



Philips Signage Solutions  
Q-Line Display

49"

3840 x 2160 (4K UHD)  
Ultra HD

**Signage**Solutions

50BDL3110Q

## Intensify your signage experience

With priceless performance

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

### **Optimized for public viewing**

- 4K Ultra HD: resolution like you've never seen it before

### **Innovative solutions for any signage application**

- Android: Run your own app or choose your favorite app to run
- CMND: Take control of your displays
- Create and update content with CMND & Create
- Schedule what you want, when you want with SmartPlayer
- Connect and control your content via the cloud with HTML5

### **Care about you, your business and your audience**

- Manage settings of multiple displays with CMND & Control
- SmartPower for energy saving

# PHILIPS

# Highlights

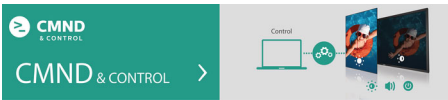
## 4K Ultra HD Resolution

See 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.

## Powered by Android

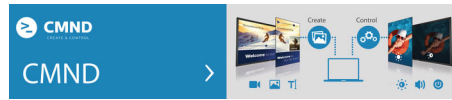
With Android OS integrated into the display, you can work with the most developed OS on the planet and save your own app directly into the display. Or, choose from the large library of Android apps and play content from there. With the built-in scheduler, you can daypart your apps and content based on your customer and time of day and with the auto orientation feature, showing content in portrait or landscape is as simple as turning the display.

## CMND & Control



With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customize and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

## CMND



A robust display management platform, CMND puts the power back into your hands. Update and manage content with CMND & Create or control your settings with CMND & Control. It's all possible with CMND.

## CMND & Create



Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you'll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

## SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser.

Design your signage content online and connect it with a 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



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.

## SmartPower



The backlight intensity can be controlled and pre-set by the system to reduce the power consumption by up to 50%, which saves substantially on energy costs.

# Specifications

## Picture/Display

- Diagonal screen size: 50 inch / 127 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Contrast ratio (typical): 5000:1
- Response time (typical): 9.5 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.2853 (H) x 0.2853 (V) mm
- Display colors: 1.07 Billion
- Operating system: Android 5.1
- Panel technology: VA

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
1024 x 768	60Hz
1152 x 870	75Hz
1280 x 1024	60Hz
1280 x 720	60Hz
1440 x 900	60Hz
1600 x 900	60Hz
1680 x 1050	60Hz
1920 x 1080	60Hz
3840 x 2160	30, 60Hz
640 x 480	60,67,75Hz
720 x 400	70Hz
800 x 600	60Hz
832 x 624	75Hz

### Video formats

Resolution	Refresh rate
1080i	50, 60Hz
1080p	60Hz
1080p	24,25,30,60Hz
3840 x 2160p	24,25,30,60Hz
480i	60Hz
480p	60Hz
576i	50Hz
576p	50Hz
720p	50, 60Hz

## Connectivity

- Video input: HDMI 2.0 (x2), USB 2.0 (x1), USB 3.0 (x1)
- Audio input: 3.5 mm jack
- Audio output: 3.5mm jack
- External control: RS232C (in/out) 2.5 mm jack, RJ45

## Convenience

- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Lockable
- Network controllable: RJ45, RS232, WiFi

- Energy saving functions: Smart Power
- Placement: Landscape
- Remote control signal: Lockable
- Ease of installation: Remote Control Lock
- Tiled Matrix: Up to 10 x 15

## Dimensions

- Bezel width: L/T/R:9.8mm ,B:15.1mm
- Set dimensions (W x H x D): 1118.2 x 642.9 x 62.5 mm
- Product weight: 12 kg
- VESA Mount: 200 x 200 mm
- Product weight (lb): 26.46 lb
- Set dimensions in inch (W x H x D): 44.02 x 25.31 x 2.46 inch

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 (operation),10 - 90%(storage) %

## Power

- Mains power: 220V~, 50Hz
- Standby power consumption: <0.5W
- Power Saving Features: Smart Power
- Consumption (Max): 170 W
- Consumption (Typical): 130 W

## Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control

## Multimedia Applications

- USB Playback Video: 3GP, MKV, MP4, VOB
- USB Playback Picture: BMP, JPEG, JPG, PNG, GIF
- USB Playback Audio: AAC, M4A, MP1, MP2, MP3, MP4, WMA

## Miscellaneous

- Warranty: 3 year warranty
- On-Screen Display Languages: Simplified Chinese, English
- Regulatory approvals: CCC, CECP

## Internal Player

- Storage: 8GB eMMC
- CPU: hisiV551 2core A73-1.2GHz
- Memory: 1GB DDR3
- GPU: hisiV551 5core 540MHz
- Wifi: IEEE 802.11 b/g/n W82R2510



Issue date 2020-10-05

Version: 4.0.1

12 NC: 8670 001 60962  
EAN: 87 12581 76070 0

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