

55"

2500cd/m<sup>2</sup>  
Full HD

55BDL4002H



## Vibrant visibility in every lighting condition

### High bright 24/7 display

Stay visible day and night with Philips H-Line high bright displays. Astonishing clarity and contrast make this a perfect solution for showcasing engaging content in windows and lighter locations. From airports to shopping malls, and more.

#### **Effortless setup. Total control.**

- CMND & Create. Develop and launch your own content
- Add Android processing power with an optional CRD50 module

#### **Superb picture. Ultra-high brightness.**

- Full HD resolution street signage
- Built-in ambient light sensor - automated brightness control

#### **Versatile system solution**

- OPS slot allows for PC embedding without cabling
- FailOver. Ensure your display never goes blank
- Designed for extreme conditions

# PHILIPS

# Specifications

## Connectivity

- Audio output: 3.5mm jack
- Video input: DisplayPort 1.2 (x1), DVI-I (x1), HDMI 2.0 (x2)
- Audio input: 3.5 mm jack
- Other connections: OPS, USB 2.0 (x2)
- Video output: DisplayPort 1.2 (x1), HDMI 2.0 (x1)
- External control: IR (in/out) 3.5 mm jack, RJ45, RS232C (in/out) 2.5 mm jack

## Picture/Display

- Diagonal screen size (metric): 138.7 cm
- Diagonal screen size (inch): 54.6 inch
- Aspect ratio: 16:9
- Panel resolution: 1920x1080p
- Pixel pitch: 0.63 x 0.63 mm
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 2500 cd/m<sup>2</sup>
- Display colors: 1.07 B
- Contrast ratio (typical): 4000:1
- Dynamic contrast ratio: 500,000 : 1
- Response time (typical): 8 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Signal loop through: DisplayPort, RS232, HDMI, IR Loophrough
- Ease of installation: Carrying Handles, Smart Insert
- Energy saving functions: Smart Power
- Network controllable: RS232, RJ45

## Sound

- Built-in speakers: 2 x 10W RMS

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 245 W
- Consumption (Max): 430 W
- Standby power consumption: <0.5W

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 72, 75Hz, 720 x 400, 70Hz, 800 x 600, 60, 75Hz, 1024 x 768, 60, 75Hz, 1280 x 768, 60Hz, 1280 x 800, 60Hz, 1280 x 960, 60Hz, 1280 x 1024, 60Hz, 1360 x 768, 60Hz,

- 1366 x 768, 60Hz, 1600 x 1200, 60Hz, 1920 x 1080, 60Hz
- Video formats: 720p, 50, 60Hz, 1080i, 25, 30Hz, 1080p, 50, 60Hz

## Dimensions

- Smart Insert mount: 100mm x 100mm pitch, 6xM4L6
- Set Width: 1248.6 mm
- Product weight: 30.37 kg
- Set Height: 719.4 mm
- Set Depth: 85 mm
- Set Width (inch): 49.16 inch
- Set Height (inch): 28.32 inch
- Wall Mount: 400 x 400 mm, M6
- Set Depth (inch): 3.35 inch
- Bezel width: 17.5 mm (even bezel)
- Product weight (lb): 66.95 lb
- Smart insert height: 100 mm

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- MTBF: 50,000 hour(s)
- Temperature range (storage): -20 ~ 60 °C
- Humidity range (operation)[RH]: 20 ~ 80% RH (No condensation)
- Humidity range (storage) [RH]: 5 ~ 95% RH (No condensation)

## Multimedia Applications

- USB Playback Video: AVI, MP4, MPEG, MPG, TS, VOB, MPEG4
- USB Playback Picture: BMP, JPEG, JPG, PNG

## Accessories

- Included Accessories: AC Switch Cover, Edge Alignment Kit, IR sensor cable (1.8 m) (x1), Philips logo (x1), Quick start guide (x1), Remote control & AAA batteries, USB Cover and screw x1, Wire Clamper (x3), AC Power Cord, Open frame kit

## Miscellaneous

- On-Screen Display Languages: Arabic, Dutch, English, French, German, Italian, Japanese, Polish, Portuguese, Russian, Spanish, Simplified Chinese, Turkish, Traditional Chinese
- Warranty: 3 year warranty
- Regulatory approvals: CE, FCC, Class A, UL/cUL, CB

# Highlights

## Extreme conditions

Enhanced thermal management, High Tni Liquid Crystals panels and built-in thermal sensors to cope with high ambient temperatures (sunlight or other) up to 2500cd/m<sup>2</sup>. Display polarizer compatible with polarized sunglasses for sunlight readability.

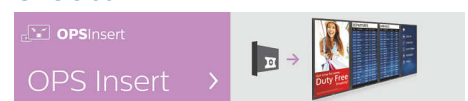
## High brightness

High-brightness street facing digital displays command attention in any lighting condition, boosting store exposure and attracting customers. Spectacular brightness of up to 2500 cd/m<sup>2</sup> ensures high visibility and pure image quality, even in extreme ambient light conditions.

## FailOver

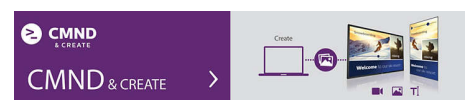
Critical for demanding commercial applications, FailOver is a revolutionary technology that automatically plays back-up content on screen in the unlikely event of a media player failure. Simply select a primary input connection and a FailOver connection and you are ready for instant content protection.

## OPS slot



Integrate a full-power PC or Android-powered CRD50 module directly into your Philips Professional Display. The OPS slot contains all the connections you need to run your slot-in solution, including a power supply.

## CMND & Create



Take control of your content with CMND & Create. A drag-and-drop interface makes it simple to publish your own content-whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure your stills, text, and video will be up and running in no time.

## Optional CRD50 module

Embed an Android System-on-Chip (SoC) in your Philips Professional Display. The optional CRD50 module is an OPS device that enables Android processing power without the need for cables. Simply slide into the OPS slot, which contains all the connections needed to run the module (including power supply).

