



Philips Signage Solutions  
Q-Line Display

32"

Direct LED Backlight  
Full HD

**Signage**Solutions

BDL3230QL

## Intensify your signage experience

with priceless smart performance

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

### Maximizing the impact of your message

- Full HD LED for brilliant images with incredible contrast
- 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
- Save and play content with internal memory
- Schedule what you want, when you want with SmartPlayer

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

- Show clinical images consistently with D-image
- SmartPower for energy saving

# Highlights

## Full HD LED technology

Picture Quality matters. Regular displays deliver quality, but you expect more. Imagine crisp detail paired with high brightness, incredible contrast and realistic colors for a true to life picture.

## SmartControl



SmartControl lets you remotely control and manage your network of displays via RJ45 and RS232C. Easily fine-tune all display settings including resolution, brightness, contrast and cloning of your settings over your complete network.

## SmartCMS



Free and easy-to-use content management system that works exclusively with Philips Sigage 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 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.

## Internal Memory

Save and play content with internal memory. Upload your media into the display and playback content immediately. Working in conjunction with the internal browser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content running by playing a cached version of the content, ensuring that your media stays up even if the network goes down.

## 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.

## Clinical D-image



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.

## 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.

## SmartCollection

### SmartCollection

SmartCollection offers 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 Caring, Innovative and Impactful solutions.

# Specifications

## Picture/Display

- Diagonal screen size: 31.5 inch / 80 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Contrast ratio (typical): 1400:1
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.36375 x 0.36375 mm
- Display colors: 16.7 Million
- DICOM: Clinical D-image

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 800	60Hz
1360 x 768	60Hz
1366 x 768	60Hz
1440 x 900	60Hz
1600 x 1200	60Hz
1920 x 1080	60Hz
1920 x 1200	60Hz

### Video formats

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

## Connectivity

- Video input: DVI-D, HDMI, Component (RCA), Composite (RCA), VGA (Analog D-Sub)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Audio output: Audio Left/Right (RCA)
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack
- Other connections: USB

## Convenience

- Memory: Internal memory access, 8GB eMMC

- Screen saving functions: Pixel Shift
- Energy saving functions: Smart Power
- Tiled Matrix: Up to 15 x 15
- Start-up: Switch on delay, Switch on status, Wake up on LAN
- Start-up window: enable / disable Philips logo
- Keyboard control: Lockable, Hidden
- Network controllable: RS232, RJ45, One Wire (HDMI-CEC)
- Signal loop through: RS232, IR Loophrough

## Dimensions

- Bezel width: 11.9 (TLR) / 17.2 (B) mm
- Set dimensions (W x H x D): 726.5 x 425.4 x 63.6 mm
- Set dimensions in inch (W x H x D): 28.6 x 16.75 x 2.5 inch
- VESA Mount: 100x100mm, 200x200 mm, M4
- Product weight: 5.20 kg
- Product weight (lb): 14.74 lb

## Operating conditions

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

## Power

- Mains power: AC 100 - 240V, 50 - 60Hz
- Standby power consumption: <0.5 W
- Consumption (Typical): 57 W

## Sound

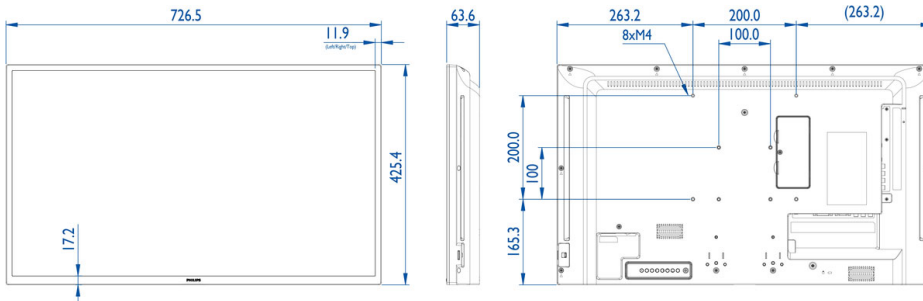
- Built-in speakers: 2 x 10W RMS

## Multimedia Applications

- USB Playback Video: 3G2, 3GP, ASF, ASX, AVI, DAT, DivX, F4V, FLV, M2TS, M4V, MK3D, MKV, MOV, MP4, MPE, MPEG, MPG, MTS, QT, TRP, TS, TTS, VOB, WEBM, WMV, Xvid
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Audio: AAC, AC3, AIF, AIFF, AMR, EC3, M4A, MP3, OGA, OGG, WAV, WMA

## Accessories

- Included accessories: AC Power Cord, RS232 cable, VGA cable, Remote Control, Batteries for remote control, User manual on CD-ROM, Quick start guide



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