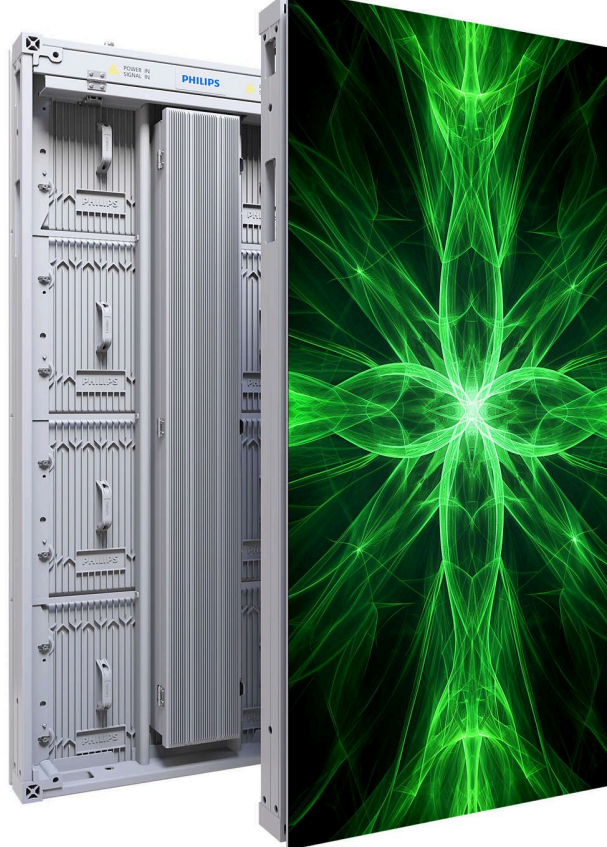


# PHILIPS



## LED Display

### Signage Solutions

Urban LED 7000 Series



44HUL7048DP

## Philips Urban LED 7000 Series

### Versatile brilliance. Outdoor mastery

Offering a series of fine pixel pitches, the range ensures high brightness for advertising displays at bus stations, arenas, airports, and more. Housed in a die cast aluminum cabinet, with front and rear access for simplified maintenance.

#### Efficient and versatile solution

- Fine pixel pitch outdoor fixed installations
- Range of cabinet sizes to suit space requirements
- Narrow pixel pitch options (mm) : 2.9, 3.9, or 4.8
- High brightness for optimal visibility
- Die cast aluminum cabinet
- Front and rear access for easier servicing and maintenance
- IP66 rated - resilient against environmental factors

# Highlights

## Fine pixel pitch outdoor fixed installations

Adapted shader mask design for outdoor NPP solutions and the underlying technologies bring Philips Urban LED 7000 series unparalleled high contrast ratio and high refresh rate, delivering smooth broadcasting with more colour subtlety, shading, and saturation.

## Range of cabinet sizes

The Philips Urban LED 7000 Series is designed to enable different cabinet sizes and pixel pitches to be mixed to create your perfect dimensions and enable many options for splicing.

## High brightness

Make the ultimate impact with crisp, clear and vibrant content in bright locations. The high brightness Philips Urban LED 7000 Series ensures optimal viewing performance even in direct sunlight.

## Front and rear access

All modules and components can be maintained from the front and rear. Modules can be unlocked from front or rear. The internal electronics are also easy to access for servicing or maintenance. Each of the LED modules in a cabinet can be unlocked using a T-hex tool, enabling removal of the module from the front or via the rear.

## IP66 rated

Dustproof, waterproof, and salt spray resistant, IP66 tested and confirmed to meet ingress protection level 6.

# Specifications

## Picture/Display

Brightness after calibration: 4500

Brightness before calibration: 5000

Calibration(brightness/color): Color and Brightness

Color temperature adjust range: 3000~10000

Color temperature default: 8000

Contrast ratio: 7000:1

Bit-depth(bit): 14

Frame frequency (Hz): 50 & 60

Refresh rate(Hz): 3840 Hz (with CE report and cert.)

Viewing angle (°) H/V: 160/90

## Power

Input voltage: AC100~240V (50 & 60Hz)

BTU/M2 (BC): 2005.08

BTU/M2 (AC): 1500.40

Cabinet Typical Power consumption (W) (AC): 120

Power consumption/M2 (W)(BC): 588

Power consumption/M2 (W)(AC): 440

## Operating conditions

Temperature range (operation): -30~50 °C

Temperature range (storage): -40~60 °C

Humidity range (operation)[RH]: 10%-90%

Humidity range (storage) [RH]: 10%-90%

Working environment (indoor/outdoor): outdoor

IP Rating (front/rear): IP66/65

## Cabinet

Cabinet area (m2): 0.5

Cabinet pixels ( Dot ): 21632

Cabinet resolution (W x H): 104x208 pixels

Data connector: Seetronic

Power connector: Seetronic

Weight (KG): 17±0.5kg

Cabinet construction: Profile Aluminum

Cabinet Size (WxHxD in mm): 500x1000x81.6

Cabinet size (inch): 44"

Control System: Novastar

## Module

LED type: SMD

Pixel constitution: 1R1G1B

Module resolution (WxH pixels): 104x52

Pixel pitch (mm): 4.8

Module size (WxH in mm): 500x250

Weight(KG): 1.85±0.1kg

LED size: SMD1921

LED Lifetime (Hrs, half brightness): 100,000

## Miscellaneous

Warranty: 24 months

Regulatory approvals: CB, CE, ETL, FCC

Certification: TUV, ITS

