



Philips Signage Solutions  
Multi-Touch Display

55"

Powered by Android  
Multi-touch

**SignageSolutions**



55BDL3452T

## Engage them

20-point Multi-Touch display.

Inspire collaboration. Deliver information. This responsive Philips Multi-Touch Professional UHD Display is ideal for multi-finger, multi-user applications-from wayfinding to presentations. Up to 20 touch points can be active at once.

### Superb picture. Responsive touchscreen.

- Plug-and-play 10-point Multi-Touch display
- Android SoC processor. Native and web apps
- UHD Clear images. Crisp contrast

### Effortless setup. Total control.

- CMND & Deploy. Install and launch apps remotely
- Operate, monitor and maintain with CMND & Control
- CMND & Create. Develop and launch your own content

### Versatile system solution

- Energy-saving automatic backlight control
- FailOver ensures content is always playing
- Internal memory. Upload content for instant play
- Simplified user interaction with kiosk mode

**PHILIPS**

# Highlights

## CMND & Deploy

Quickly install and launch any app—even when you're off-site and working remotely. CMND & Deploy lets you add and update your own apps, as well as apps from the Philips Professional Display App Store. Simply scan the QR code, log in to the store, and click on the app you want to install. The app is automatically downloaded and launched.

## CMND & Control



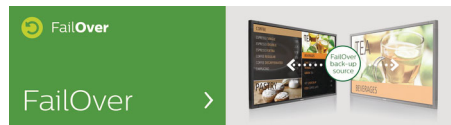
Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## CMND & Create



Take control of your content with CMND & Create. A drag-and-drop interface makes it simple to publish your own content—whether it's a daily specials board or branded corporate information. Preloaded templates and integrated widgets ensure your stills, text, and video will be up and running in no time.

## FailOver



From waiting room to meeting room, never show a blank screen. FailOver lets your Philips Professional Display switch automatically between primary and secondary inputs

ensuring content keeps playing even if the primary source goes down. Simply set a list of alternate inputs to be sure your business is always on.

## Internal memory

Save and play content without the need for a permanent external player. Your Philips professional display has an internal memory, which allows you to upload media into the display for instant playback. The internal memory also functions as a cache for online streaming.

## Powered by Android 8

Control your display via an Internet connection. Android-powered Philips Professional Displays are optimized for native Android apps, and you can install web apps directly to the display too. A new Android 8 ensures the software is kept secure and remain to the latest specification for longer.

# Specifications

## Picture/Display

- Diagonal screen size: 55 inch / 138.8 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60 Hz
- Brightness: 400 cd/m<sup>2</sup>
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Surface treatment: Anti-Glare coating
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.315(H)x0.315(V)mm
- Display colors: 1.07 B
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, Progressive scan, 3D MA deinterlacing, Dynamic contrast enhancement
- Panel technology: IPS
- Operating system: Android 8.0

## Interactivity

- Multi-touch technology: Projected capacitive
- Touch points: 10 simultaneous touch points
- Plug and play: HID compliant
- Protection glass: 3 mm tempered safety glass

## Connectivity

- Video input: DVI-I (x 1), HDMI 2.0 (x2), USB 2.0 (x3), VGA (via DVI)
- Audio input: 3.5 mm jack
- Audio output: 3.5mm jack
- External control: RJ45, IR (in/out) 3.5 mm jack, RS232C (in/out) 2.5 mm jack
- Other connections: micro SD, OPS

## Supported Display Resolution

### Computer formats

| Resolution  | Refresh rate     |
|-------------|------------------|
| 640 x 480   | 60, 67, 72, 75Hz |
| 800 x 600   | 56, 60, 72, 75Hz |
| 1024 x 768  | 60Hz             |
| 1280 x 768  | 60Hz             |
| 1280 x 800  | 60Hz             |
| 1280 x 1024 | 60Hz             |
| 1360 x 768  | 60Hz             |
| 1366 x 768  | 60Hz             |
| 1440 x 900  | 60Hz             |
| 1600 x 1200 | 60Hz             |
| 1920 x 1080 | 60Hz             |
| 1920 x 1200 | 60Hz             |
| 720 x 400   | 70Hz             |
| 800 x 600   | 60, 72, 75Hz     |
| 3840 x 2160 | 60 Hz, 50 Hz     |

### Video formats

| Resolution | Refresh rate |
|------------|--------------|
| 480i       | 60Hz         |
| 480p       | 60Hz         |
| 576p       | 50Hz         |
| 576i       | 50Hz         |
| 720p       | 50, 60Hz     |
| 1080i      | 50, 60Hz     |
| 1080p      | 50, 60Hz     |
| 1080i      | 25, 30Hz     |
| 480i       | 30, 60Hz     |

|             |          |
|-------------|----------|
| 576i        | 25, 50Hz |
| 3840 x 2160 | 24, 25Hz |
| 3840 x 2160 | 30Hz     |

## Convenience

- Placement: Landscape (16/7)
- Signal loop through: IR Loophthrough, RS232
- Network controllable: RS232, RJ45
- Screen saving functions: Pixel Shift, Low Brightness
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Energy saving functions: Smart Power
- Other convenience: Carrying handles
- Picture in picture: PIP

## Dimensions

- Set dimensions (W x H x D):  
1272.6 x 743.4 x 75.5(D@Wall mount)/  
81.7(D@OPS Cover) mm
- Set dimensions in inch (W x H x D):  
50.10 x 29.27 x 2.97(D@Wall mount)/  
3.22(D@OPS Cover) inch
- Product weight: 27.0 kg
- Product weight (lb): 59.52 lb
- VESA Mount: 400 x 400 mm, M6
- Bezel width: 16.3 mm(T/R/L/B)

## Sound

- Built-in speakers: 2 x 10W

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- MTBF: 50,000 hour(s)
- Altitude: 0 ~ 3000 m
- Temperature range (storage): -20~60 °C
- Humidity range (operation)[RH]: 20 ~ 80% (without condensation)
- Humidity range (storage) [RH]: 5 ~ 95% (without condensation)

## Power

- Mains power: 100 ~ 240 VAC, 50/60Hz
- Standby power consumption: <0.5W
- Consumption (Typical): 140 W
- Power Saving Features: Smart Power
- Consumption (Max): 270 W

## Accessories

- Stand: BM05922 (Optional)
- Included Accessories: Cleaning cloth (x1), IR sensor cable (1.8 m) (x1), Philips logo (x1), Power supply cable (3 m), Quick start guide (x1), Remote control & AAA batteries, RS232 cable (3 m) (x1), RS232 daisy chain cable (x1), USB Cover and screw x1

## Miscellaneous

- On-Screen Display Languages: Arabic, English, French, German, Italian, Japanese, Polish, Spanish, Turkish, Russian, Simplified Chinese, Traditional Chinese, Danish, Dutch, Finnish, Norwegian, Portuguese, Swedish
- Regulatory approvals: BSMI, CB, CE, FCC, Class A,

- RoHS, ETL
- Warranty: 3 year warranty

## Multimedia Applications

- USB Playback Picture: BMP, GIF, JPEG, JPG, PDF
- USB Playback Audio: AAC, AIF, AIFF, ASF, LPCM, M3U, M4A, MP3, MP4, WAV, WMA
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV

## Internal Player

- CPU: 2 x A53 + 2 x A73
- Memory: 2GB DDR3, 8GB
- GPU: ARM Mali G51
- Wifi: 2.4 G, 5 G



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Owner: Rex Liu  
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EAN: 87 12581 77388 5

Test leaflet, for internal use only!  
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