



Philips Signage Solutions  
D-Line Display

50"  
4K UHD  
500cd/m<sup>2</sup>

**SignageSolutions**



50BDL4510D

## Say more

Smart, fast 24/7 display.

Make it stand out with a fast Philips D-Line Professional 4K UHD display. Philips superb picture quality ensures true colors and intense contrast. You can effortlessly display content from multiple sources on a single screen.

### Operational flexibility

- SmartPower for energy saving

### Brilliant picture. Blazing processor speed.

- Place in landscape or portrait orientation
- 4K UHD. Rich, deep images. Stunning contrast

### Effortless setup. Total control.

- Operate, monitor and maintain with CMND & Control
- Schedule what you want, when you want with SmartPlayer

### Cost-effective system solution

- Energy-saving automatic backlight control
- FailOver ensures content is always playing

**PHILIPS**

D-Line Display  
50" 4K UHD, 500cd/m<sup>2</sup>

50BDL4510D/00

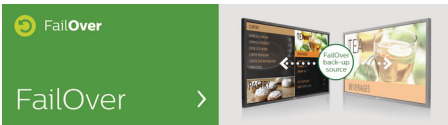
# Highlights

## 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.

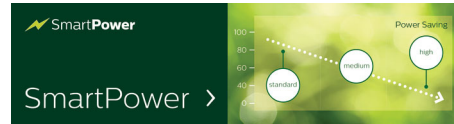
## FailOver



From waiting room to meeting room, never show a blank screen. FailOver lets your Philips

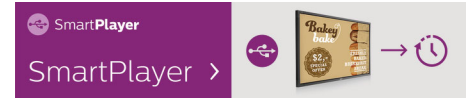
Professional Display switch automatically between primary and secondary inputs ensuring content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## 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.

## 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.

# Specifications

## Picture/Display

- Diagonal screen size: 49.5 inch / 125.7 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60Hz
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 4000:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.2854 x 0.2854 mm
- Display colors: 1.07 G Billion
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan
- Panel technology: VA

## Connectivity

- Video input: Display Port 1.2 (x1), DVI-I (x 1), HDMI 2.0 (x2), USB 2.0 (x2)
- Video output: DisplayPort 1.2 (x1), HDMI 2.0 (x1)
- Audio input: 3.5 mm jack
- Audio output: 3.5mm jack
- 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
1024 x 768	60Hz
1280 x 1024	60Hz
1280 x 720	60Hz
1440 x 900	60 Hz
1600 x 900	60Hz
1680 x 1050	60Hz
3840 x 2160	30, 60Hz
640 x 480	60Hz
800 x 600	60Hz

### Video formats

Resolution	Refresh rate
1080i	50, 60Hz
576i	50Hz
576p	50Hz
480p	60Hz
480i	60Hz
1080p	50, 60Hz

2160p	24, 30, 60Hz
720p	50,60 Hz

## Dimensions

- Set dimensions (W x H x D): 1128.4 x 649.0 x 63.5 mm
- Set dimensions in inch (W x H x D): 44.43 x 25.55 x 2.50 inch
- Bezel width: 14.9 mm (Even bezel)
- Product weight (lb): 32.52 lb
- Product weight: 14.75 kg
- VESA Mount: 400 (H) x 400(V) mm, M6

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Keyboard control: Hidden, Lockable
- Signal loop through: RS232, IR Loopthrough, DisplayPort, HDMI
- Network controllable: RS232, RJ45
- Energy saving functions: Smart Power
- Screen saving functions: Pixel Shift, Low Bright

## Power

- Standby power consumption: 0.5 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 105 W
- Consumption (Max): 165 W
- Energy Label Class: G

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Altitude: 0 ~ 3000 m
- MTBF: 50,000 hour(s)
- Humidity range (operation)[RH]: 20 - 80% RH (No condensation)
- Humidity range (storage) [RH]: 5 - 95% RH (No condensation)

## Sound

- Built-in speakers: 2 x 10W RMS

## Accessories

- Included accessories: Quick start guide, RS232 cable, AC Power Cord, HDMI cable, Remote Control & AAA Batteries
- Stand: BM05922(Optional)
- Included Accessories: RS232 daisy-chain cable, Philips logo (x1), Screws, USB Cover (x1), AC

Switch Cover

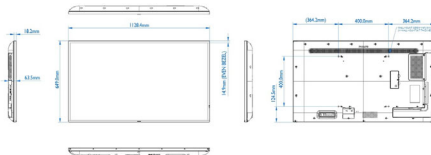
## Multimedia Applications

- USB Playback Audio: AAC, HEAAC, MPEG
- USB Playback Picture: BMP, JPEG, PNG
- USB Playback Video: MPEG, H.263, H.264, H.265, VP8

## 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: CE, CCC, RoHS, BSMI, CB, VCCI, CU, EMF, EnergyStar 8.0, ETL, FCC, Class A, PSB
- Warranty: 3 year warranty

Philips 50BDL4550D  
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Release Date: 20210611



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EAN: 87 12581 76889 8

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