

Philips Signage Solutions  
D-Line Display

55"

Powered by Android  
450cd/m<sup>2</sup>

55BDL4050D



## Inform. Effortlessly

Smart, powerful 24/7 display.

Make it clear with a powerful D-Line professional FHD display. This responsive solution offers brilliant picture quality, simple control, and reliable connectivity. Even in areas that are hard to network.

### **Brilliant picture. Blazing processor speed.**

- Android SoC processor. Native and web apps
- Full HD. Clear images. Crisp contrast
- IPS panel: rich color consistency from every angle
- Place in landscape or portrait orientation

### **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
- Proof of Play for Android content. Know what's playing
- Integrated mPCIe slot for optional 4G/LTE module

### **Cost-effective system solution**

- Energy-saving automatic backlight control
- Integrated HTML5 browser. Play and control online content
- Internal memory. Upload content for instant play

# PHILIPS

# Highlights

## Powered by Android

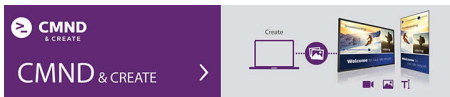
Control your display via an Internet connection. Android-powered Philips Professional Displays are optimized for native Android apps, and you can install web apps directly to the display too. A new Android OS ensures the software is kept secure and remain to the latest specification for longer.

## 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.

## 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.

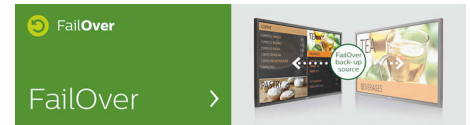
## CMND & Deploy

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.

## Integrated mPCIe slot

Easily connect 4G/LTE modules to your Philips professional display. The integrated mPCIe slot enables your display to communicate with other devices that share the same wireless connectivity. Invaluable if you're installing displays in locations such as banks or government buildings, where you cannot get onto the local network.

## 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.

## Proof of Play

Be sure your Android-powered Philips Professional Display is showing the right content-even when you're not there. When playing content via the embedded media player, you can set up your display to take automatic screenshots at regular intervals. Screenshots are stored on the display's internal memory, and you can choose to receive them via email.

# Specifications

## Picture/Display

- Diagonal screen size (metric): 138.8 cm
- Diagonal screen size (inch): 54.64 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 450 cd/m<sup>2</sup>
- Display colors: 16.7 million
- Contrast ratio (typical): 1100:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 12 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, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan
- Operating system: Android 4.4.4

## Connectivity

- Audio output: Audio Left/Right (RCA), Ext. speaker cntrl (aud. out)
- Video input: DisplayPort (1.2), HDMI (x2), DVI-D, USB, VGA (via DVI)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Other connections: mPCIe, micro SD, micro USB, USB power outlet (5 V. 2 amp)
- Video output: DisplayPort, DVI-I, VGA (via DVI-D)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Tiled Matrix: Up to 15 x 15
- Screen saving functions: Pixel Shift, Low Bright
- Keyboard control: Hidden, Lockable
- Signal loop through: DVI, VGA, RS232, IR Loopthrough, DisplayPort
- Energy saving functions: Smart Power
- Network controllable: RJ45, RS232, One Wire (HDMI-CEC), HDMI (One Wire)

## Sound

- Built-in speakers: 2 x 10W RMS

## Power

- Consumption (EPA 6.0): 64 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz

- Consumption (Typical): 76 W
- Standby power consumption: <math>\leq 0.4</math> W

## Supported Display Resolution

- Computer formats: 1920 x 1080, 60Hz, 1440 x 900, 60Hz, 1366 x 768, 60Hz, 1360 x 768, 60Hz, 1280 x 800, 60Hz, 1280 x 768, 60Hz, 1024 x 768, 60Hz, 800 x 600, 56, 60, 72, 75Hz, 640 x 480, 60, 67, 72, 75Hz
- Video formats: 1080p, 50, 60Hz, 1080i, 50, 60Hz, 720p, 50, 60Hz, 576i, 50Hz, 576p, 50Hz, 480p, 60Hz, 480i, 60Hz

## Dimensions

- Set Width: 1231.9 mm
- Product weight: 18.0 kg
- Set Height: 711.2 mm
- Set Depth: 45.72 mm
- Set Width (inch): 48.5 inch
- Set Height (inch): 28.0 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 1.8 inch
- Bezel width: 9.5 mm (T/L/R) 15.6mm (B)
- Product weight (lb): 39.68 lb

## Operating conditions

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

## 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, M4A, MP3, WAV, WMA, ASF, LPCM, M3U, MP4

## Internal Player

- CPU: Quad Core Cortex A9 1.8GHz
- GPU: ARM Mali400 Quad Core 533MHz
- Memory: 2GB DDR3
- Storage: 16GB EMMC

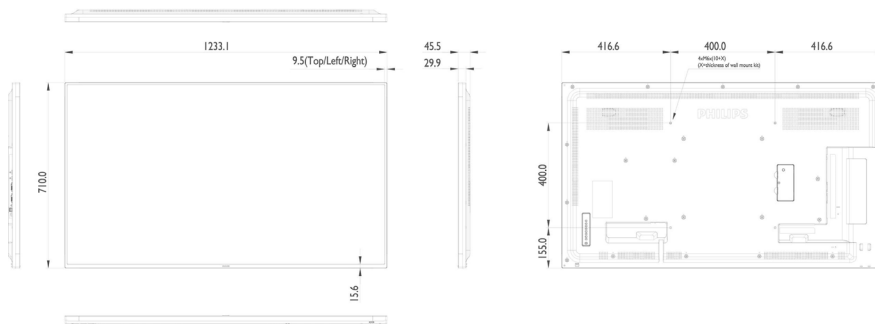
## Accessories

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

- Optional accessories: ColourCalibrationKit (CCK4602)
- Stand: Universal Stand (Large size) (Optional)

## Miscellaneous

- On-Screen Display Languages: English, French, German, Spanish, Polish, Turkish, Russian, Italian, Simplified Chinese, Traditional Chinese, Arabic, Japanese, Danish, Dutch, Finnish, Norwegian, Portuguese, Swedish
- Warranty: 3 year warranty
- Regulatory approvals: EnergyStar 7.0, CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST, BSMI, CB, J-Moss, PSE, VCCI



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