



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.

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

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

### Maximizing the impact of your message

- Manage and control your network remotely via SmartControl
- Full HD LED for brilliant images with incredible contrast

### Innovative solutions for any signage application

- Connect and control your content via the cloud with HTML5
- Schedule what you want, when you want with SmartPlayer
- Free and easy-to-use content management with SmartCMS
- Save and play content with internal memory

# PHILIPS

# Highlights

## 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.

## 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.

## 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.

## 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!

## 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.

## 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.

## 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.

# 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>
- 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: approximately 16.77 million
- DICOM: Clinical D-image
- Contrast ratio (typical): 1400:1

## 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, VGA (Analog D-Sub), Component (RCA), Composite (RCA)
- 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

- Tiled Matrix: Up to 15 x 15
- Screen saving functions: Pixel Shift
- Signal Loop Through: RS232, IR Loophthrough
- Energy saving functions: Smart Power
- Network controllable: RS232, RJ45, One Wire (HDMI-CEC)
- Keyboard control: Hidden, Lockable
- Memory: 8GB eMMC, Internal memory access
- Start-up: Switch on delay, Switch on status, Wake up on LAN
- Start-up window: enable / disable Philips logo

## Dimensions

- 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
- Bezel width: 11.9 (TLR) / 17.2 (B) mm
- 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

- Consumption (On mode): 57 W (EnergyStar 6.0 test method)
- Standby power consumption: <0.5 W
- Mains power: 100 ~ 240 VAC

## Sound

- Built-in speakers: 2 x 10W RMS

## Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, RS232

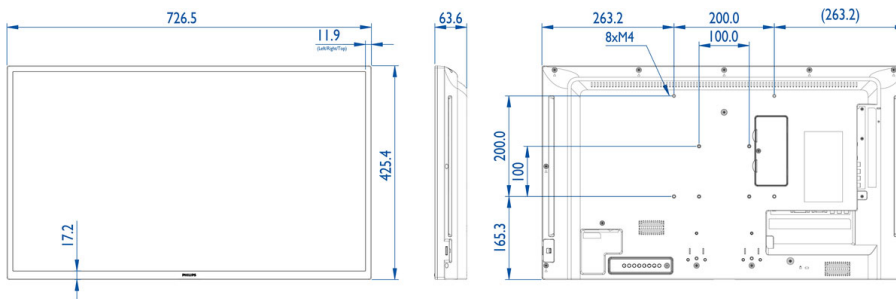
- cable, Quick start guide, Warranty Leaflet
- Stand: BM02541 (Option)

## Miscellaneous

- On-Screen Display Languages: English, French, German, Italian, Japanese, Polish, Russian, Spanish, Simplified Chinese, Turkish, Traditional Chinese
- Regulatory approvals: CE, UL/cUL, CCC, C-Tick, CB, BSMI, EPA, CECP, GOST
- Warranty: 3 year warranty

## 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



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