

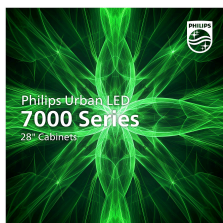
# PHILIPS



## LED Display

### Signage Solutions

Urban LED 7000 Series



28HUL7048DP

## 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 aluminium 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 aluminium 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 an 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/colour): Colour and Brightness  
 Colour temperature adjust range: 3000~10000  
 Colour 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: AC100~240 V (50 and 60 Hz)  
 BTU/M2 (BC): 2005.08  
 BTU/M2 (AC): 1500.40  
 Cabinet Typical Power consumption (W) (AC): 52  
 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): 0.25  
 Cabinet pixels (Dot): 10816  
 Cabinet resolution (W x H): 104 x 104 pixels  
 Data connector: Seetronic  
 Power connector: Seetronic  
 Weight (kg): 8.5±0.5 kg  
 Cabinet construction: Profile Aluminium  
 Cabinet Size (W x H x D in mm): 500 x 500 x 81.6  
 Cabinet size (inches): 28"  
 Control System: Novastar

## Module

LED type: SMD  
 Pixel constitution: 1R1G1B  
 Module resolution (WxH pixels): 104 x 52  
 Pixel pitch (mm): 4.8  
 Module size (W x H in mm): 500 x 250  
 Weight (kg): 1.85±0.1 kg  
 LED size: SMD1921  
 LED Lifetime (hrs, half brightness): 100 000

## Miscellaneous

Warranty: 24 months  
 Regulatory approvals: CB, CE, ETL, FCC  
 Certification: TUV, ITS

