Philips
LCD monitor

140 cm (55")
multimedia
Full HD

BDT5530EM

# More audience interaction

## with the touchscreen 140-cm (55") LED Display

Deliver vital information or marketing messages to your audience in startling clarity. And thanks to the interactive touchscreen, you can also engage your customer much more closely than ever before.

### Operational flexibility

- 32 Touch Points
- Optical IR Touch
- Smart insert in the back cover to place a small PC
- Compatible with all leading operating systems

### Optimised for public viewing

- Slim bezel design for a stylish look

### Lower total cost of ownership

- Edge LED Backlight
- SmartPower for energy saving

### Sustainable and safe

- Temperature sensor measures the health condition
- Complies with RoHS standards of care for the environment

**PHILIPS**

# Highlights

## Edge LED Backlight

Experience an even dispersion of light with cutting edge LED technology. White LED's (light emitting diodes) are positioned around the rim of the panel to give a more even spread of light. This results in even lower power consumption, less heat to dissipate and a true, uniform colour range.

## 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.

## Smart Insert

Professional PCs are part of most public signage installations. Quite often they increase the overall depth of the display and cause a lot of cable clutter. So we have designed this display with Smart insert in the back cover, which is ideal for the integration of a professional small form factor PC. On top of that, the cable management system offers a great solution to keep your cables neat and professional-looking.

## Compliant with RoHS standards

Philips designs and produces display products in compliance with strict Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.

## Temperature sensor

This public display contains a temperature sensor to monitor the internal health condition. If the internal temperature exceeds the pre-set threshold, two internal fans will be automatically activated to cool down the display to normal conditions.

## 32 Touch Points

Enjoy amazing functionality with 32 touch points on this touch screen. More flexibility and optimum performance combine with excellent operability opportunities to give you the ultimate in user interaction.

## Optical IR Touch

With an invisible infrared grid on the top of the screen, you can enjoy amazing accuracy and fast response times, even when touched by a finger, glove or stylus. And no "ghost points".

## Slim bezel

A slim bezel design adds a stylish look to a public display to blend in nicely in just about any environment. Furthermore, this design makes the display ideal for tiled matrix video walls.

Full HD 1080p DISPLAY

Slim Bezel

VIDIWALL

Smart Insert

SmartPower

Portrait Mounting

DVI digital visual interface

Lead Free

# Specifications

## Picture/Display
- Diagonal screen size: 54.6 inch / 138.6 cm
- Panel resolution: 1920 x 1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m²
- Contrast ratio (typical): 4000:1
- Response time (typical): 6.5 ms
- Aspect ratio: 16:9
- Viewing Angle (H / V): 178 / 178 degree
- Pixel pitch: 0.21 x 0.63 mm
- Display colours: 1.07 Billion
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement

## Supported Display Resolution
- Computer formats

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

- Video formats

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

## Connectivity
- PC: VGA-in D-Sub 15HD, VGA-out D-Sub 15HD, DVI-D x 1, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: HDMI x 1, Audio (L/R) x 2, Composite (BNC) x 1, S-video x 1
- Other connections: Component RCA x1

## Convenience
- Placement: Portrait, Landscape
- Tiled Matrix: Up to 5 x 5
- Picture in picture: PIP
- Screen-saving functions: Pixel Shift, Low Brightness
- Signal Loop Through: RS232, VGA
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Ease of installation: AC Out, Carrying Handles, Smart Insert
- Energy-saving functions: Ambient light sensor, Smart Power
- Safety control functions: Heat Control, Temperature Sensor
- Packaging: Reusable box
- Network controllable: RS232

## Dimensions
- Bezel thickness: 24.6 mm/0.95"
- Set dimensions (W x H x D): 1350 x 815 x 59 mm
- Product weight: 37 kg
- VESA Mount: 400 x 400 mm

## Operating conditions
- Temperature range (operation): 0 - 40 °C
- Relative humidity: 5 - 90 %
- MTBF: 60,000 hour(s)

## Power
- Mains power: 90-264 V/AC, 50/60 Hz
- Standby power consumption: <1 W

## Sound
- Built-in speakers: 2 x 12 W RMS

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

## Miscellaneous
- Bezel: Metallic Anthracite
- Warranty: Europe/North America: 3 years
- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Regulatory approvals: CE, FCC, Class B, CCC, RoHS, UL/cUL

## Technical specifications
- Touchpoints: 32 Simultaneous Touch points, IR Touch Screen s

## Packaging dimensions
- EAN: 87 12581 63245 8
- Number of products included: 1
- Packaging type: Carton

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