

Philips  
LCD monitor

140 cm (55")  
multimedia  
Full HD

BDT5530EM



## More audience interaction

with the touchscreen 140-cm (55") LED Display

Deliver vital information or marketing messages to your audience in startling clarity. And thanks to the interactive touchscreen, you can also engage your customer much more closely than ever before.

### Lower total cost of ownership

- SmartPower for energy saving
- Edge LED Backlight

### Optimised for public viewing

- Slim bezel design for a stylish look

### Operational flexibility

- Optical IR Touch
- 32 Touch Points
- Compatible with all leading operating systems
- Smart insert in the back cover to place a small PC

### Sustainable and safe

- Temperature sensor measures the health condition
- Complies with RoHS standards of care for the environment

**PHILIPS**

LCD monitor  
140 cm (55") multimedia, Full HD

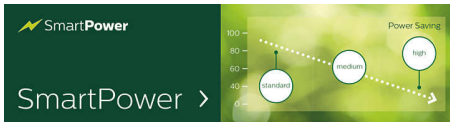
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# Highlights

## Edge LED Backlight

Experience an even dispersion of light with cutting edge LED technology. White LED's (light emitting diodes) are positioned around the rim of the panel to give a more even spread of light. This results in even lower power consumption, less heat to dissipate and a true, uniform colour range.

## 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.

## Smart Insert

Professional PCs are part of most public signage installations. Quite often they increase the overall depth of the display and cause a lot of cable clutter. So we have designed this

display with Smart insert in the back cover, which is ideal for the integration of a professional small form factor PC. On top of that, the cable management system offers a great solution to keep your cables neat and professional-looking.

## Compliant with RoHS standards

Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

## Temperature sensor

This public display contains a temperature sensor to monitor the internal health condition. If the internal temperature exceeds the pre-set threshold, two internal fans will be automatically activated to cool down the display to normal conditions.

## 32 Touch Points

Enjoy amazing functionality with 32 touch points on this touch screen. More flexibility and optimum performance combine with excellent operability opportunities to give you the ultimate in user interaction.

## Optical IR Touch

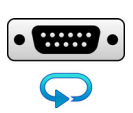
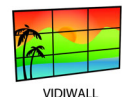
With an invisible infrared grid on the top of the screen, you can enjoy amazing accuracy and fast response times, even when touched by a finger, glove or stylus. And no "ghost points".

## Slim bezel

A slim bezel design adds a stylish look to a public display to blend in nicely in just about any environment. Furthermore, this design makes the display ideal for tiled matrix video walls.

## Software compatibility

Our touch displays are software-independent and support Windows 8, Windows 7, Vista, XP, Mac OS and Linux.



# Specifications

## Picture/Display

- Diagonal screen size (metric): 138.6 cm
- Diagonal screen size (inch): 54.6 inch
- Aspect ratio: 16:9
- Panel resolution: 1920 x 1080p
- Pixel pitch: 0.21 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m<sup>2</sup>
- Display colours: 1.07 Billion
- Contrast ratio (typical): 4000:1
- Response time (typical): 6.5 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

## Connectivity

- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x 1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: HDMI x 1, Audio (L/R) x 2, Composite (BNC) x 1, S-video x 1
- Other connections: Component RCA x1

## Convenience

- Placement: Portrait, Landscape
- Picture in picture: PIP
- Tiled Matrix: Up to 5 x 5
- Screen-saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: RS232, VGA
- Ease of installation: AC Out, Carrying Handles, Smart Insert
- Energy-saving functions: Ambient light sensor, Smart Power
- Safety control functions: Heat Control, Temperature Sensor
- Network controllable: RS232
- Packaging: Reusable box

## Sound

- Built-in speakers: 2 x 12 W RMS

## Power

- Mains power: 90-264 V/AC, 50/60 Hz
- Standby power consumption: <1 W

## 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

- Bezel thickness: 24.6 mm/0.95"
- Set Width: 1350 mm
- Product weight: 37 kg
- Set Height: 815 mm
- Set Depth: 59 mm
- Wall Mount: 400 x 400 mm

## Technical specifications

- Touchpoints: 32 Simultaneous Touch points, IR Touch Screen s

## Operating conditions

- Temperature range (operation): 0 - 40 °C
- MTBF: 60,000 hour(s)
- Relative humidity: 5 - 90 %

## Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide

## Miscellaneous

- Bezel: Metallic Anthracite
- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Warranty: Europe/North America: 3 years
- Regulatory approvals: CE, FCC, Class B, CCC, RoHS, UL/cUL

## Packaging dimensions

- EAN: 87 12581 63245 8
- Number of products included: 1
- Packaging type: Carton

