



Philips Signage Solutions  
P-Line Display

55"

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

**Signage**Solutions

55BDL5055P

## Innovation on Display

powered by Android

Show how much you care with this 24/7, Android-powered display.

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

- Android: Run your own app or choose your favourite app to run
- Enhance your connectivity with an integrated mPCIe slot.
- Save and play content with internal memory
- Optional OPS Insert to create an all-in-one solution

### **Maximising 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

P-Line Display  
55" Powered by Android, 500 cd/m<sup>2</sup>

# 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 Wi-Fi, 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.

## 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.

## 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,

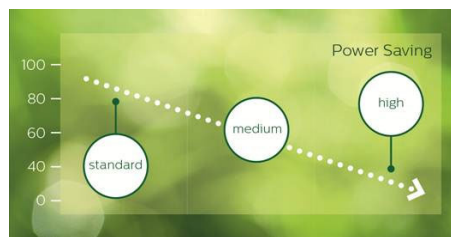
ensuring that your media stays up even if the network goes down.

## FailOver



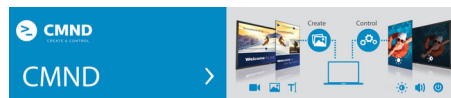
Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides content protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically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

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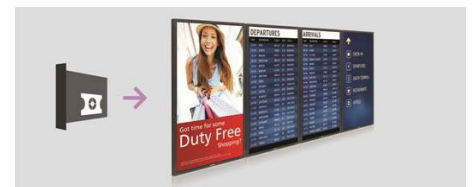
Create or control your settings with CMND & Control. It's all possible with CMND.

## CMND and 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 customise and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

## OPS Insert



Turn your display into an all-in-one digital signage solution and create a display network that is connected, intelligent and secure. Open Pluggable Specification (OPS) is an industry-standard slot into which you can add an OPS-standardised media player. This cable-free solution gives you the ability to install, use or maintain your hardware whenever you need to.

## CMND and 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.

# Specifications

## Picture/Display

- Diagonal screen size: 54.64 inch / 138.8 cm
- Panel resolution: 1920 x 1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.63 x 0.63 mm
- Display colours: 1.07 billion
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D MA Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan

## Connectivity

- Video input: DisplayPort (1.2), HDMI (x 2), DVI-D, VGA (via DVI)
- Video output: DisplayPort, DVI-I
- Audio input: 3.5-mm jack
- Audio output: 3.5 mm jack
- Other connections: mPCIe, micro SD, micro USB, USB power outlet (5 V. 2 amp), OPS, USB, type A, USB, type B
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack
- Optional WiFi functionality: requires WiFi module and external antennas

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
3840 X 2160	30 Hz (Tiling)
1920 x 1080	60 Hz
1440 x 900	60 Hz
1366 x 768	60 Hz
1360 x 768	60 Hz
1280 x 800	60 Hz
1280 x 768	60 Hz
1024 x 768	60 Hz
800 x 600	56, 60, 72, 75 Hz
640 x 480	60, 67, 72, 75 Hz

### Video formats

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

480p	60 Hz
480i	60 Hz

## Dimensions

- Set dimensions (W x H x D): 1228.6 x 699.4 x 56.8 mm
- Set dimensions in inch (W x H x D): 48.4 x 27.6 x 2.3 inch
- Bezel width: 6.5 mm
- Product weight (lb): 55.6 lb
- Product weight: 25.2 kg
- VESA Mount: 400 x 400 mm, M6

## Convenience

- Placement: Landscape, Portrait
- Tiled Matrix: Up to 15 x 15
- Keyboard control: Hidden, Lockable
- Signal Loop Through: IR Loop through
- Network controllable: RJ45, HDMI (One Wire)
- Energy-saving functions: Smart Power
- Screen-saving functions: Pixel Shift, Low Bright
- Ease of installation: AC Out, Smart Insert

## Power

- Standby power consumption: <0.5 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 110 W
- Consumption (EPA 7.0): 90.93 W

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80(operation), 5 - 95(storage) %
- Altitude: 0 ~ 3000 m
- MTBF: 60,000 hour(s)

## Sound

- Built-in speakers: 2 x 10 W RMS

## Accessories

- Included accessories: Remote Control, Batteries for remote control, Quick start guide, RS232 cable, AC Power Cord, Edge alignment pins, Edge alignment plates
- Optional accessories: ColourCalibrationKit (CCK4601)
- Included Accessories: Logo guide, Philips logo, RS232 daisy-chain cable, Thumb Screw
- Stand: BM04642/00

## Multimedia Applications

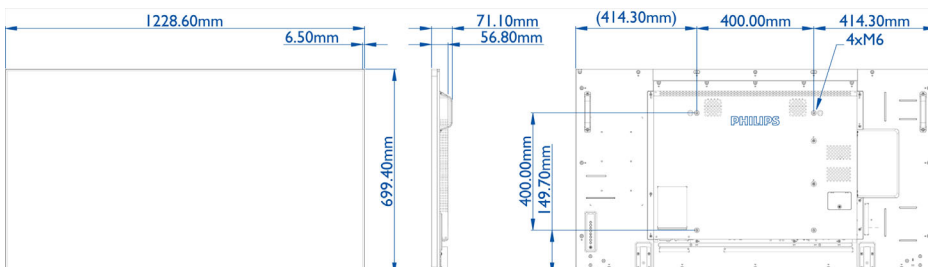
- USB Playback Audio: AAC, AIF, AIFF, M4A, MP3, WAV, WMA, ASF, LPCM, M3U, MP4
- USB Playback Picture: BMP, GIF, JPEG, JPG, PDF
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV

## 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: EnergyStar 7.0, CE, FCC, Class B, CCC, BSMI, CB, PSE, VCCI, CECP, EAC, PSB, UL
- Warranty: 3-year warranty

## Internal Player

- CPU: Octacore Cortex A53 1.5 GHz
- GPU: PowerVR SGX6110
- Memory: 2 GB DDR3
- Storage: 16 GB EMMC



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EAN: 87 12581 74224 9

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