



Philips Signage Solutions
LED Display

31"

Direct View LED



31BDL7524L

Unleash your imagination even more

LED Display for every form and shape

No limits. No boundaries. The Philips L-Line 7000 series is an LED signage solution for endless possibilities in shape and size. Seamless linking and multiple size options enable truly unique displays of any dimension for perfect results.

Next-level performance

- Dynamic Panel Connect
- Factory calibrated
- Philips Active Health Monitoring
- High-brightness LED panel

Endless possibilities

- Available in 3 dimensions
- Dynamic Power Saving
- Optional bevelled corners allow curved displays
- Seamless linking for perfect imagery

Ready for impact

- Conformal coating and ingress protection
- Forms any shape, L-shape corner or curvature
- Fire retardant design

PHILIPS

Highlights

Optional easy-mount brackets

Patented easy-mount brackets make installation even faster. These optional items are available for flat LED mounting, convex curved (177.5/175/172.5 degree) and L-shape 90 degree corners.

Ingress protection

Dust, dirt, fungus and moisture resistant conformal coating protects this product and enables easier maintenance. IP30 rated and certified against ingress for reduced chance of short circuit from dust and corrosion.

Dynamic Panel Connect

Mix and match each of the Philips L-Line 7000 LED panel sizes to form a single display of any shape and dimension. Dynamic flexible alignment pins ensure a perfect fit in any circumstance — resulting in a smooth, seamless display surface. For added convenience and efficiency, each LED panel features openings on each side to allow for versatile wired connection between the LED panels and any external input connection. Openings on the top and bottom of the LED panel can be popped out in case access is only available from the top or bottom of the panel.

Dynamic Power Saving

Philips Professional LED Displays use high-performance LEDs, which are tested thoroughly, energy efficient and cost effective.

Furthermore, enhanced technology allows the display to dynamically save on power consumption.

Factory calibrated

Every Philips L-Line LED panel is calibrated in our factory under perfect circumstances. That means that there's no need for further calibration on location, resulting in quicker installations. Calibration and configuration files are available to ensure fast maintenance.

Fire retardant design

Fire retardant design slows down the spread of flames in the event of fire, and help protect the structural integrity of the LED panel in case of fire. Tested and certified with Fire Safety Certifications.

L-shape corner or curvature

The Philips L-Line 7000 series LED panels come with a height of 25 cm and are available in 50 cm, 75 cm and 100 cm widths. These displays are ready to be installed in any landscape format with no limitations to size. Also available with bevelled corners to form curved designs in both convex and concave formats.

High-brightness LED panel

Visualise all kinds of content in any setting. Make a big impact with crisp and clear messaging in bright locations, such as shop-

front windows or places subject to direct sunlight. This high bright LED panel is perfect for attracting attention in large, busy areas that are subject to high ambient light.

Optional bevelled corners

Create bezel-free displays of any shape, size or resolution. The modular design of Philips Professional LED panels means you can adapt to any space. Build vast, immersive installations or assemble intriguing patterns. Easily create displays that flow seamlessly around doorways and other openings. Even corners and curved displays become easy to create with the new Philips 7000 series.

Active Health Monitoring

Achieve perfection through precision. Active Health Monitoring makes maintenance fast, simple and predictable by displaying the exact item of failure and location. Utilising this software that works in real-time both online and offline, replacing the relevant part becomes an efficient process and a must for display owners with many geographical locations.

Perfect imagery

Your Philips Professional LED Display features built-in cable wiring to keep power and data cables tidy. Display panels are daisy-chained for both power and data, allowing you to minimise clutter and speed up installation.

Specifications

Picture/Display

- Aspect ratio: 3:1
- Brightness uniformity: $\geq 97\%$
- Brightness after calibration: 2750 nits
- Brightness before calibration: 3500 nits
- Calibration (brightness/colour): Supported
- Colour temperature adjust range: 4000~9500 K (by software)
- Colour temperature default: 6500 \pm 500 K
- Contrast ratio (typical): 11000:1
- Viewing angle (horizontal): 160 degree degree
- Viewing angle (vertical): 155 degree degree
- Picture enhancement: Wide colour gamut display
- Placement: Landscape
- Frame frequency (Hz): 50 & 60
- Refresh rate (Hz): 2100~3900 (14 bits: 3900 Hz)
- Usage: Indoor

Convenience

- Ease of installation: Guide pins, Light weight
- Power loop through: For 230 V environments: 12 cabinets or less, for 110 V environments: 6 cabinets or less, 10 A max
- Signal control loop through: RJ45

Power

- Input voltage: AC100~240 V (50 and 60 Hz)
- Black screen power cons. (W): ≤ 10
- Max. power cons. AC (W): ≤ 118.4
- Max. power cons. BC (W): ≤ 153.6
- Typical power cons. (W): ≤ 39.5

Operating conditions

- Temperature range (operation): -20~45 °C
- Temperature range (storage): -20~50 °C
- Humidity range (operation)[RH]: 10~80%
- Humidity range (storage) [RH]: 10~85%

Cabinet

- Cabinet area (m²): 0.1875

- Cabinet pixels (Dot): 32.448
- Cabinet resolution (W x H): 312 x 104
- Cabinet size (mm): 750 x 250 x 40
- Data connector: RJ45
- Power connector: 3 core socket (C14 in, C13 out)
- Receiving card quantity: 1 pcs
- Receiving card spec.: A5S plus
- Receiving card brand: NovaStar
- Weight (kg): 4.57
- Cabinet diagonal (inch): 31.1"
- Cabinet construction: Die-Casting Aluminium
- Side angle (degree): 45

Module

- LED type: SMD 1515 Gold wire
- Pixel constitution: 1R1G1B
- LED lifetime(Hrs): 100,000 at half brightness
- Module resolution (WxH pixels): 104 x 104
- Pixel pitch (mm): 2.4
- Module size (W x H in mm): 249.9*249.9

Accessories

- LAN cable (RJ45, CAT-5): 1 pcs
- Power cable: 2 pcs
- QSG: 1 pcs

Miscellaneous

- Warranty: 2 years
- Regulatory approvals: EN55032, EN55035, EN61000-3-2, EN61000-3-3, IEC/UL60950, IEC/UL62368, IEC62471, RoHS, FCC SDOC, Part 15, Class A, EAC
- Fire retardancy certification: BS 476 Part7:1997, UL94
- Conformal coating: hub board, backside LED module

Packaging Data

- Dimension of packaging (mm): 950x421x224
- Gross weight (KG): 9.36



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