PHILIPS

Signage Solutions

H2 2015

A signage experience
beyond the ordinary

Welcome to Philips
Signage Solutions

The right message, at the right time

Whatever business you are in, it always pays to look professional. That is why, when you are choosing signage solutions, you want to choose the best. Making use of leading technologies we have developed impactful signage solutions that bring innovation to your business.

Our latest generation Signage Solutions offer best in class picture performance, while focusing on convenience for integrators and total cost of ownership for end users. With this broad range of professional displays we are dedicated to meet the highest quality standards and operational excellence. And you can see that commitment clearly in everything we do. Enjoy taking a closer look at what Philips Signage Solutions has to offer.

innovation +you

Next generation of digital signage

Each application is unique. We developed our SmartCollection to offer you customizable solutions to meet your specific requirements. Both integrators and solution providers are offered the latest innovations, while the audience can enjoy impactful solutions. When developing smart innovations we focus on three key ingredients:

Caring

Care about your business, and your audience. Our focus on the success of your business and your audience's satisfaction resulted in true long-term partnerships based on reliability, trust and excellence.

Innovative

Innovative solutions ensure the right message at the right time. We provide built-in capability to support customized applications and services through a wide array of system integrators and service providers.

Impactful

Maximizing the impact of your message. We understand you and your audience expect impressive viewing experience, greater customization and flexibility, that is why we help you to build impactful signage solutions.
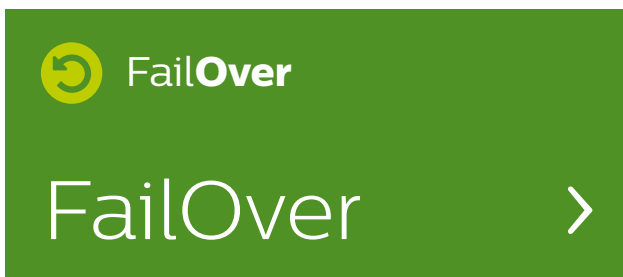
SmartCollection

Caring

SmartPower

Power Saving

standard · medium · high

Reduce your total cost of ownership up to 50%

All our professional displays offer SmartPower functionality which enables you to save costs and reduce your carbon footprint. The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%. Considering the lifetime of your network, SmartPower will save substantially on your energy costs.

FailOver

FailOver back-up source

Keep your content up and running with FailOver

Keeping your content up and running is critical for demanding commercial applications. FailOver provides 24/7 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 (USB, VGA, HDMI, DVI or DisplayPort) and you are ready for instant protection.
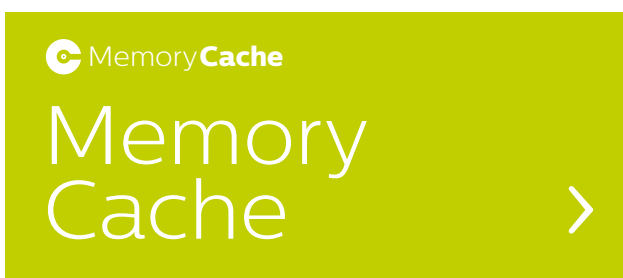
Clinical D-Image

Show clinical images consistently with high quality

D-image helps you to review and diagnose clinical images with consistent and accurate display performance. To achieve reliable clinical interpretations our professional displays are factory calibrated to give optimized greyscale standard display performance. D-image helps you to excel in every aspect of patient care.

Memory Cache

Stream content through a network failure

Save and play content to internal storage
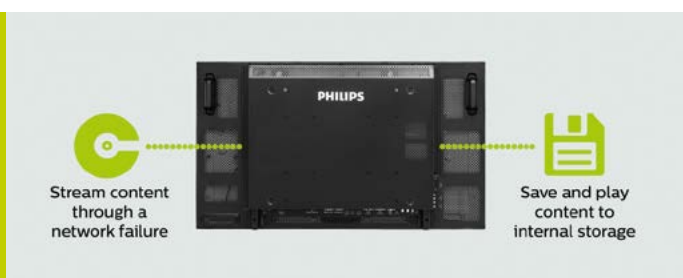
### To ensure your content keeps streaming

Save and play content with internal memory. Working in conjunction with the SmartBrowser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content streaming by playing a cached version of the content, ensuring that your media is up even when there is no network connection.

Innovative

SmartCMS

1 create 2 design 3 schedule 4 play
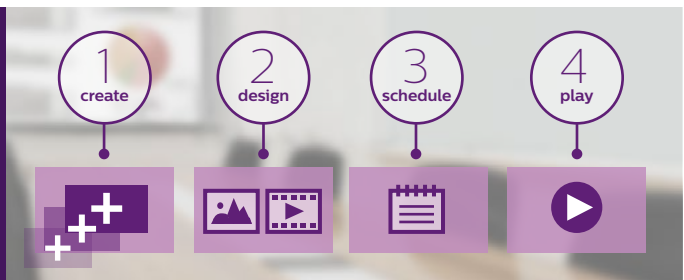
Your free and perfect simple content management solution

Free and easy-to-use content management software that works exclusively with Philips Signage Solutions displays to manage your digital signage content. With SmartCMS you can

create and schedule your own content over 24 hours every day. Simply create your network, design your content, schedule your playlist and you are ready to play!

## SmartBrowser

Connect and control your content via the cloud

Connect and control your content via the cloud with the integrated HTML5 browser. Design your signage content online and connect with a single display or with your complete

network. Simply plug in a RJ45 internet cable for network connection, connect the display with the dedicated url-address and you are ready to play your cloud based content.

SmartPlayer
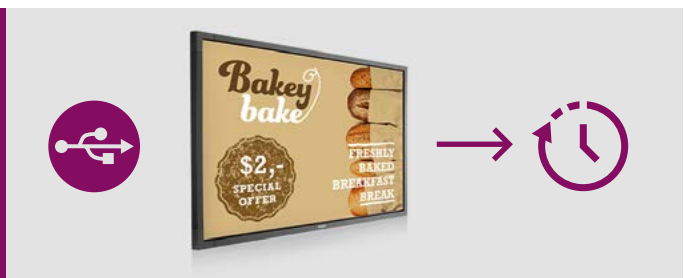
Playback what you want, when you want

Turn your USB into a true cost effective digital signage device. Simply save your content (video, audio, pictures) on your USB and plug into your display.

Create your playlist and schedule your content via the on screen menu, and enjoy your own created playlists anytime, anywhere.

OPS Insert
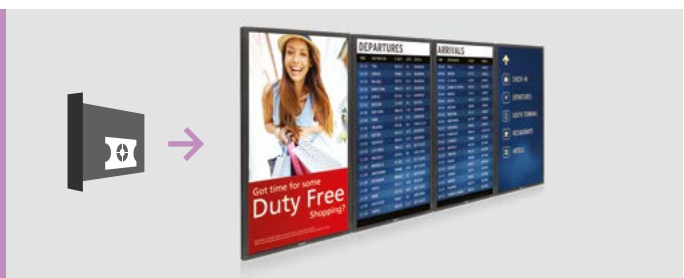
All-in-one digital signage solution

Turn your display into an all-in-one digital signage solution and create a display network which is connected, intelligent and secure. Open Pluggable Specification (OPS) is an industry

standard slot into which you can add an OPS-standardized media player. This cable free solution gives you the ability to install, use or maintain your hardware whenever you need.

Innovative

QuadViewer

QuadViewer ›

Split your display into four full HD views

Use your signage display to its full potential. The Ultra HD signage displays allow the display to be split into four areas, each capable of playing back Full HD content from a separate Full HD source. QuadViewer is ideally suited for meeting and control rooms so you can work side-by-side simultaneously, working with one display and four views.

Impactful

ambi light

Ambilight ›

Larger than screen signage experience

Philips unique Ambilight technology makes your screen much wider-and your viewing experience more immersive-by projecting an extra wide glow from two-sides of your Signage display onto the surrounding wall. Color, vibrancy and excitement move beyond the display, bringing with it a more thrilling, intense and immersive viewing experience.
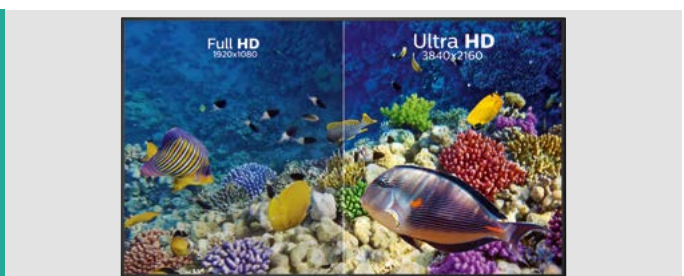
4K ULTRA**HD**

Ultra HD ›

Ultimate Signage performance in Ultra HD

Experience your Signage Solutions like never before thanks to four times the resolution of a conventional Full HD display. 3840 x 2160 pixels provide an image so refined, so lifelike, it's a window to a new world.

Ultra**Bright**
2000 cd/m2

Ultra Bright ›

Superb image visibility and clearer images

Enjoy an excellent visual experience even in areas illuminated by direct sunlight thanks our UltraBright panel. The high brightness offers a wide array of new implementation possibilities especially in locations that have high ambient light levels, delivering crystal clear images for all locations where ambient brightness is an issue.

Plug & Play
Multi-Touch

Multi-Touch ›

Experience amazing interactivity

A brand new level of interactivity is now available thanks to integrated touch technology. More flexibility and optimum simultaneous touch performance coupled with excellent operability opportunities to give you the ultimate in user interaction. The Multi-Touch displays are enabled with automatic touch recognition. The USB connector is HID compliant, providing true plug-and-play operation.

UltraNarrow
Bezel

UltraNarrow Bezel ›

Immersive visual experience

The next generation of video wall displays is designed with industry narrowest bezels and advanced alignment solutions. Fully exploit your impactful signage content with ultra narrow bezel displays, and make sure your message does not get lost by thick bezels. With the ultra narrow bezels you can create seamless video wall configurations of virtually any size.

Advanced
ColourCalibration

Colour Calibration ›

Ensure perfect and uniform colours

The Advanced Colour Calibration kit controls the luminance of the backlight, standardizes the gamma curve and calibrates the greyscale of your display network. Whether you have an impressive video wall, a catchy mosaic layout, a menu board installation or a control room each single display can be adjusted to the same colour values. With this optional kit you ensure consistent colour performance over all displays in your network.

HDBT™
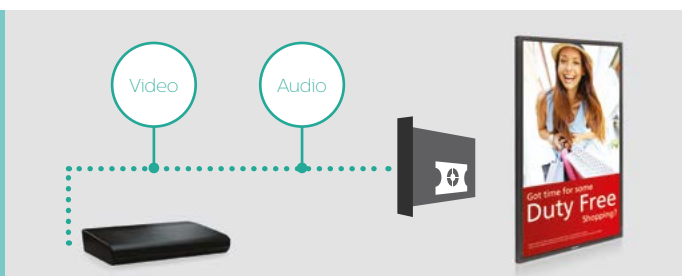
HDbaseT ›

Future proof connectivity with HDBaseT OPS receiver

The OPS receiver module enables the reception of HDBaseT signals. HDBaseT is a connectivity standard over a single CAT5e / 6 cable, converging uncompressed full HD digital video, audio and control signals.

Making use of leading technology standards, the HDBaseT OPS receiver integrated within the OPSinsert provides you with a powerful combination and a unique all-in-one solution.

A signage experience beyond the ordinary

Professional solutions for the widest range of applications

From advanced airport installations to interactive classroom solutions, Philips offers professional display solutions that help you in making the right impression. Our broad range of professional displays is designed with the latest, sustainable and innovative technologies which fit perfectly in any application.

Basic Signage
Slim Full HD
Q-line

Professional Signage
Slim Full HD
E-line
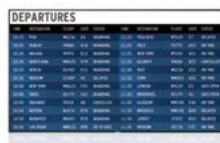
High Brightness
Slim Full HD
V-line

Ultra HD Signage
4K Resolution
U-Line

Videowall Solution
Ultra-Narrow Bezel
X-line

Interactive Signage
Full HD
T-line

Hospitality TV
Signature, MediaSuite
EasySuite, Studio

Healthcare TV
Heartline, Bedside TV
White

Q-line

Larger than screen signage experience with immersive Ambilight

Deliver startlingly clear images in a more eco-friendly way with the Q-line displays. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

65"   55"   48"   43"   32"

Maximizing the impact of your message
· Full HD LED technology for brilliant images
· Ambilight changes the way you look at Signage forever
· Manage and control your network remotely via SmartControl

Innovative solutions for any signage application
· Free and easy-to-use content management with SmartCMS
· Connect and control your content via the cloud with SmartBrowser
· Save and play content with internal MemoryCache

Care about you, your business and your audience
· Keep your content up and running with FailOver
· Show clinical images consistently with D-image
· SmartPower for energy saving

E-line

Connect with your audience 24/7 with the future proof SmartCollection

With the energy efficient E-line, you will enjoy all the benefits of state-of-the-art connectivity and content management possibilities while being ensured that remote management safeguards the lowest cost of ownership.

Optimized for public viewing
· Full HD LED technology for brilliant images
· Designed for 24/7 operation

Maximizing the impact of your message
· Manage and control your network remotely via SmartControl

Innovative solutions for any signage application
· Free and easy-to-use content management with SmartCMS
· Connect and control your content via the cloud with HTML5
· Schedule what you want, when you want with SmartPlayer
· OPS Insert to create an all-in-one digital signage solution
· Connect your display and start sharing with DLNA

Care about you, your business and your audience
· SmartPower for energy saving
· Keep your content up and running with FailOver
· Show clinical images consistently with high quality with Clinical D-Image

| 55" | 47" | 46" | 42" | 32" |

V-line

Connect with your audience 24/7 with High Brightness displays and the future proof SmartCollection

With the High Brightness V-line, you will enjoy all the benefits of state-of-the-art connectivity and content management possibilities while being ensured that remote management safeguards the lowest cost of ownership.

Optimized for public viewing
• Full HD LED technology for brilliant images
• High Brightness for clearer images
• Designed for 24/7 operation

Maximizing the impact of your message
• Manage and control your network remotely via SmartControl
• Advanced Colour Calibration kit to ensure perfect and uniform colours

Innovative solutions for any signage application
• Free and easy-to-use content management with SmartCMS
• Connect and control your content via the cloud with HTML5
• Schedule what you want, when you want with SmartPlayer
• OPS Insert to create an all-in-one digital signage solution
• Connect your display and start sharing with DLNA

Care about you, your business and your audience
• SmartPower for energy saving
• Keep your content up and running with FailOver
• Show clinical images consistently with high quality with Clinical D-Image

55"

46"

42"

U-line

Ultimate large screen experience in Ultra HD

Experience your Signage Solutions like never before thanks to the ultra large displays with four times the resolution of a conventional Full HD display. An image so refined, so lifelike, it's a window to a new world.

Optimized for public viewing
• 4K Ultra HD: resolution like you've never seen it before
• Portrait mode operability
• Designed for 24/7 operation
• 84" also available as 16/7 and landscape

Care about you, your business and your audience
• Keep your content up and running with FailOver
• SmartPower for energy saving

| 98" | 84" |

X-line

Create new stopping power with Ultra Narrow Bezel displays

Impress your audience with the most impactful video wall. With ultra narrow bezel and stunning picture quality, you are sure to create the most memorable visual experience.

55" 47" 46"

Optimized for public viewing
· Full HD LED technology for brilliant images
· High Brightness for clearer images
· Designed for 24/7 operation

Maximizing the impact of your video wall
· Immersive visual experience with Ultra Narrow Bezel
· Advanced Colour Calibration kit to ensure perfect and uniform colours

Innovative solutions for any signage application
· Optional OPS Insert to create an all-in-one digital signage solution

Care about you, your business and your audience
· SmartPower for energy saving
· Keep your content up and running with FailOver

T-line

Discover a new level of interaction with true Multi-Touch displays

Get even closer to your audience than ever before. Fast, precise and extremely durable, its high performance is matched by excellent reliability and functionality.

Optimized for public viewing
· Full HD LED technology for brilliant images
· Designed for 24/7 operation
· Picture-in-picture for advanced remote presentation possibilities
· Anti-glare on 84" and 65"

Supreme audience interaction
· Multi-Touch technology for advanced user interaction
· True Multi-Touch with multiple simultaneous touch points
· USB Plug-and-Play with HID compliance
· Compatible with all leading operating systems

Maximizing the impact of your message
· Manage and control your network remotely via SmartControl

Care about you, your business and your audience
· SmartPower for energy saving
· Keep your content up and running with FailOver

| 84" | 65" | 55" | 42" |

Specifications

›	Q-line					E-line				
Model	BDL3230QL	BDL4330QL BDL4335QL	BDL4830QL BDL4835QL	BDL5530QL BDL5535QL	BDL6520QL	BDL3260EL	BDL4270EL	BDL4765EL	BDL4970EL	BDL5570EL
Picture / Display	Ambilight BDLXX35QL									
Diagonal Size	32 inch	43 inch	48 inch	55 inch	65 inch	32 inch	42 inch	47 inch	49 inch	55 inch
Backlight Type	D–LED				E–LED	E–LED				
Panel Technology	IPS	MVA	MVA	IPS	VA	IPS				
Resolution	1920 x 1080p					1920x1080p				
Brightness cd/m²	350	350	350	350	350	400	500	450	500	500
Contrast Ratio	1400:1	3000:1	4000:1	1200:1	5000:1	1300:1				
Dynamic Contrast Ratio	500,000:1					500,000:1				
Response Time	8 ms	6.5 ms	8 ms	9 ms	8 ms	8 ms	8 ms	12 ms	8 ms	8 ms
Aspect Ratio	16:9					16:9				
Viewing Angle	178° x 178°					178° x 178°				
Display Colours	16.7 M	16.7 M	1073 M	16.7 M	1073 M	16.7 M	1073 M	1073 M	1073 M	1073 M
Placement	Landscape					Portrait, Landscape				
Internal Memory	8 GB eMME				–	–	16 GB eMME	16 GB eMME	16 GB eMME	–
Touch Technology										
Features										
SmartCollection	SmartBrowser, SmartPower, D-Image, SmartCMS, SmartPlayer, SmartControl, MemoryCache, Ambilight (43"–48"– 55")				SmartBrowser, SmartPower, D-Image, SmartCMS, SmartPlayer, SmartControl, MemoryCache, FailOver, SmartInsert	SmartBrowser, SmartPower, FailOver, D-Image, SmartCMS, SmartPlayer, MemoryCache, SmartInsert, SmartControl				
Energy Efficiency										
Mains Power	100 ~ 240 VAC					100 ~ 240 VAC				
Consumption (Energy Star 6.0 Test Method)	50W	87W	115W	141W	122W	48.57W	90W	85.51W		
Standby Mode	<0.5W					<0.5W				
Connectivity										
video input	1x HDMI, 1x VGA, 1x YPbPr, 1x DVI-D, 1x USB 2.0, 1x composite (share with YPbPr)				1x VGA, 1x DVI-D, 1x Display port, 1x Composite, 1x Component, 2x HDMI	1x VGA, 1x DVI-D, 1x USB 2.0, 1x Display port, 1x Composite, 1x Component, 2x HDMI				
video output	No				1x DVI-I, 1x VGA (via DVI-I), 1 x DP	1x DVI-I, 1x VGA (via DVI-I), 1 x DP				
audio input	1x RCA jack, 1x 3.5 jack				1x 3.5mm jack, 1x Audio L/R (RCA)	1x 3.5mm jack, 1x Audio L/R (RCA)				
audio output	1x SPDIF, 1x 3.5 jack				1x Audio L/R (RCA), 1x external speaker terminal	1x Audio L/R (RCA), 1x external speaker terminal				
internal speakers	2x 10W RMS	2x 10W RMS	2x 10W RMS	2x 10W RMS	2x 10 W (RMS)	2x 10 W (RMS)				
control	RS232 daisy-chain, RJ-45, HDMI CEC, IR loop-through				RS232 in/out, 1x RJ45, One wire (HDMI), Ir-out	RS232 in/out, 1x RJ45, One wire (HDMI), Ir-out				
Physical Specifications										
Set Dimensions in mm (WxHxD)	726.5 x 425.4 x 63.6 mm	968.2 x 559.4 x 59.9 mm	1081.8 x 623.4 x 59.9 mm	1238.6 x 711.1 x 59.9 mm	1450.48 x 828.52 x 61.5 mm	750.2 x 444.6 x 69 mm	946.9 x 541.0 x 56.8 mm	1052.7 x 607.3 x 69 mm	1092.8 x 623.0 x 56.8 mm	1228.6 x 699.4 x 56.8 mm
Display Weight in Kg	5.20 Kg	8.70 Kg	11.52 Kg	16 Kg	36.2 Kg	11.4 Kg	15.3 Kg	22.0 Kg	19 Kg	24.7 Kg
Bezel Width in mm	11.9 mm 17.2 (Bottom)	11.9 mm 14.9 (Bottom)	11.9 mm 14.7 (Bottom)	12.6 mm 14.5 (Bottom)	7.5 mm 10.5 (Bottom)	24.4 mm	6.5 mm	9.9 mm	6.5 mm	6.5 mm
VESA Mount in mm	100x100 200x200	200x200 400x400	200x200 400x400	400x200 400x400	400x400	400x200	200x200	400 x400, 400x200, 200x200	400 x200 400 x400	400 x200 400 x400
Smart Insert Mount						100x100	100x100, 200x100	100x100, 200x100	100x100, 200x100	100x100, 200x100
Table Stand (optional)	BM02541	BM02542	BM02542	BM02542	N/A	BM02541	BM04642, BM02542			
Convenience										
Service & Warranty	3 years					3 years				
MTBF	50.000 hrs					50.000 hrs				

V-line				U-line			X-line		T-line			
BDL4280VL	BDL4680VL	BDL4780VH	BDL5580VL	BDL8470QU	BDL8470EU	BDL9870EU	BDL4777XL	BDL5588XL/ BDL5588XH	BDL4256ET	BDL5556ET	BDL6526QT	BDL8470QT
42 inch	46 inch	47 inch	55 inch	84 inch	84 inch	98 inch	47 inch	55 inch	42 inch	55 inch	65 inch	84 inch
E-LED				E-LED		D-LED	D-LED		E-LED		E-LED – Anti-glare	
IPS	AMVA	IPS	AMVA	IPS			IPS		IPS		VA	IPS
1920 x 1080p				3840x2160p			1920x1080p		1920x1080p			3840x2160p
700	700	2000	700	350	500		500 / 700 (BDL5588XH)		450		350	
1300:1	4000:1	1300:1	4000:1	1400:1	1400:1	1300:1	1400:1		1300:1	1300:1	5000:1	1400:1
500,000:1				500,000:1			500,000:1		500,000:1			
12 ms	6,5 ms	10 ms	6,5 ms	12 ms	12 ms	8 ms	12 ms	12 ms	12ms	12ms	8ms	12ms
16:9				16:9			16:9		16:9			
178° x 178°				178° x 178°			178° x 178°		178° x 178°			
1073 M							16.7 M	1073 M	1073 M			
Portrait, Landscape				Landscape	Portrait, Landscape		Portrait, Landscape		Portrait, Landscape		Landscape	
-				-			-		6 touch-points			10 touch-points
-	-	-	-	-			-		Optical			Infrared
SmartPower, SmartControl, Failover, D-Image, SmartPlayer, HTML5-browser, OPSinsert, SmartInsert, SmartCMS, Color Calibration Kit				4K Ultra HD Resolution, SmartControl, FailOver, SmartPower			Color Calibration Kit, SmartPower, SmartControl, OPSinsert	Color Calibration Kit, SmartPower, SmartControl, OPSinsert	Plug&Play Touch (HID Compliant), Failover, D-Image, Smart Insert, OPSinsert		Plug&Play Touch, SmartPower, SmartControl, SmartPlayer	
100 ~ 240 VAC				100 ~ 240 VAC			90 ~ 240 VAC	100 ~ 240 VAC	90 ~ 240 VAC			
97,54W	92,41W	1601W	110W	400W	400W	500W	86W	110W/175W	95W	110W	122W	400W
< 0.5W				< 0.5W			< 0.5W		< 0.5W			
1x VGA, 1x DVI-D, 1x USB 2.0, 1x Display port, 1x Composite, 1x Component, 2x HDMI				1x VGA, 1x DVI-D, 1x Display Port, 1x Composite, 1x Component, 3x HDMI			1x VGA, 1x DVI-D, 1x DP, 1x Component, 1x HDMI	1x VGA, 1x DVI-D, 1x DP, 1x Component, 1x HDMI	1x VGA, 1x DVI-D, 1x Composite, 1x Component, 1x HDMI, 1x Display Port		1x VGA, 1x DVI-D, 1x Composite, 1x Component, 2x HDMI, 1x Display Port	1x VGA, 1x DVI-D, 1x Display Port, 1x Composite, 1x Component, 3x HDMI
1x DVI-I, 1x VGA (via DVI-I), 1 x DP				1x DisplayPort			1x DVI-D/ VGA	1x DisplayPort 1x DVI-I/ VGA	1x DVI-I		1x DVI-I, 1x VGA (via DVI-I), 1 x DP	1x DisplayPort
1x 3.5mm jack, 1x Audio L/R (RCA)				1x RCA jack			1x 3.5mm jack, 1x Audio L/R (RCA)		1x 3.5mm jack, 1x Audio L/R (RCA)			1x RCA jack
1x Audio L/R (RCA), 1x external speaker terminal				1x RCA jack, 1x external speaker terminal			1x Audio L/R (RCA), 1x external speaker terminal		1x Audio L/R (RCA), 1x external speaker terminal			1x external speaker terminal
2x 10 W (RMS)				2x 10 W (RMS)			2x 10W (RMS)		2x 10W (RMS)			2x 10W (RMS)
RS232 in/out, 1x RJ45, One wire (HDMI), Ir-out				RS232 in/out, 1x RJ45			RS232 (in/out), 1x RJ45, IR (in/out)	RS232 (in/out), 1x RJ45, IR (in/out)	RS232 in/out, 1x RJ45		RS232 in/out, 1x RJ45, One wire (HDMI), Ir-out	RS232 in/out, 1x RJ45
965.8 x 558.8 x 69 mm	1052.7 x 607.3 x 69 mm	1052.7 x 607.3 x 69 mm	1244.4 x 715.2 x 69 mm	1910.00 x 1102.00 x 77.80 mm	1910.00 x 1102.00 x 77.80 mm	2193.20 x 1248.20 x 88.30 mm	1023.98 x 578.57 x 125.7/108.1mm	1044.9 x 590.0 x 108.8 mm	976.16 x 569.5 x 79.8 mm	1257.3 x 728.1 x 79.0 mm	1488.4 x 863.4 x 78.1 mm	1928 x 1120 x 94,9 mm
18.3 Kg	22.0 Kg	22.0 Kg	30.2 Kg	70.0 Kg	70.0 Kg	91.4 Kg	23.0 Kg	25.5 Kg	24.75 Kg	43.0 Kg	54.4 Kg	98.3 Kg
15.8 mm	15.8 mm	15.6 mm	15.8 mm	22.6 19.5 mm	22.6 19.5 mm	16 mm	3.2 + 1.7 mm	2.3 + 1.2 mm	19.5 mm	23.71 mm	26.2 mm	16.5, 19.5 (B) mm
400x200, 200x200			400x400, 400x200, 200x200	600x500	600x500	800x500	400x200, 200x200	400x400, 400x200, 200x200	400 x 200, 200 x 200	400x400, 400x200, 200x200	400 x 400	600 x 500
100x100, 100x200				100x100, 100x200	100x100, 100x200	100x100, 100x200				100x100, 200x100		100x100, 200x100
BM04642, BM02542				N/A			BM05462		BM05462		N/A	
3 years				3 years			3 years		3 years			
50.000 hrs				50,000 hrs			50.000 hrs		50.000 hrs			

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