

THE ALL NEW CAR CONFIGURATOR.  
> CHOOSE YOUR PERFECT COLOR



Philips Signage Solutions  
Q-Line Display

50"

3840 x 2160 (4K UHD)



50BDL2050Q

## Intensify your signage experience

With priceless performance

Deliver startlingly clear images in a more eco-friendly way with the Q-Line display. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

### Optimized for public viewing

- 4K Ultra HD: resolution like you've never seen it before

### Expand your viewing experience

- Brilliant LED images with low power consumption

### Operational flexibility

- USB Media Playback

### Innovative solutions for any signage application

- Android: Run your own app or choose your favorite app to run
- Cloud CMS

### Sustainable and safe

- Complies with RoHS standards to care for the environment

# PHILIPS

# Highlights

## 4K Ultra HD Resolution

See your Signage Solutions like never before thanks to four times the resolution of a conventional Full HD display. 3840 x 2160 pixels provide an image so refined, so lifelike, it's a window to a new world.

## 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.

## LED with low power consumption



LED lighting technology is the most advanced available. In this TV it combines an eye-catching minimalist design with stunning image quality, as well as being the lowest power consumption in its category. Another environmental benefit is that LED lighting technology does not contain hazardous materials. With an LED backlight you can enjoy low power consumption, high brightness, incredible contrast and sharpness and vibrant colors.

## Cloud CMS

Cloud CMS

## 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.

## USB Playback

Enjoy your own media playback via the USB port. Simply plug in a USB drive, and create your own signage content to convey the marketing messages you want, when you want them. With a wide range of media formats supported, this powerful media player offers an excellent picture and true flexibility.



# Specifications

## Connectivity

- Audio output: 3.5mm jack
- Video input: HDMI 2.0 (x2), USB 2.0 (x2)
- Audio input: 3.5 mm jack
- External control: RJ45, RS232

## Picture/Display

- Diagonal screen size (metric): 127 cm
- Diagonal screen size (inch): 50 inch
- Aspect ratio: 16:9
- Panel resolution: 3840 x 2160
- Pixel pitch: 0.2853 (H) x 0.2853 (V) [mm]
- Optimum resolution: 3840 x 2160 @60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Display colors: 1.07G
- Contrast ratio (typical): 5000:1
- Response time (typical): 9.5 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree
- Panel technology: VA
- Operating system: Android 9
- Placement: Landscape

## Convenience

- Keyboard control: Lockable
- Remote control signal: Lockable
- Energy saving functions: Smart Power
- Network controllable: RS232, RJ45, WiFi

## Power

- Mains power: AC 90-264V@50Hz/60Hz
- Consumption (Typical): 130 W
- Consumption (Max): 170 W
- Standby power consumption: <0.5W
- Power Saving Features: Smart Power

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 75Hz, 720 x 400, 70Hz, 800 x 600, 60Hz, 832 x 624, 75Hz, 1024 x 768, 60Hz, 1152 x 870, 75Hz, 1280 x 720, 60Hz, 1280 x 1024, 60Hz, 1600 x 900, 60Hz, 1680 x 1050, 60Hz, 1920 x 1080, 60Hz, 3840 x 2160, 30, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 576p,

50Hz, 576i, 50Hz, 720p, 50, 60Hz, 1080i, 50, 60Hz, 1080p, 50, 60Hz, 1080p, 24,25,30,50,60Hz, 3840 x 2160p,24,25,30,60Hz

## Dimensions

- Set Width: 1120 mm
- Product weight: 12.34 kg
- Set Height: 640 mm
- Set Depth: 62.5 mm
- Wall Mount: 200 x 200 mm
- Bezel width: L/T/R:9.8mm ,B:15.1mm

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- MTBF: 30,000 hour(s)
- Relative humidity: 20 ~ 80 (operation),10 - 90%(storage) %
- Temperature range (storage): -20 ~ 60 °C

## Multimedia Applications

- USB Playback Video: 3GP, MKV, MP4, VOB
- USB Playback Picture: BMP, GIF, JPEG, JPG, PNG
- USB Playback Audio: AAC, M4A, MP3, WMA, MP1, MP2

## Internal Player

- CPU: Quad core A55 1.2 G Hz
- GPU: Multi-Core Mali-G52
- Memory: 2GB DDR3
- Storage: 8GB eMMC
- Wifi: 802.11 b/g/n 2T\*2R

## Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, Quick start guide, HDMI cable

## Miscellaneous

- On-Screen Display Languages: English, Simplified Chinese
- Warranty: 3 years warranty
- Regulatory approvals: CCC, EMC, SRRC, CEL



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