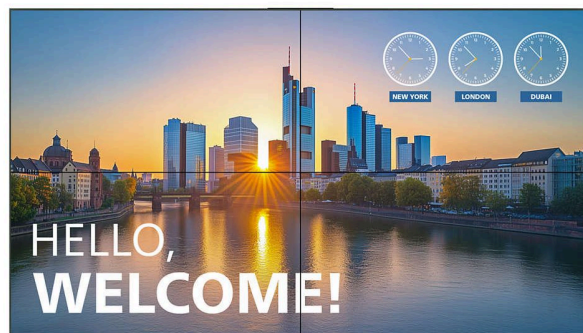


# PHILIPS



## Videowall

### Signage Solutions

55"

Direct LED Backlights

Full HD

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



55BDL3305X

## Captivate and connect

### Remarkable retail experiences around the clock

The Philips Videowall 3000 is designed for 24/7 operation and engages customers with its dynamic, immersive content. The CMND platform simplifies the management of content, while FailOver ensures enhanced reliability and peace of mind.

#### **Cost-effective system solution**

- FailOver ensures that content is always playing

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

- Operate, monitor and maintain with CMND and Control
- Add Android processing power with an optional CRD50 module

#### **Powerful system solution**

- Energy-saving automatic backlight control
- OPS slot allows for PC embedding without cabling
- Tiling mode. Create tiled 4K videowalls of any size

#### **Brilliant images. Endless possibilities.**

- Full HD monitors. Brilliant images. Clear contrast
- IPS panel: rich colour consistency from every angle
- Ultra-narrow bezels. For distraction-free images

# Specifications

## Picture/Display

**Diagonal screen size:** 54.5 inch/138.7 cm  
**Aspect ratio:** 16:9  
**Panel resolution:** 1920 x 1080p  
**Pixel pitch:** 0.63 x 0.63 mm  
**Optimum resolution:** 1920 x 1080 @ 60 Hz  
**Brightness:** 500 cd/m<sup>2</sup>  
**Display colours:** 16.7 M  
**Contrast ratio (typical):** 1200:1  
**Dynamic contrast ratio:** 500,000:1  
**Response time (typical):** 8 ms  
**Viewing angle (horizontal):** 178 degree  
**Viewing angle (vertical):** 178 degree  
**Haze:** 25%

## Connectivity

**Audio output:** 3.5 mm Mini Jack (x 1)  
**Video input:** Display Port 1.2 (x 1), DVI-D (x 1),  
 HDMI 2.0 (x 2), VGA (Analogue D-Sub) (x 1)  
**Audio input:** 3.5 mm mini jack (x 1)  
**Other connections:** OPS, USB 2.0 (x 1), Thermal sensor  
**Video output:** DisplayPort 1.2 (x 1)  
**External control:** IR (in) 3.5 mm jack, LAN RJ45 (x2)

## Convenience

**Placement:** Landscape (24/7), Portrait (24/7)  
**Tiled Matrix:** Up to 15 x 15  
**Screen-saving functions:** Pixel Shift, Low Bright  
**Signal loop through:** DisplayPort, RJ45  
**Ease of installation:** Carrying Handles, Smart Insert  
**Energy-saving functions:** Smart Power  
**Network controllable:** LAN (RJ45)

## Sound

**Built-in speakers:** 2 x 10 W (RMS)

## Power

**Consumption (On mode):** 140 W  
**Consumption (Typical):** 180 W  
**Consumption (Max):** 340 W  
**Standby power consumption:** 0.5 W  
**Energy Label Class:** G

## Supported Display Resolution

**Computer formats:** 720 x 400, 70 Hz, 800 x 600, 60, 75 Hz, 1024 x 768, 60, 75 Hz, 1280 x 768, 60 Hz, 1280 x 800, 60 Hz, 1280 x 960, 60 Hz,

1280 x 1024, 60 Hz, 1360 x 768, 60 Hz, 1366 x 768, 60 Hz, 1600 x 1200, 60 Hz, 1920 x 1080, 60 Hz, 640 x 480, 60, 72, 75 Hz  
**Video formats:** 1080p, 50, 60 Hz, 720p, 50, 60 Hz, 1080i, 25, 30 Hz, 2160 P 50, 60 Hz (HDMI/OPS/DP)

## Dimensions

**Set dimensions (W x H x D):**  
 1211.3 x 682.1 x 97.8 mm  
 (D@WallMount)/97.8 mm (D@Handle) mm  
**Smart Insert mount:** 100 mm x 100 mm, 6 x M4 x L6  
**Product weight:** 28.8 kg  
**Wall Mount:** 400 x 400 mm, M6  
**Set dimensions in inches (W x H x D):** 47.69 x 26.85 x 3.85 (D@WallMount)/3.85 (D@Handle) inch  
**Bezel width (combined):** <3 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% (without condensation)  
**Humidity range (storage) [RH]:** 5–95% (without condensation)

## Accessories

**Included Accessories:** Gap pad x 3, IR sensor cable (1.8 m) (x 1), Quick start guide (x 1), Remote control and AAA batteries, RJ45/RS232 converter, Wire Clamper (x 3), Power cord, DP cable (x1), RJ45 cable (x1), Edge alignment pin (x2), Kit-1 (x1), Kit-2 (x2)

## Miscellaneous

**On-Screen Display Languages:** Arabic, English, French, German, Italian, Japanese, Polish, Russian, Spanish, Simplified Chinese, Turkish, Traditional Chinese  
**Warranty:** 3 year warranty  
**Regulatory approvals:** CE, FCC, Class A, RoHS, CB, ETL, BSMI

# Highlights

## CMND and Control

Run your display network over a local (LAN) connection. CMND and Control allows you to perform vital functions like controlling inputs and monitoring the display status, whether you're in charge of one screen or 100.

## Optional CRD50 module

Embed an Android System-on-Chip (SoC) into 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).

## FailOver

From waiting room to meeting room, never show a blank screen. FailOver lets your Philips Professional Display switch automatically between primary and secondary inputs, ensuring that content keeps playing even if the primary source goes down. Simply set a list of alternative inputs to be sure your business is always on.

## Pure Colour Pro

Boost image quality with Pure Colour Pro. Delivering higher luminance through custom colour temperature settings and advanced gamma calibration, content looks crisper and more radiant for stunning realism with a visual pop.

## 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.

## Tiling mode

Connect two or more Philips professional displays to create a tiled videowall without the need for external devices. A single player takes care of content, whether you have four screens or 40. 4K content is fully supported, and if you're showing that content on four screens, you get the best possible dot-by-dot resolution.

