



Philips Signage Solutions  
E-Line Display

55"

Edge LED Backlight  
Full HD

**Signage**Solutions

BDL5551EL

## Deliver your marketing messages in style

with this sleek LED display

Maximising your content delivery whilst lowering your TCO has never been so easy or stunning. This 55" display offers gorgeous full HD picture quality with lower power consumption thanks to the edge LED backlight.

### **Optimised for public viewing**

- Full HD LED technology for brilliant images
- IPS wide view technology for image and colour accuracy

### **Lower total cost of ownership**

- SmartPower for energy saving

### **Operational flexibility**

- Portrait mode operability
- Smart Control Software Suite
- Open Pluggable Specification Slot
- Smart insert in the back cover to place a small PC
- Keep your content up and running with FailOver
- USB Media Playback
- IR Pass-through
- Designed for 24/7 operation

# PHILIPS

# Highlights

## Full HD LED technology

White LED's are solid state devices which light up to full, consistent brightness faster saving startup time. LED's are free from mercury content, which allows for eco-friendly recycling and disposal process. LED's allow for better dimming control of the LCD backlight, resulting in a super high contrast ratio. It also gives superior colour reproduction thanks to consistent brightness across the screen.

## IPS Display Technology

Philips IPS displays uses an advanced technology, which gives you extra-wide viewing angles of 178/178 degrees, making it possible to view the display from almost any angle — even in portrait mode. IPS displays give you remarkably crisp images with vivid colours, particularly suitable for professional video wall and menu board applications, which demand colour accuracy and consistent brightness at all times.

## Smart Control

Control and manage all of the signage displays on your network with this powerful software tool, which allows you to change the settings of your display centrally via an RJ45 or RS232 connection. Smart Control allows you to set the video input, modify the colour settings, set the display's ID when creating video walls and

even diagnose each display's status, giving you all the power you need to manage your displays from one central location.

## OPS Slot

Developed for the Digital Signage market, the Open Pluggable Specification (OPS) slot is designed to make changing or upgrading your media player mere child's play. Simply plug your media player in to the display and you're ready. No matter whether you have an entry level, mid-range or high-end media player, OPS is fully compatible bringing you a lower TCO over the longer term.

## 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.

## FailOver

Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides 24/7 protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver

connection and you're ready for instant protection.

## USB Playback

Enjoy your own media playback via the USB port. Simply plug in a USB drive and create your own signage content to convey the marketing messages you want, when you want them. With a wide range of media formats supported, this powerful media player offers an excellent picture and true flexibility.

## 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.

## IR Pass-through

Control all displays in your signage network through one single remote control, via the primary display. Simple and convenient, this means you don't have to worry about other displays changing configuration settings when using your remote control unit.



# Specifications

## Picture/Display

- Diagonal screen size: 54.6 inch / 139 cm
- Panel resolution: 1920 x 1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 450 cd/m<sup>2</sup>
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 12 ms
- Pixel pitch: 0.21 x 0.63 mm
- Display colours: 1.07 billion
- Surface treatment: Anti-Glare coating
- Viewing Angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing

## Connectivity

- PC: RJ45, VGA-in, D-Sub 15HD, VGA-out (via DVI-I), RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: DVI-D x 1, Component (BNC) x 1, Composite (BNC) x 1
- Other connections: OPS, Display Port, DVI Out, HDMI, USB, AC-out, IR out, External loudspeaker connector
- AV output: Audio (L/R) x 1

## Supported Display Resolution

### Computer formats

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

### Video formats

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

## Dimensions

- Set dimensions (W x H x D): 1244.4 x 715.2 x 69 mm
- Bezel width: 15.8 mm
- Product weight: 30.6 kg
- VESA Mount: 400 x 400 mm, 400 x 200 mm, 200 x 200 mm
- Smart Insert mount: 100 x 100 mm, 100 x 200 mm

## Convenience

- Signal Loop Through: DVI, VGA, RS232, IR Loop through
- Network controllable: RJ45, RS232, HDMI (One Wire)
- Placement: Landscape, Portrait
- Picture in picture: PBP, PIP, POP
- Energy-saving functions: Smart Power
- Ease of installation: AC Out, Smart Insert
- Keyboard control: Hidden, Lockable
- Other convenience: Carrying handles
- Packaging: Reusable box
- Tiled Matrix: Up to 5 x 5

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 110 W
- Standby power consumption: <0.5 W

## Sound

- Built-in speakers: 2 x 10 W RMS

## Operating conditions

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

## Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, User manual on CD-ROM, VGA cable
- Stand: BM05462 (Optional)

## Miscellaneous

- On-Screen Display Languages: English, French, German, Polish, Russian, Simplified Chinese, Spanish, Turkish, Italian
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST
- Warranty: 3-year warranty



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