

# PHILIPS



D-Line Display

Signage Solutions

50"

4K UHD

500cd/m<sup>2</sup>



50BDL4550D

## Chasing innovation

powered by Android

Make it stand out with a fast Philips D-Line Professional 4K UHD display. Philips superb picture quality ensures true colors and intense contrast. You can effortlessly display content from multiple sources on a single screen.

### Expand your viewing experience

- ADS wide-view panel display

### Innovative solutions for any signage application

- Save and play content with internal memory
- Android SoC processor. Native and web apps
- Integrated dual-band WiFi

### Care about you, your business and your audience

- SmartPower for energy saving
- Keep your content up and running with FailOver
- Ensure your content is running with automatic screenshots

### Maximizing the impact of your message

- CMND: Take control of your displays
- Manage settings of multiple displays with CMND & Control
- Create and update content with CMND & Create
- Connect and control your content via the cloud

# Highlights

## 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.

## 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.

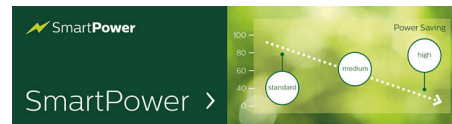
## FailOver



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

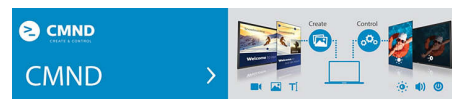
primary input fails. Simply select a primary input connection and a FailOver connection and you're ready for instant protection.

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

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

## CMND & 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.

## ADS wide-view panel display

Be seen from any angle with ADS wide-view technology. Advanced Super Dimension Switch delivers faster on-display picture processing for smoother content transitions, remarkable image accuracy, and superior colour reproduction with 180 degree viewing.

## Powered by Android 8

Control your display via an Internet connection. Android-powered Philips Professional Displays are optimized for native Android apps, and you can install web apps directly to the display too. A new Android 8 ensures the software is kept secure and remain to the latest specification for longer.

## SmartBrowser

Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium based browser, design your content online and connect a single display, or your complete network. Show content in both landscape and portrait mode, with fullHD resolution. Simply connect the display to the internet using WiFi or with an RJ45 cable, and enjoy your own created playlists.

# Specifications

## Picture/Display

Diagonal screen size (metric): 125.7 cm  
 Diagonal screen size (inch): 49.5 inch  
 Aspect ratio: 16:9  
 Panel resolution: 3840 x 2160  
 Pixel pitch: 0.2854 x 0.2854 mm  
 Optimum resolution: 3840 x 2160 @ 60Hz  
 Brightness: 500 cd/m<sup>2</sup>  
 Display colors: 1.07 Billion  
 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  
 Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan  
 Panel technology: VA  
 Operating system: Android 8.0

## Connectivity

Audio output: 3.5mm jack  
 Video input: Display Port 1.2 (x1), DVI-I (x 1), HDMI 2.0 (x2), USB 2.0 (x2)  
 Audio input: 3.5 mm jack  
 Video output: DisplayPort 1.2 (x1), HDMI 2.0 (x1)  
 External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack  
 WiFi: dual antenna 2,4Ghz and 5Ghz

## Convenience

Placement: Landscape (24/7), Portrait (24/7)  
 Tiled Matrix: Up to 15 x 15  
 Screen saving functions: Pixel Shift, Low Bright  
 Keyboard control: Hidden, Lockable  
 Signal loop through: RS232, IR Loophrough, DisplayPort, HDMI

Energy saving functions: Smart Power  
 Network controllable: RS232  
 WiFi protocol: a b g n, 802.1x

## Sound

Built-in speakers: 2 x 10W RMS

## Power

Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz  
 Consumption (Typical): 100 W  
 Consumption (Max): 132 W  
 Standby power consumption: <0.5 W  
 Energy Label Class: G

## Supported Display Resolution

Computer formats: 1920 x 1080, 60Hz, 1024 x 768, 60Hz, 1280 x 1024, 60Hz, 1280 x 720, 60Hz, 1440 x 900, 60 Hz, 1600 x 900, 60Hz, 1680 x 1050, 60Hz, 3840 x 2160, 30, 60Hz, 640 x 480, 60Hz, 800 x 600, 60Hz  
 Video formats: 1080i, 50, 60Hz, 576i, 50Hz, 576p, 50Hz, 480p, 60Hz, 480i, 60Hz, 1080p, 50, 60Hz, 2160p, 24, 30, 60Hz, 720p, 50, 60 Hz

## Dimensions

Set Width: 1128.4 mm  
 Product weight: 14.75 kg  
 Set Height: 649.0 mm  
 Set Depth: 63.5 mm  
 Set Width (inch): 44.43 inch  
 Set Height (inch): 25.55 inch  
 Wall Mount: 400 (H)x 400 (V) mm, M6  
 Set Depth (inch): 2.50 inch  
 Bezel width: 14.9 mm (Even bezel)  
 Product weight (lb): 32.52 lb

## 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: MPEG, H.263, H.264, H.265  
 USB Playback Picture: BMP, JPEG, PNG  
 USB Playback Audio: AAC, HEAAC, MPEG

## Internal Player

CPU: 2 x A53 + 2 x A73  
 GPU: ARM Mali G51  
 Memory: 3GB DDR  
 Storage: 32 GB eMMC

## Accessories

Included accessories: Quick start guide, RS232 cable, AC Power Cord, IR sensor cable (1.8M), Remote Control & AAA Batteries  
 Included Accessories: AC Switch Cover, Philips logo (x1), RS232 daisy-chain cable, Screws, USB Cover (x1)  
 Stand: BM05922(Optional)

## 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  
 Warranty: 1 year warranty  
 Regulatory approvals: CE, CCC, RoHS, BSMI, CB, VCCI, CU, EMF, EnergyStar 8.0, ETL, FCC, Class A, PSB

