



Philips Signage Solutions  
Q-Line Display

55"

4K UHD (3840 x 2160)  
Ultra HD

**Signage**Solutions

55BDL3050Q

## 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

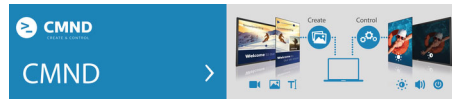
With Android OS integrated into the display, you can work with the most developed OS on the planet and save your own app directly into the display. Or, choose from the large library of Android apps and play content from there. With the built-in scheduler, you can daypart your apps and content based on 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 & 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.

## 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 & 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.

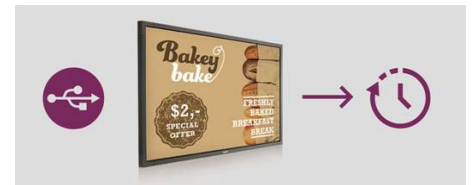
## SmartBrowser



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

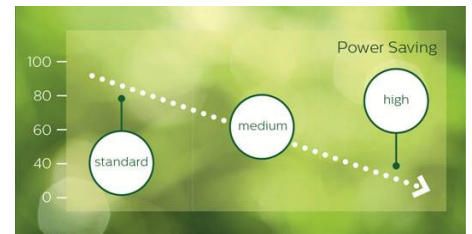
connect it with a display or with your complete network. Simply plug in a RJ45 internet cable for network connection, connect the display with the dedicated url-address and you are ready to play your cloud based content.

## 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: 54.6 inch / 138.7 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Contrast ratio (typical): 4000:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.315 x 0.315 mm
- Display colors: 1.07 Billion
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement, Color Enhancement, Color Temperature Adjustment, De-interlacer, Noise Reduction, Smart Picture
- Operating system: Android 5.0.1
- Panel technology: AMVA

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
1280 x 768	60Hz
1280 x 800	60Hz
1360 x 768	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz
1280 x 1024	60Hz
720 x 400	70Hz
1024 x 768	60, 75Hz
800 x 600	60, 75Hz
640 x 480	60, 72, 75Hz
3840 x 2160	30, 60Hz

### Video formats

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

## Connectivity

- Video input: DVI-D, HDMI (x2), VGA (Analog D-Sub), USB 2.0 (Type A) (x2)
- Audio input: 3.5 mm jack
- Audio output: Audio Left/Right (RCA)
- External control: RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack, RJ45

## Convenience

- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Lockable
- Network controllable: LAN (RJ45), RS232
- Energy saving functions: Smart Power
- Placement: Landscape
- Remote control signal: Lockable
- Ease of installation: Remote Control Lock
- Memory: 8GB eMMC
- Other convenience: Kensington lock, VESA mount

(400x400mm)

- Signal Loop Through: IR Loophrough, RS232
- Tiled Matrix: Up to 10 x 15

## Dimensions

- Bezel width: 12.9 mm (T/L/R), 14.7 mm (B)
- Set dimensions (W x H x D): 1239.2 x 711.6 x 61.7 mm
- Set dimensions in inch (W x H x D): 48.79 x 28.02 x 2.43 inch
- Product weight: 15.96 kg
- Product weight (lb): 35.19 lb
- VESA Mount: 400 x 400 mm, 200 x 400 mm, M6 x 8

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 5 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 (operation), 10 - 90%(storage) %
- MTBF: 50,000 hour(s)

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (On mode): 145 W
- Standby power consumption: <0.5W
- Power Saving Features: Smart Power
- Consumption (Typical): 150 W

## Sound

- Built-in speakers: 2 x 10W RMS

## Accessories

- Included accessories: AC Power Cord, RS232 cable, Quick start guide, Batteries for remote control, Remote Control, IR sensor cable (1.8M)
- Optional accessories: Table top stand
- Included Accessories: RS232 daisy-chain cable, USB Cover and screw x1
- Stand: BM05923/BM02542/BM05922

## Multimedia Applications

- USB Playback Video: ASF, AVI, FLV, MKV, MP4, MPEG, MPG, TS, VOB, WEBM, WMV, DAT
- USB Playback Picture: BMP, JPEG, JPG, PNG
- USB Playback Audio: AAC, M4A, MP3, WMA

## Miscellaneous

- Warranty: 3 year warranty
- On-Screen Display Languages: Arabic, Simplified Chinese, Traditional Chinese, English, French, German, Italian, Polish, Russian, Spanish, Turkish, Japanese, Czech, Danish, Dutch, Finnish, Norwegian, Portuguese, Swedish
- Regulatory approvals: CE, UL/cUL, CB, FCC, Class B, BSMI, CCC, EAC, EMF, EnergyStar 7.0, PSB, CECP

## Internal Player

- Storage: 8GB eMMC
- CPU: ARM Quad-core processor
- Memory: 2GB DDR3



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12 NC: 8670 001 52841  
EAN: 87 12581 75153 1

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