

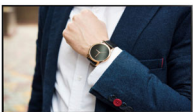


Philips Signage Solutions  
D-Line Display

55"

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

**SignageSolutions**



55BDL4051D

## Chasing innovation

powered by Android

Amaze your guests with a smarter, faster, signage display. With integrated WiFi and designed for running Android apps, it's the next evolution in signage solutions.

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

- Android: Run your own app or choose your favorite app to run
- Enhance your connectivity with an integrated mPCIe slot.
- Integrated WiFi
- Save and play content with internal memory

### **Maximizing the impact of your message**

- CMND: Take control of your displays
- Create and update content with CMND & Create
- Manage settings of multiple displays with CMND & Control
- Connect and control your content via the cloud

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

- Ensure your content is running with automatic screenshots
- Keep your content up and running with FailOver
- SmartPower for energy saving

**PHILIPS**

# Highlights

## Powered by Android

With Android OS integrated into the display, you can work with the most developed OS on the planet and save your own app directly into the display. Or, choose from the large library of Android apps and play content from there. With the built-in scheduler, you can daypart your apps and content based on your customer and time of day and with the auto orientation feature, showing content in portrait or landscape is as simple as turning the display.

## PCI Slot

With an integrated PCI slot, you can connect a WiFi/bluetooth or 4G LTE module, allowing for even greater communication with the display. Machine to machine communication is also enhanced, with numerous configurations available for customers to use, such as the ability to expand product features or signal-handling capability.

## 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.

## Proof of Play

Content is king, and with the automatic screenshot feature, you can make sure that your content is up and running at all times. Screenshots are taken throughout the day, which are then stored in the FTP server. From

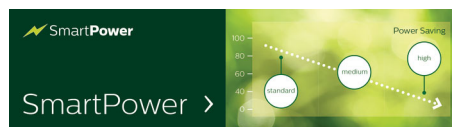
there, the screenshots can be viewed no matter when, or where you are.

## FailOver



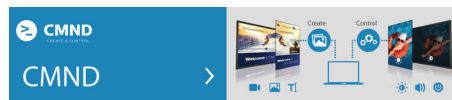
Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides content protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver connection and your ready for instant protection.

## 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.

## CMND



A robust display management platform, CMND puts the power back into your hands. Update and manage content with CMND & Create or control your settings with CMND & Control. It's all possible with CMND.

## CMND & Control



With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customize and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

## CMND & Create



Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you'll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

## SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium based browser, design your content online and connect a single display, or your complete network. Show content in both landscape and portrait mode, with fullHD resolution. Streaming content can also be shown in a PIP (picture-in-picture) window. Simply connect the display to the internet using WiFi or with an RJ45 cable, and enjoy your own created playlists

# Specifications

## Picture/Display

- Diagonal screen size: 54.64 inch / 138.8 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 450 cd/m<sup>2</sup>
- Contrast ratio (typical): 1100:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 12 ms
- Pixel pitch: 0.63 x 0.63 mm
- 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, 3D MA deinterlacing, Progressive scan
- Panel technology: IPS
- Placement: Landscape, Portrait

## Connectivity

- Video input: HDMI (x2), Display Port1.2 (x1), DVI-I (x 1)
- Video output: DisplayPort 1.2 (x1), DVI-I (x1)
- Audio input: 3.5 mm jack
- Audio output: 3.5mm jack
- Other connections: mPCIe, micro SD, micro USB, USB 2.0, USB 3.0
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
1920 x 1080	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
800 x 600	56, 60, 72, 75Hz
640 x 480	60, 67, 72, 75Hz
1024x768	60,70Hz
1152 x 864	60, 70, 75Hz
1152 x 900	66Hz
1280 x 720	60,70Hz
1280 x 768	60Hz, 75Hz
1280 x 800	60,75Hz
1280 x 960	60Hz
1280x1024	60,67,75Hz
1400 x 1050	60, 75Hz
1440 x 1050	60Hz
1440 x 900	60, 75Hz
1600 x 1200	60Hz
1600 x 900	60Hz
1680 x 1050	60Hz
1920 x 1200	60Hz
640 x 350	70Hz
720 x 400	70Hz
832 x 624	75Hz
848 x 480	60Hz
960x720	75Hz

### Video formats

Resolution	Refresh rate
1080p	50, 60Hz
1080i	50, 60Hz
720p	50, 60Hz
576i	50Hz
576p	50Hz

480p 60Hz  
480i 60Hz

## Dimensions

- Set dimensions (W x H x D): 1233.4 x 710.3 x 45.5 mm
- Set dimensions in inch (W x H x D): 48.56 x 27.96 x 1.79 inch
- Bezel width: 9.6 mm (T/L/R), 15.7 mm (B)
- Product weight (lb): 39.68 lb
- Product weight: 18.0 kg
- Wall Mount: 400 x 400 mm, M6

## Convenience

- Tiled Matrix: Up to 15 x 15
- Keyboard control: Hidden, Lockable
- Signal loop through: DVI, RS232, IR Loophthrough, DisplayPort
- Network controllable: RJ45, RS232
- Screen saving functions: Pixel Shift, Low Bright
- Picture in picture: PIP

## Power

- Standby power consumption: <0.5 W
- Mains power: AC (100 ~ 240 V) , 2.5A
- Consumption (Typical): 85 W
- Consumption (On mode): 150W (max)

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Altitude: 0 ~ 3000 m
- MTBF: 50,000 hour(s)
- Humidity range (operation)[RH]: 20 ~ 80% RH (No condensation)
- Humidity range (storage) [RH]: 5 ~ 95% RH (No condensation)

## Sound

- Built-in speakers: 2 x 10W RMS

## Accessories

- Included accessories: Remote Control, Batteries for remote control, Quick start guide, RS232 cable, AC Power Cord
- Stand: BM05922 (Optional)
- Included Accessories: Edge Alignment Kit (1)-2pcs, Edge Alignment Kit (2)-1pcs, M2 Screw (x2), M3 screw (x1), Philips logo (x1), RS232 daisy-chain cable, SD card cover (x1), Thumb Screw (x8)

## Multimedia Applications

- USB Playback Audio: AAC, M4A, MP3, WMA
- USB Playback Picture: BMP, JPEG, JPG, PNG
- USB Playback Video: MKV, MP4, MPEG, MPG, TS, VOB, WMV, ASF, AVI, DAT, FLV

## 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
- Regulatory approvals: CE, UL/cUL, BSMI, CB, EAC,

- EMF, EnergyStar 8.0, FCC, Class A, PSB
- Warranty: 3 year warranty

## Internal Player

- CPU: Dual-Core Cortex-A72 @2GHz, Quad-Core Cortex-A53 @ 1.5GHz, RK3399
- GPU: ARM Mali-T860 MP4
- Memory: 4GB DDR3
- Storage: 16GB EMMC
- Operating system: Android 7.1.2
- Wifi: 2T2R, 802.11 ac/a/b/g/n, WCOT07R2201



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EAN: 87 12581 75395 5

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