



#### D-Line Display

- 55"
- Powered by Android
- 450cd/m<sup>2</sup>

55BDL4050D/00

## Chasing innovation

powered by Android

Amaze your guests with a smarter, faster, signage display. With integrated WiFi and designed for running Android apps, it's the next evolution in signage solutions.

### Benefits

#### Innovative solutions for any signage application

- Android: Run your own app or choose your favorite app to run
- Enhance your connectivity with an integrated mPCIe slot.
- Save and play content with internal memory
- Integrated WiFi

#### Maximizing the impact of your message

- CMND: Take control of your displays
- Manage settings of multiple displays with CMND & Control

- Create and update content with CMND & Create
- Connect and control your content via the cloud

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

- Ensure your content is running with automatic screenshots
- Keep your content up and running with FailOver
- SmartPower for energy saving

### Features

#### Powered by Android

With Android OS integrated into the display, you can work with the most developed OS on the planet and save your own app directly into the display. Or, choose from the large library of Android apps and play content from

# PHILIPS

there. With the built-in scheduler, you can daypart your apps and content based on your customer and time of day and with the auto orientation feature, showing content in portrait or landscape is as simple as turning the display.

PCI Slot

With an integrated PCI slot, you can connect a WiFi/bluetooth or 4G LTE module, allowing for even greater communication with the display. Machine to machine communication is also enhanced, with numerous configurations available for customers to use, such as the ability to expand product features or signal-handling capability.

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.

Proof of Play

Content is king, and with the automatic screenshot feature, you can make sure that your content is up and running at all times. Screenshots are taken throughout the day, which are then stored in the FTP server. From there, the screenshots can be viewed no matter when, or where you are.

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 content 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 your ready for instant protection.

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.

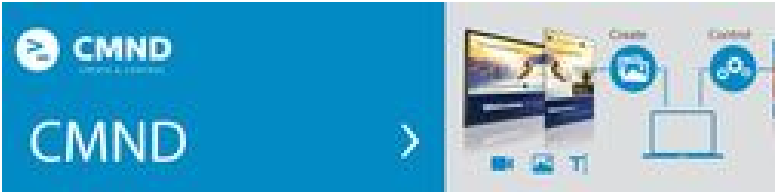
Specifications

[field not found 'disclaimer\_text']

Picture/Display

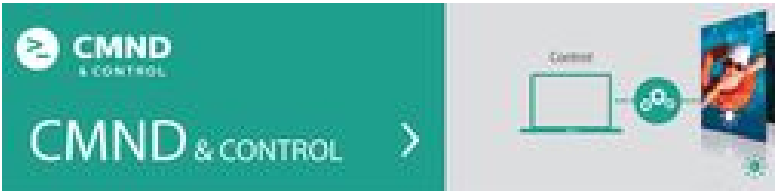
Diagonal screen size (inch)	54.64 inch
Diagonal screen size (metric)	138.8 cm
Panel resolution	1920x1080p
Optimum resolution	1920 x 1080 @ 60Hz

CMND



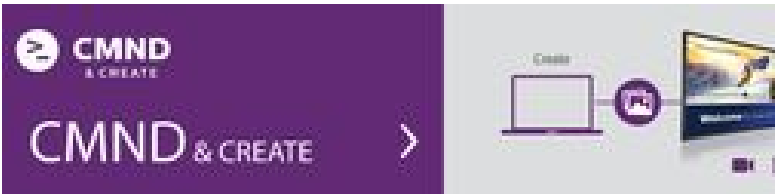
A robust display management platform, CMND puts the power back into your hands. Update and manage content with CMND & Create or control your settings with CMND & Control. It's all possible with CMND.

CMND & Control



With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customize and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

CMND & Create



Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you'll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium based browser, design your content online and connect a single display, or your complete network. Show content in both landscape and portrait mode, with fullHD resolution. Streaming content can also be shown in a PIP (picture-in-picture) window. Simply connect the display to the internet using WiFi or with an RJ45 cable, and enjoy your own created playlists

Brightness	450 cd/m²
Contrast ratio (typical)	1100:1
Dynamic contrast ratio	500,000:1
Aspect ratio	16:9

Response time (typical)	12 ms		RS232
Pixel pitch	0.63 x 0.63 mm		One Wire (HDMI-CEC)
Display colors	16.7 million		HDMI (One Wire)
Viewing angle (horizontal)	178 degree	Energy saving functions	Smart Power
Viewing angle (vertical)	178 degree	Screen saving functions	Pixel Shift, Low Bright
Picture enhancement	3/2 - 2/2 motion pull down 3D Combfilter Motion compens. deinterlacing 3D MA deinterlacing Dynamic contrast enhancement Progressive scan	<b>Power</b>	
<b>Connectivity</b>		Standby power consumption	<0.4 W
Video input	DisplayPort (1.2) HDMI (x2) DVI-D USB VGA (via DVI)	Mains power Consumption (EPA 6.0)	100 ~ 240 VAC, 50 ~ 60 Hz 64 W
Video output	DisplayPort DVI-I VGA (via DVI-D)	Consumption (Typical)	76 W
Audio input	3.5 mm jack Audio Left/Right (RCA)	<b>Operating conditions</b>	
Audio output	Audio Left/Right (RCA) Ext. speaker cntrl (aud. out)	Temperature range (operation)	0 ~ 40 °C
Other connections	mPCle micro SD micro USB USB power outlet (5 V. 2 amp)	Temperature range (storage)	-20 ~ 60 °C
External control	RJ45 RS232C (in/out) 2.5 mm jack IR (in/out) 3.5 mm jack	Relative humidity	20 ~ 80 %
<b>Supported Display Resolution</b>		Altitude	0 ~ 3000 m
Computer formats	1920 x 1080, 60Hz 1440 x 900, 60Hz 1366 x 768, 60Hz 1360 x 768, 60Hz 1280 x 800, 60Hz 1280 x 768, 60Hz 1024 x 768, 60Hz 800 x 600, 56, 60, 72, 75Hz 640 x 480, 60, 67, 72, 75Hz	MTBF	50,000 hour(s)
Video formats	1080p, 50, 60Hz 1080i, 50, 60Hz 720p, 50, 60Hz 576i, 50Hz 576p, 50Hz 480p, 60Hz 480i, 60Hz	<b>Sound</b>	
<b>Dimensions</b>		Built-in speakers	2 x 10W RMS
Set Width	1231.9 mm	<b>Accessories</b>	
Set Height	711.2 mm	Included accessories	Remote Control Batteries for remote control Quick start guide RS232 cable AC Power Cord BM05922 (Optional) ColourCalibrationKit (CCK4601)
Set Depth	45.72 mm	Stand	
Set Width (inch)	48.5 inch	Optional accessories	
Set Height (inch)	28.0 inch	<b>Multimedia Applications</b>	
Set Depth (inch)	1.8 inch	USB Playback Audio	AAC AIF AIFF M4A MP3 WAV WMA ASF LPCM M3U MP4
Bezel width	9.5 mm (T/L/R) 15.6mm (B)	USB Playback Picture	BMP GIF JPEG JPG PDF M2TS M4V MK3D MKV MP4 MPEG MPG MTS TS TTS VOB WMV
Product weight (lb)	39.68 lb	USB Playback Video	
Product weight	18.0 kg		
VESA Mount	400 x 400 mm, M6		
<b>Convenience</b>		<b>Miscellaneous</b>	
Placement	Landscape (24/7) [Landscape (24/7)] Portrait (24/7) [Portrait (24/7)]	On-Screen Display Languages	English French German Spanish Polish Turkish Russian Italian
Tiled Matrix	Up to 15 x 15		
Keyboard control	Hidden Lockable		
Signal Loop Through	DVI VGA RS232 IR Loophthrough DisplayPort		
Network controllable	RJ45		

Regulatory approvals

Simplified Chinese  
Traditional Chinese  
Arabic  
Japanese  
Danish  
Dutch  
Finnish  
Norwegian  
Portuguese  
Swedish  
EnergyStar 7.0  
CE  
FCC, Class B  
UL/cUL  
CCC  
C-Tick

Warranty

Internal Player

CPU  
GPU  
Memory  
Storage

RoHS  
GOST  
BSMI  
CB  
J-Moss  
PSE  
VCCI  
3 year warranty

Quad Core Cortex A9 1.8GHz  
ARM Mali400 Quad Core 533MHz  
2GB DDR3  
16GB EMMC



data subject to change  
2017, January 1

Version: 4.0.1  
EAN: 8712581741280

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