

Philips Signage Solutions
LED Display

31"
Direct View LED



31BDL7231L

Unleash your imagination even more

LED Display for every form and shape

No limits. No boundaries. 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

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 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 panles 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.

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: >=97%
- Brightness after calibration: 900 nits
- Brightness before calibration: 1200 nits
- Calibration(brightness/color): Supported
- Color temperature adjust range: 4000~9500 K (by software)
- Color temperature default: 6500±500 K
- Contrast ratio (typical): 3900:1
- Viewing angle (horizontal): 155 degree
- Viewing angle (vertical): 150 degree
- Picture enhancement: Wide color gamut display
- Placement: Landscape
- Frame frequency (Hz): 50 & 60
- Refresh rate(Hz): 2100~3900 (14 bits:3900Hz)
- Usage: Indoor

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

Power
- Input voltage: AC100~240V (50 & 60Hz)
- Black screen power cons. (W): <10
- Max. power cons. AC (W): <89
- Max. power cons. BC (W): <127.6
- Typical power cons. (W): <29.3

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): 19,200
- Cabinet resolution (W x H): 240 x 80
- Cabinet size (mm): 750x250x40
- Data connector: RJ45
- Power connector: 3 core socket (C14 in, C13 out)
- Receiving card quantity: 1 pcs
- Receiving card spec.: A5S Plus
- Receving card brand: NovaStar
- Weight (KG): 4.73
- Cabinet diagonal (inch): 31.1"
- Cabinet construction: Die-Casting Aluminum
- Side angle (degree): 90

Module
- LED type: SMD 2121 Copper wire
- Pixel constitution: 1R1G1B
- LED lifetime(Hrs): 100,000 at half brightness
- Module resolution (WxH pixels): 80x80
- Pixel pitch (mm): 3.1
- Module size (WxH 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): 9.40

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