



Philips Signage Solutions  
Glasses free 3D Display

50"

Edge LED Backlight  
Ultra HD  
Autostereoscopic 3D

**Signage**Solutions

BDL5071VS

## The future of 3D in Ultra HD

Without the need for special glasses

The autostereoscopic 50" E-LED display offers Ultra HD resolution in both 2D and glasses free 3D, the best depth performance, widest viewing angle, lowest cross talk and deepest black-levels.

### Optimized for public viewing

- 4K UHD E-LED display, 3840x2160p
- Autostereoscopic 3D
- No need for special 3D glasses
- 28 lenticular views for amazing smooth 3D pictures

### Operational flexibility

- Designed for 24/7 operation
- Optical bonding process for high contrast and bright colors
- Adjustable pop-out effects to optimize 3D effect

### Stunning 3D experience

- 3D content visualization
- 3D & 2D dual mode display
- 3D system solution

**PHILIPS**

# Specifications

## Picture/Display

- Diagonal screen size (inch): 50 inch
- Optimum resolution: 3840 x 2160 @ 30Hz
- 3D Technology: Fixed Lenticular 3D Technology, Autostereoscopic 3D display
- Brightness: 400 cd/m<sup>2</sup>
- Contrast ratio (typical): 5000:1
- Aspect ratio: 16:9
- Response time (typical): 6.5 ms
- Pixel pitch: 0.2865 x 0.2865 mm
- Display colors: 1.07 billion
- Viewing angle (H / V): 150 / 150 degree
- Input format: 2D-plus-Depth in 3D mode
- Optimal viewing distance: Adjustable

## Connectivity

- AV input: DVI-D x1

## Supported Display Resolution

### • Computer formats

Resolution	Refresh rate
3840 x 2160	30Hz

## Dimensions

- Set dimensions (W x H x D): 1160 x 680 x 100 mm
- Product weight: 45 kg
- VESA Mount: 400 x 400 mm

## Convenience

- Placement: Landscape
- Packaging: Reusable box

## Power

- Consumption (Typical): 130 W
- Standby power consumption: <0.5W
- Mains power: 90 ~ 253 VAC, 50 ~ 60 Hz

## Operating conditions

- Temperature range (operation): 0 ~ 50 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 90 %
- MTBF: 50,000 hour(s)

## Accessories

- Included accessories: 3D software, 3D display control tool, 3D videoplayer (2D-plus-Depth), Quick start guide, AC Power Cord, DVI-D cable
- Optional accessories: 3D content enabling software, Table top stand

## Miscellaneous

- Warranty: 1 year warranty

# Highlights

## 4K UHD E-LED display

Crystal clear ultra high definition picture quality to give your audience unprecedented levels of realism and viewer enjoyment. Your viewers will be treated to unsurpassed video, with an amazing color fidelity and the sharpest pictures around.

## Autostereoscopic 3D

Enjoy a stunning 3D experience with no need for special glasses thanks to the autostereoscopic 3D effect. Using lenticular technology, it gives excellent clarity and depth, making your 3D experience even more lifelike and enjoyable.

## 28 lenticular views

With 28 lenticular views, you can "peek" around virtual objects on the 3D display, giving you the most stunning 3D visual effects around.

## 3D & 2D dual mode display

The display can be applied in a broad range of applications since it can be operated in both 2D and 3D mode. The 4K UHD resolution panel enables great picture quality and true color representation in 2D and 3D mode. The integrated rendering core offers content creators and end-users full control over the quality and depth-effect characteristics of the picture.

## Adjustable pop-out effects

Immersive out of screen pop-out effects can be adjusted to optimize the 3D effect for any application.

## Designed for 24/7 operation

Because business never sleeps, our signage displays are designed for 24/7 use. Taking advantage of superior components to ensure a higher level of quality, you can count on this range of models for complete around-the-clock reliability.

## Optical bonding

Optical bonding refers to a protective glass that is glued in front of a display. A bonded display increases the contrast ratio by reducing the amount of reflected ambient light. Optical bonding improves the durability and increases the ruggedness of the display.

## 3D system solution

The system solution is designed for maximum reuse of content / concepts from the 2D signage industry. The key enabler for this is the flexible 2D-plus-Depth format that allows decoupling of content creation and content visualization. The rendering core integrated in the autostereoscopic 3D displays supports the unique Declipse image format which enables a true look-around 3D effect.

## 3D content visualization

Software tools are provided with the display to play-out 3D content and control the 3D and 2D visualization parameters. The actual 3D content can be created via plug-ins available for popular 3D animation software packages. Existing 2D or stereo content can be converted into 2D-plus-Depth format. The 2D-plus-Depth format is compatible with existing compression tools, as the additional bandwidth of the depth is small.



Issue date 2022-05-17

Version: 1.0.1

12 NC: 8670 001 08425  
EAN: 87 12581 70180 2

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