



Philips

Professional LED TV

- 28" MediaSuite
- LED
- DVB-T2/T/C & IPTV

28HFL5010T/12

Connect and control

for future proof guest experience

With this energy efficient Hospitality TV, you will enjoy all the benefits of state-of-the-art connectivity and interactive hotel info pages while being ensured that remote installation and management safeguards the lowest cost of ownership

Benefits

Great viewing experience and guest comfort

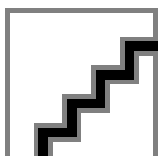
- LED TV for images with incredible contrast
- Low power consumption

Differentiating guest experience

- SmartInfo for branded, interactive hotel info pages
- Miracast & DirectShare to share movies and music on your TV
- Smart TV apps with many dedicated services for hospitality
- On-screen clock display for optimal guest convenience

Advanced hotel features and future proof

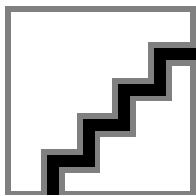
- SmartInstall for easy remote installation and maintenance
- AppControl to add, sort and delete apps with minimum effort
- Integrated IPTV system for optimal customized interactivity
- Integrated Wi-Fi to use Smart TV wirelessly
- MyChoice compatibility for recurring revenues
- Serial Xpress Protocol for interactive systems



PHILIPS

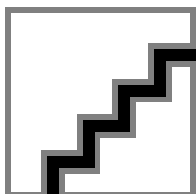
Features

LED TV



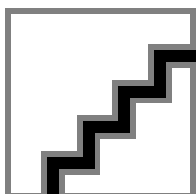
With LED backlight you can enjoy low power consumption and beautiful lines combined with high brightness, incredible contrast and vibrant colors.

SmartInstall



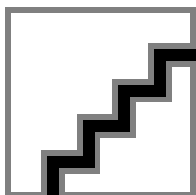
SmartInstall makes installation and maintenance of your TVs effortless. With a simple to use web tool, you can now remotely configure and install your TVs without visiting any rooms! This saves you time and makes sure your guests are not disturbed. Whether it is updating the hotel info pages or installing new channels, SmartInstall can handle all.

SmartInfo



SmartInfo allows you to provide hotel or city information to your guests. Your guests have access to this interactive hotel webpage even when the TV is not connected to your intranet or internet. You can change the information regularly and easily to keep your guests up to date with all the latest developments in your hotel.

Miracast & DirectShare



Our TVs give your guests the freedom to enjoy their content on the big TV wirelessly and without hassle. With our open system approach we serve iOS as well as Android users and continuously extend our compatibility. Our

secure sharing protects your guests. Pictures, movies, music, all can be shared and enjoyed on our TVs via Miracast & DirectShare!

Smart TV apps

Philips Smart TV apps consist of an ever growing choice of applications ranging from YouTube to social networking apps and many more. The dedicated version is tailored for hospitality use and has several added benefits, such as making sure guest information is securely deleted after use and avoiding that illegal content can harm your business.

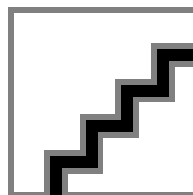
AppControl

App control allows you to give your guests the TV applications of their dreams. You are able to add, delete and sort all the apps in the way you want. Even better, you can now clone these settings to any other TV without having to setup the other TV as well! You can even make various profiles and change on the fly. Do you want to give your suites the high bandwidth video apps and your other rooms the low bandwidth apps? No problem. App control makes sure you and your guest have a smooth experience.

Integrated IPTV

Safe costs and clutter. With our new Smart TVs you can build your hotel system directly on the TV. Interactive channels, video-on-demand, interactive hotel menus and information as well as online ordering systems are all possible without an external box attached to the TV. Next to delivery of the content over coax TV cables, you can now also use your internet network to deliver your TV channels or VOD directly to the TV. Our partner network can make sure you get the customized portal you want.

MyChoice compatible



MyChoice offers a simple and low-cost way to offer your guests premium TV channels. At the same time it delivers an additional revenue stream which allows you to recover your initial TV investment.

Serial Xpress Protocol (SXP)

The TV can be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Protocol (SXP).

Low power consumption

Philips TVs are designed to minimize power consumption. This will not only reduce environmental impact but also lower operating costs.

Specifications

Please note that this is a pre-sales leaflet. The contents of this leaflet reflect the best of our knowledge per date and country mentioned above. The contents of this leaflet are subject to change without notice. Philips does not accept any liability as to the contents of this leaflet.

Picture/Display

Display	LED HD TV
Diagonal screen size (metric)	70 cm
Diagonal screen size (inch)	28 inch
Aspect ratio	16:9
Panel resolution	1366 x 768p
Brightness	310 cd/m ²
Viewing angle	178° (H) / 178° (V)
Picture enhancement	200Hz Perfect Motion Rate

Pixel Plus HD

Audio

Sound output Power	10 (2x5) W
Speakers	2.0
Bathroom speaker out	Down Firing
Sound Features	1.5W Mono 8Ohm
	AVL
	Incredible surround
	Dynamic Bass

data subject to change
2016, November 18

	Dolby MS10	CMND Create & Control	Off-Line Channel Editor Off-Line Settings Editor Real-time TV Status (IP) Remote Management over IP/RF Content Creation TV Group management SmartInfo Welcome Logo Welcome Message SmartTV Custom Background Customizable Dashboard (HTML) IPTV System Appcontrol Cloud-based Apps AppRevenue MyChoice Instant Initial Cloning
Design			
Colour	Black		
Tuner/Reception/Transmission		Your brand	
Digital TV	DVB-T/T2/C		
Analog TV	PAL		
IP Playback	Multicast Unicast		
Video Playback	NTSC PAL SECAM	Apps	
		Revenue generation	
Wireless Connectivity		Cloning and Firm-ware update Timer	Sleep Timer Wake Up Alarm Wake Up On Channel Wake up Sounds Clock in Standby Mode Glow-in-the-Dark RC button On-screen Clock Optional External Clock Combined List VSecure Playready Smoothstreaming Block Automatic Channel Update Serial Xpress Protocol JSON API for TV Control-JAPIT Auto Power ON Green/fast startup WoLAN
Wifi-Direct	DirectShare Miracast		
Wireless LAN	802.11 b/g/n		
Connectivity Rear		Clock	
Antenna	IEC-75		
HDMI1	HDMI 1.4	Channels	
Digital Audio out	Optical	Interactive DRM	
Scart	RGB CVBS SVHS	Control	
VGA input	15 pin D-sub		
AV input	CVBS shared with YPbPr	Power control	
Bathroom speaker out	Mini-Jack	Switch On control	
Component	YPbPr + L/R cinch		
DVI audio in	Mini-Jack	Remote Control	
Ethernet (LAN)	RJ-45		
External Control	RJ-48	Anti-Theft	
External power	12V/15W Mini-Jack		
Connectivity Side			
HDMI2	HDMI 1.4		
USB1	USB 2.0		
Common Interface Slot	CI+ 1.3		
Headphone out	Mini-Jack		
Connectivity Enhancements			
HDMI	ARC (all ports) DVI (all ports)	Control	Multi-Remote Control Healthcare RC compatible Nurse call system compatible
EasyLink (HDMI CEC)	One touch play System Standby RC pass through system audio control	Convenience	Headphone out Independent main speaker mute Double isolation class II Flame retardant
LAN	Wake up on LAN		
Scart	Power on scart		
RJ48	IR-In/Out Serial Xpress interface		
Features			
Digital services	8d EPG Now&Next MHEG Teletext HbbTV		
Ease of use	Picture Style Sound Style		
Local control	On/Off switch (side)		
Hospitality Features			
Hotel mode	Local Control Lock Menu lock Installation Menu Lock Volume limitation		
Prison mode	high security mode TXT/MHEG/USB/EPG/Subtitle Lock	Subtitle formats supported	
SmartInfo	HTML5 Browser Interactive Templates Picture Slide Show		
			USB LAN Formats: H.264/MPEG4 AVC MPEG1 MPEG2 MPEG4 WMV9/VC1 Containers: AVI, MKV 3GP ASF M2TS M4V MP4 MPG PS Quicktime TS WMV SRT ASS SMI SSA SUB TXT

Music formats supported	MP3 AAC WAV WMA (v2 up to v9.2)	Annual energy consumption	28 kW h
Picture formats supported	BMP JPG PNG GIF	Standby power consumption	<0.3W
Supp. Video Resolution on USB	up to 1920x1080p@60Hz	Power Saving Features	Eco mode
Accessories		Ambient temperature	0 °C to 40 °C
Included	Remote Control 22AV1409A/12 Tabletop Stand 2xAAA Batteries Warranty Leaflet Legal and Safety brochure Power Cord	Dimensions	
Optional	External Clock 22AV1120C/00 Healthcare RC 22AV1109H/12 Setup RC 22AV8573/00	Set Width	635 mm
		Set Height	393 mm
		Set Depth	62/74 mm
		Set width (with stand)	635 mm
		Set height (with stand)	438 mm
		Set depth (with stand)	190 mm
		Product weight	4.5 kg
		Product weight (+stand)	5.1 kg
		VESA wall mount compatible	100 x 100 mm M4
Power			
Mains power	AC 220-240V; 50-60Hz		
Energy Label Class	A+		
Eu Energy Label power	19 W		

* Availability of features will depend on implementation chosen by integrator.

* Typical on-mode power consumption measured according to IEC62087 Ed 2. The actual energy consumption will depend on how the television is used.

* This television contains lead only in certain parts or components where no technology alternatives exist in accordance with existing exemption clauses under the RoHS Directive.



data subject to change
2016, November 18

Version: 1.0.1
UPC: 8718863004012

© 2016 Koninklijke Philips Electronics N.V.
All rights reserved.

Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips Electronics N.V. or their respective owners.

www.philips.com