



Philips Signage Solutions  
D-Line Display

55"

Powered by Android  
450cd/m<sup>2</sup>

**Signage**Solutions

55BDL4050D

## Inform. Effortlessly

Smart, powerful 24/7 display.

Make it clear with a powerful D-Line professional FHD display. This responsive solution offers brilliant picture quality, simple control, and reliable connectivity. Even in areas that are hard to network.

### **Brilliant picture. Blazing processor speed.**

- Full HD. Clear images. Crisp contrast
- IPS panel: rich color consistency from every angle
- Android SoC processor. Native and web apps
- Place in landscape or portrait orientation

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

- CMND & Deploy. Install and launch apps remotely
- Operate, monitor and maintain with CMND & Control
- CMND & Create. Develop and launch your own content
- Proof of Play for Android content. Know what's playing
- Integrated mPCIe slot for optional 4G/LTE module

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

- Energy-saving automatic backlight control
- Integrated HTML5 browser. Play and control online content
- FailOver ensures content is always playing

# PHILIPS

# Highlights

## Powered by Android

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 7 OS ensures the software is kept secure and remain to the latest specification for longer.

## CMND & Control



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

## 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.

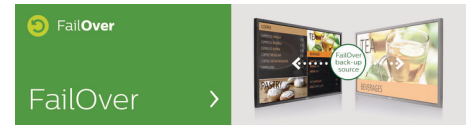
## CMND & Deploy

Quickly install and launch any app-even when you're off-site and working remotely. CMND & Deploy lets you add and update your own apps, as well as apps from the Philips Professional Display App Store. Simply scan the QR code, log in to the store, and click on the app you want to install. The app is automatically downloaded and launched.

## Integrated mPCIe slot

Easily connect 4G/LTE modules to your Philips professional display. The integrated mPCIe slot enables your display to communicate with other devices that share the same wireless connectivity. Invaluable if you're installing displays in locations such as banks or government buildings, where you cannot get onto the local network.

## 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 content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## Proof of Play

Be sure your Android-powered Philips Professional Display is showing the right content-even when you're not there. When playing content via the embedded media player, you can set up your display to take automatic screenshots at regular intervals. Screenshots are stored on the display's internal memory, and you can choose to receive them via email.

# Specifications

## Picture/Display

- Diagonal screen size: 54.64 inch / 138.8 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 450 cd/m<sup>2</sup>
- Contrast ratio (typical): 1100:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 12 ms
- Pixel pitch: 0.63 x 0.63 mm
- Display colors: 16.7 million
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan
- Operating system: Android 4.4.4

## Connectivity

- Video input: DisplayPort (1.2), HDMI (x2), DVI-D, USB, VGA (via DVI)
- Video output: DisplayPort, DVI-I, VGA (via DVI-D)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Audio output: Audio Left/Right (RCA), Ext. speaker cntrl (aud. out)
- Other connections: mPCIe, micro SD, micro USB, USB power outlet (5 V, 2 amp)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
1920 x 1080	60Hz
1440 x 900	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
1280 x 800	60Hz
1280 x 768	60Hz
1024 x 768	60Hz
800 x 600	56, 60, 72, 75Hz
640 x 480	60, 67, 72, 75Hz

### Video formats

Resolution	Refresh rate
1080p	50, 60Hz
1080i	50, 60Hz
720p	50, 60Hz
576i	50Hz
576p	50Hz

480p	60Hz
480i	60Hz

## Dimensions

- Set dimensions (W x H x D): 1231.9 x 711.2 x 45.72 mm
- Set dimensions in inch (W x H x D): 48.5 x 28.0 x 1.8 inch
- Bezel width: 9.5 mm (T/L/R) 15.6mm (B)
- Product weight (lb): 39.68 lb
- Product weight: 18.0 kg
- VESA Mount: 400 x 400 mm, M6

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Tiled Matrix: Up to 15 x 15
- Keyboard control: Hidden, Lockable
- Signal Loop Through: DVI, VGA, RS232, IR Loopthrough, DisplayPort
- Network controllable: RJ45, RS232, One Wire (HDMI-CEC), HDMI (One Wire)
- Energy saving functions: Smart Power
- Screen saving functions: Pixel Shift, Low Bright

## Power

- Standby power consumption: <0.4 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (EPA 6.0): 64 W
- Consumption (Typical): 76 W

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- Altitude: 0 ~ 3000 m
- MTBF: 50,000 hour(s)

## Sound

- Built-in speakers: 2 x 10W RMS

## Accessories

- Included accessories: Remote Control, Batteries for remote control, Quick start guide, RS232 cable, AC Power Cord
- Stand: Universal Stand (Large size) (Optional)
- Optional accessories: ColourCalibrationKit (CCK4602)

## Multimedia Applications

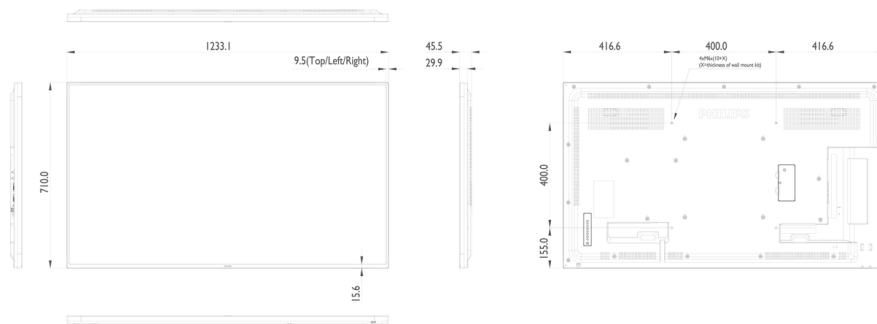
- USB Playback Audio: AAC, AIF, AIFC, M4A, MP3, WAV, WMA, ASF, LPCM, M3U, MP4
- USB Playback Picture: BMP, GIF, JPEG, JPG, PDF
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV

## 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
- Regulatory approvals: EnergyStar 7.0, CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST, BSMI, CB, J-Moss, PSE, VCCI
- Warranty: 3 year warranty

## Internal Player

- CPU: Quad Core Cortex A9 1.8GHz
- GPU: ARM Mali400 Quad Core 533MHz
- Memory: 2GB DDR3
- Storage: 16GB EMMC



Issue date 2020-02-04

Version: 7.0.1

12 NC: 8670 001 37395  
EAN: 87 12581 74128 0

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