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 576p, 50Hz, 576i, 50Hz, 720p, 50, 60Hz, 1080i, 50, 60Hz, 1080p, 50, 60Hz, 1080i, 25, 30Hz, 480i, 30, 60Hz, 576i, 25, 50Hz, 3840 x 2160, 24, 25Hz, 3840 x

2160, 30Hz

## Dimensions

- Set Width: 1272.6 mm
- Product weight: 27.0 kg
- Set Height: 743.4 mm
- Set Depth: 75.5(D@Wall mount)/81.7(D@OPS Cover) mm
- Set Width (inch): 50.10 inch
- Set Height (inch): 29.27 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 2.97(D@Wall mount)/3.22(D@OPS Cover) inch
- Bezel width: 16.3 mm(T/R/L/B)
- Product weight (lb): 59.52 lb

## 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% (without condensation)
- Humidity range (storage) [RH]: 5 ~ 95% (without condensation)

## Multimedia Applications

- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV
- USB Playback Picture: BMP, GIF, JPEG, JPG, PDF
- USB Playback Audio: AAC, AIF, AIFF, ASF, LPCM, M3U, M4A, MP3, MP4, WAV, WMA

## Internal Player

- CPU: 2 x A53 + 2 x A73
- GPU: ARM Mali G51
- Memory: 2GB DDR3, 8GB
- Wifi: 2.4 G, 5 G

## Accessories

- Included Accessories: Cleaning cloth (x1), IR sensor cable (1.8 m) (x1), Philips logo (x1), Power supply cable (3 m), Quick start guide (x1), Remote control & AAA batteries, RS232 cable (3 m) (x1), RS232 daisy chain cable (x1), USB Cover and screw x1
- Stand: Universal Stand (Large size)(Optional)

## Miscellaneous

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

## Interactivity

- Multi-touch technology: IRHE
- Touch points: 20 simultaneous touch points
- Plug and play: HID compliant
- Protection glass: 3 mm tempered safety glass



Issue date 2024-10-28

Version: 2.0.1

EAN: 87 12581 77389 2

© 2024 Koninklijke Philips N.V.  
All Rights reserved.

Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips N.V.  
or their respective owners.

[www.philips.com](http://www.philips.com)