

# Professional TV & Display Solutions.

# Innovate.

MadisonAV is an Australian owned and operated business that innovates, distributes and supports a range of high-quality AV product solutions from globally recognised brands.

We bring together detailed knowledge of AV industry best practice and innovative products from global technology partners.

Our experience supporting AV and broadcast solutions across key market sectors is underpinned by 30 years of insights and customer understanding.



# Support.

Our team is dedicated to finding the best possible solution for every project.

Our dedicated team provide a successful formula for delivering innovation, agility and practicality for any complex AV project challenges.

From specification assistance, design support, or post sale technical support, our team is right behind you.

# Distribute.

Connecting you to  
world-leading brands.

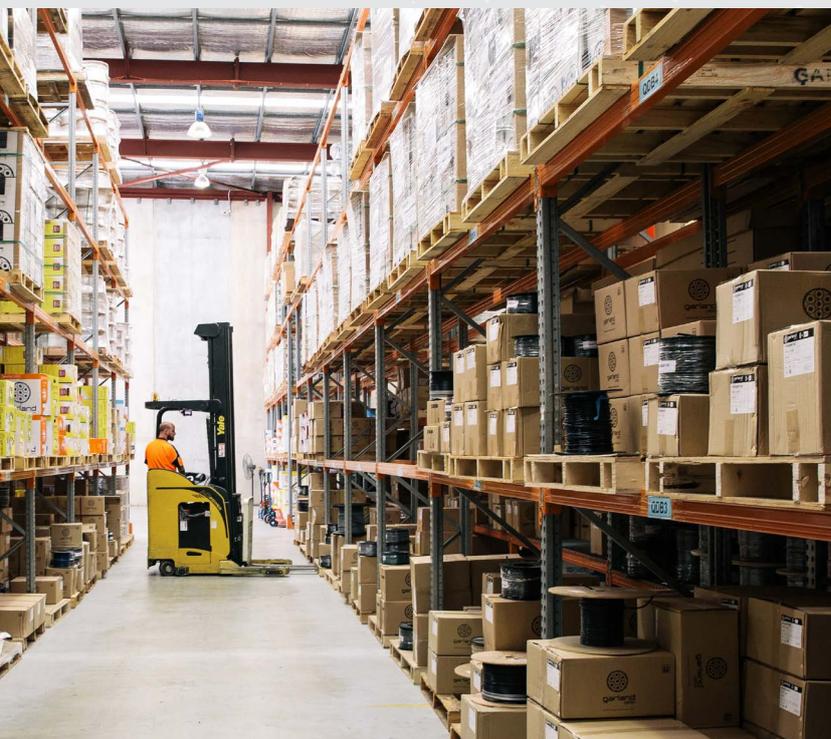
We efficiently connect customers with leading, state of the art solutions through our sales, warehouse and distribution networks across Australia and New Zealand.

Our heavy investment in stock ensures we have what you need, when you need it.



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## Contact Us.

For more information on Digital Signage, Professional TV and Display Solutions for your next project visit us at [www.madisonav.com.au](http://www.madisonav.com.au) or call on 1800 00 77 80

# About PHILIPS.



## Power and versatility is only the beginning.

Every innovation from Philips Professional Display Solutions is designed for maximum impact. Over 40 years of one on one industry experience with small business and global enterprises has resulted in breakthrough technology development ranging from ultraclear high brightness smart signage to ultra-narrow bezel LCD wall displays.





## Signage collection

Make an impact with the impressive collection of Signage solutions. Super high brightness and ultra-clear resolution brings your content to life for flawless audience engagement and better results. Built with versatility in mind, each display comes packed with features that can be easily adapted for your usage needs.

## Professional TV and Display collection

Power up your business with advanced connectivity, a plethora of smart features and ultra-high resolution picture quality. The Professional TV and Display collection has been purpose built to meet the evolving demands of each business sector. Cutting-edge innovations and superior design come together to help you achieve your goals.



# Solutions for every industry.



**Exceed your industry-benchmark with tailored solutions designed to boost your full potential. Each Professional TV and Digital Display product is designed to unlock more possibilities through the latest innovations.**



## Corporate

From first impressions to fruitful collaborations, Philips displays deliver real clarity and impact. Whether you're rolling out a network of lobby TVs and meeting-room touchscreens. Or installing a standalone video wall in the security office.



## Education

Create an inspiring learning environment—whether you're teaching shapes to pre-schoolers or exploring quantum entanglement. Engage them with touchscreen whiteboards, or show content from four individual inputs on a single display.



## Broadcast

Empower your team and maximise audience engagement. Philips professional TVs and signage solutions are designed to optimise your studio, newsroom and digital centres with dynamic content, versatile connectivity and interactive functionality for perfect broadcasting.



## Food & beverage

Robust displays built to keep going in a 24-hour kitchen. Clear digital menu boards. Touchscreen ordering stations. Vibrant bar and lounge TVs. Philips professional TVs and signage solutions are easy to manage whether you're running a bar, a café, or a hotel restaurant.



## Transportation

Always-on displays in the departure lounge. Ultra-clear video walls in control rooms. Philips commercial TVs and digital signage enable a smoother travel experience—day and night. Whether you're helping travellers find their way or making critical real-time decisions.



## Entertainment

Seamless, bezel-free video walls at a gaming expo. Live sports results broadcast on professional-grade TVs. Whether it's a temporary backdrop or a permanent network solution, Philips professional TVs and signage solutions make it easy to inform and enthrall.



## Public venues

High-brightness digital signage. Touchscreen information stations. Professional TVs with head-turning picture quality. Philips professional display solutions makes it easy to connect with visitors. From wayfinding to the keynote speech—hold their attention.



## Healthcare

Optimise your patient experience. Philips professional display solutions enables healthcare facilities such as aged care facilities, doctor's offices, and clinics to entertain and inform patients and deliver content with smart technology.



## Retail

Be seen. With stunning resolution and crisp contrast, Philips professional TVs and digital signage make a big impact. Whether it's an ultra-high-brightness display attracting attention, or a smart touchscreen that can show content targeted to whoever's looking.

## Explore the products

Experience seamless connectivity, optimised collaboration, and flawless design to suit your space and requirements.



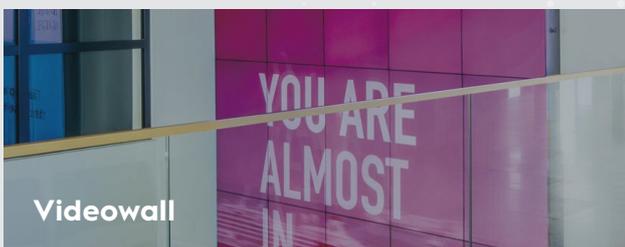
**Professional TV**

- B Series



**Digital Signage**

- Q Series - D Series - P Series - H Series



**Videowall**

- X Series



**Interactive Display**

- C Series - T Series

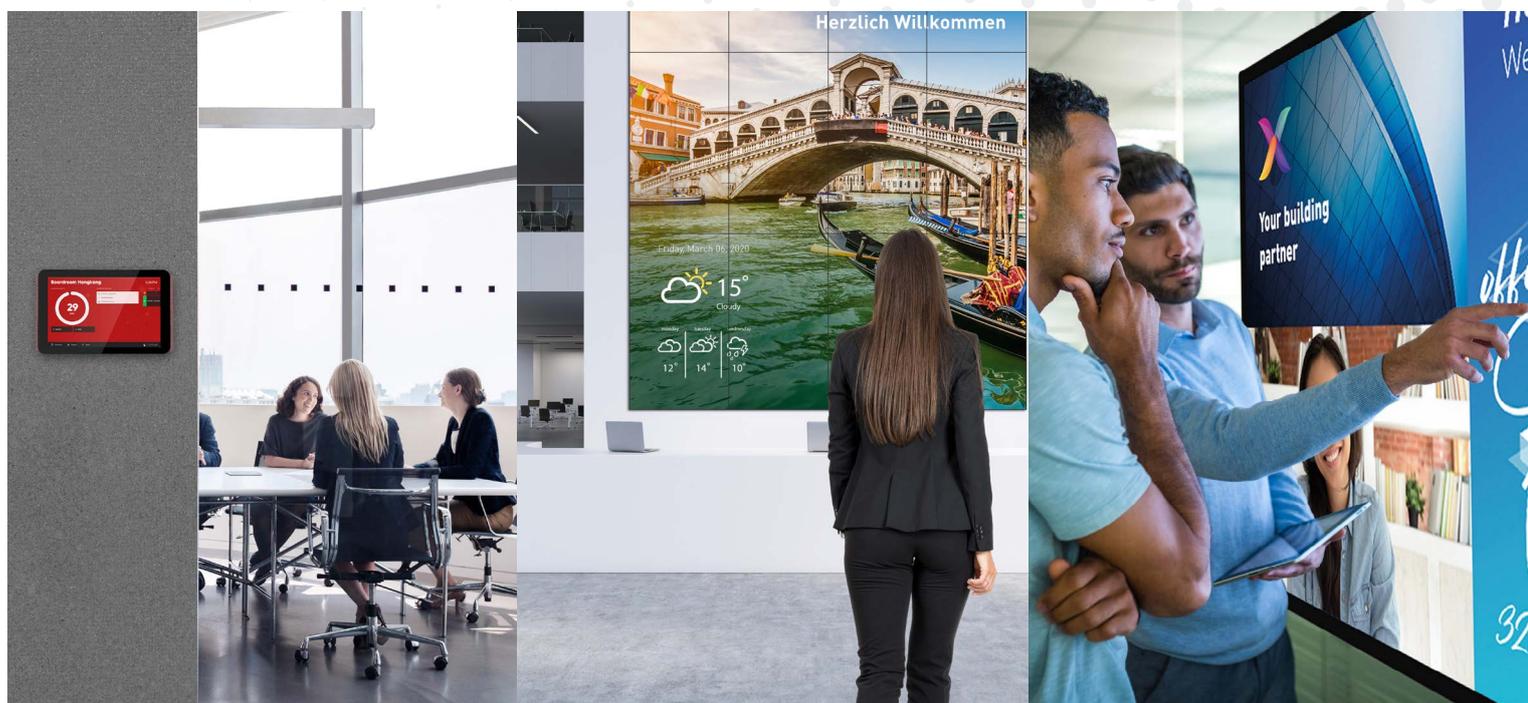


# Infinite possibilities for better business.



Engage, inform and create with ease. When you choose a Philips professional display powered by Android, you'll have access to millions of apps from the Google Play store.

- Experience more ways to connect your custom software for a truly unique experience.
- Create more ways to enjoy time in front of your screens.
- Make a positive impression as a tech-forward company with tailored experiences.
- Enjoy better connectivity with your existing systems without additional costs.
- Open-source design allows you to create custom apps for any purpose.
- Secure Google updates keep your Android apps optimised and protected.



# Take command of your content.



## Optimise your on-screen content with the Philips exclusive CMND platform.

Philips professional displays that feature CMND put you in total control with powerful content creation, advanced system connectivity and pro-grade deployment through an easy to use interface.

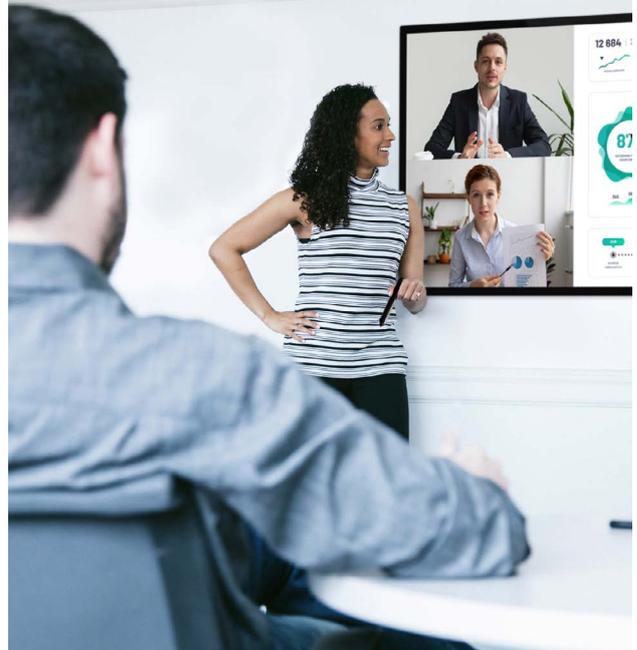
Philips professional displays that feature CMND put you in total control with powerful content creation, advanced system connectivity and pro-grade deployment through an easy to use interface.

- Update your entire fleet of screens, selected sectors or single units with CMND.
- CMND & Create provides easy-to-use tools and templates to design and publish custom content\*.
- CMND & Control allows you to manage inputs and monitor display status over a local connection\*.
- CMND & Check-in streamlines processes and adds a special touch with personal communications\*\*.
- CMND & Deploy lets you install, launch and update your apps quickly and remotely\*\*\*.

\*Available on Signage & Professional TV models

\*\*Available on Professional TV models

\*\*\*Available on Signage models



# B Series - Professional TVs.

## Connectivity, Content and Control

The Philips B Series Professional TVs support content scheduling and simplified streaming from any external device with built-in Chromecast, HDMI hotplug detection, IPTV, MATV and an integrated TV Tuner. The B Series is Crestron Connected certified, and compatible with Extron as well as Neets systems for seamless control and reliable corporate integration.

Available in	50"	58"	65"	70"	75"
Energy Star rating					

### Corporate

Ideal for meeting spaces, the B Series delivers the ultimate in wireless and wired connectivity. Quick, hassle-free presentation and content sharing is delivered via built in Chromecast, TV Tuner and Control system integration. Extra tools and functionality can be added easily through the Google Play store thanks to the Android OS built-in.



### Food & Beverage / Hospitality

Simplify the delivery of promotional content and visual entertainment with IPTV, MATV and the built in TV tune and Chromecast. Schedule content and promotions based on time of day and special events to maximise results within your establishment. CMND & Control allows you to perform vital functions like controlling settings, updating software, and monitoring display status.

### Healthcare

Entertain and inform patients and visitors with ease. The built in TV Tuner and Chromecast to easily share content and television programming, whilst additional tools and functionality can be added through the Google Play store thanks to the built in Android OS.

## Features:

 Powered by **Android™**

 **Integrated TV Tuner**

 **4K ULTRAHD**

 **Chromecast™ built-in**

**HDMI Hotplug detection**

 **CMND**  
Create | Control



 **Google Play**

**Extron** compatible

**Scheduler**

**Neets** compatible

**Auto ON/OFF**



# Q Series - Standard 16/7 Displays.

## Versatile Signage

Perfect for showing your messages or marketing content for up to 16 hours per day, this range of professional displays offers no compromise when it comes to vibrant colours and superb picture quality. Deliver startlingly clear images in a more eco-friendly way with the Q Series displays. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

Available in	32"	43"	50"	55"	65"	75"	86"
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### Corporate

Easily connect and share content for ultra-efficient meetings and presentations. Built-in Android\* gives you access to more devices and apps, whilst CMND allows for updateable internal communications in an instant.

### Public venues

Inform and engage visitors in public spaces. With a range of size and resolution options, the Q Series is perfect for mixing and matching based on usage requirements whilst maintaining design consistency throughout the space.

### Retail

Optimise any retail space for a better shopping experience. Easily create and control promotional content across single or multiple displays with CMND, and keep running costs down with SmartPower.

### Food and beverage

Clearly display menus, update item availability, pricing, and promotions with ease using CMND. Integrated SmartPlayer and an internal MemoryCache allow for local content to be scheduled and pushed as needed.

### Entertainment

Keep patrons engaged with vibrant content in up to 4K Ultra HD and impressive sizes that reach up to 86-inches. CMND allows for quick content updates across single or multiple screens and internal MemoryCache allows for local source content.

### Education

Bring lessons to life with up to 4K Ultra HD resolution, and engage students with better connectivity, and open source apps through built-in Android\*. CMND allows for custom content to be created and displayed with ease.



\*Built-in Android available on selected models

## Features:



# D Series - Standard 24/7 Displays.

## Flexible & Reliable Signage

Performance meets versatility in the D Series. Ranging up to 98-inches in size, the 24/7 D Series is the perfect choice for content that needs to make a powerful impact in both landscape and portrait orientation. Built-in Android\* provides an endless amount of possibilities.

Available in	32"	43"	49/50**	55"	65"	75"	86"	98"
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### Entertainment

Wow patrons with a screen size up to 98-inches. CMND allows for quick content updates across single or multiple displays, whilst internal MemoryCache and FailOver ensure that content is always running.

### Public venues

Inform and engage visitors in public spaces. The D Series features an integrated system to communicate with devices over the same network connectivity. FailOver ensures that backup content is played if the primary source experiences an outage.

### Retail

Optimise any retail space for a better shopping experience. Easily create and control promotional content across single or multiple displays with CMND, and ensure content is always playing in case of primary source outages with FailOver.

### Corporate

Easily connect and share content for ultra-efficient meetings and presentations. Built-in Android and SmartBrowser provide access to more apps, media content and devices, whilst CMND allows for updateable internal communications in an instant.

### Food and beverage

Easily display menus, update item availability, pricing, and promotions with CMND. Integrated SmartPlayer and internal MemoryCache allow for local content scheduling, whilst FailOver ensures backup content is always available.

### Transportation

Instantly update arrivals, departures and important announcements with ease using CMND. Built-in Android allows for live information and custom software integration from apps, whilst FailOver displays backup transport information in case of a primary source outage. All this with 24/7 operation.



\*Built-in Android available on selected models

## Features:

-  Powered by **Android™**
-  **Memory Cache**
-  **SmartInsert**
-  **SmartBrowser**

-  **CMND**  
Create | Control | Deploy
-  **OPSInsert**
-  **SmartPlayer**
-  **FailOver**



\*\*Models transitioning from 49" to 50" in 2021. Contact MadisonAV to confirm model availability.

# C Series - All-In-One Interactive Displays.

## Collaborate Smarter

The Philips C Series is intuitive in every way, allowing your team to think and collaborate freely. Meetings run more smoothly with instant wireless or wired connectivity of up to 64 devices at the same time. Brainstorming sessions are smarter with the ability to display four feeds on one screen and collaborate using Whiteboard mode and Capacitive Touch. Video conferencing is simplified with Skype, Microsoft Teams and Hangouts built-in. A true all-in-one solution, the Philips C Series is Android-powered, Crestron certified and features an OPS slot for true flexibility and integration support.

Available in	55"	65"	75"	86"
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### Corporate

The Philips C Series delivers advanced business enhancing features to support your team in creating their best work. Designed for collaboration, video conferencing, content sharing and corporate connectivity, this revolutionary display provides a flexible solution that is compatible with existing networks and devices

### Education

Create a classroom that revels in learning. The Philips C Series inspires imagination and collaboration to help you teach students across all disciplines. Featuring multi-touch technology and whiteboard mode, this innovative touch-screen enhances education experiences



\*All-in-one solution combines Android and Windows 10 Professional. Available on the C-Line 8051C.



## Features:

-  Powered by **Android™**
-  **HID Capacitive Touch** with USB Plug & Play
-  **All-in-one Solution\***
-  **Whiteboard Mode**
-  Powered by **Intel**
-  **Plug & Play Multi-Touch**
-  **Video conferencing**
-  **CMND** Create | Control
-  **interact**
-  **CRESTRON** connected



# T Series - Multi Touch Displays.

## Inspire Engagement & Collaboration

The Philips T Series Displays are ideal for multi-finger, multi-user applications - from information delivery, to collaborative learning and presentations. Perfect for way finding, information delivery, education and corporate meeting room applications, these Android powered displays feature anti-glare toughened glass to withstand heavy daily usage, and feature whiteboard mode and up to 20 touchpoints to provide a whole new level of interaction.

Available in	10"	24"	43"	55"	65"	75"	86"
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### Retail

Revolutionise your shopping experience by bringing the digital world into the store. Interactive touch-functionality can be used for product selection, wayfinding, and promotional experiences.

### Public venues

Inform and engage visitors in public spaces. Multi-touch interactivity makes the T-Series perfect for way-finding. FailOver ensures that backup content is displayed if the primary source experiences an outage.

### Hospitality

Multi-touch interactivity keeps guests engaged and informed in any setting. Built-in Android allows for apps and custom connectivity, with up to four inputs being displayed simultaneously through QuadViewer.

### Food and beverage

Streamline customer orders with touchscreen functionality linked to your POS system. CMND allows for menus and promotional content to be displayed on the same screen, whilst FailOver ensures backup content is always available.

### Education

Bring lessons to life and truly engage students with an interactive touch-screen display and new whiteboard mode for collaborative experiences. Built-in Android allows for learning apps and games, whilst CMND allows for custom content to be created and displayed with ease

### Corporate

Deliver a whole new level of collaboration and interaction to your meeting room experience. With a System on Chip (SoC 16GB) integrated processor, businesses can benefit from a sleeker and tidier installation and energy efficiency associated with a reduction in hardware requirements. Small screens are perfectly suited to use as meeting room booking panels with PoE power and capacitive touch.



## Features:

 Powered by **Android™**

**HID** Infrared technology with USB Plug & Play

 **Wireless** screensharing

 **FailOver**

 **CMND**  
Create | Control | Deploy

 **Plug & Play**  
Multi-Touch

 **WhiteboardMode**

 **MemoryCache**

 **SmartInsert**



# P Series - Robust Displays.

## Heavy Duty Performance

Meet the demands of challenging environments with a robust P-Series professional Full HD display. Built tough with heavy-duty components including a full metal cabinet with handles, the P Series is designed for 24/7 operation. Featuring high-brightness output and a wide viewing angle to ensure crucial information is clear, the P Series is a perfect choice for commercial situations such as kitchen set-ups and engine rooms.

Available in	42" or 43"*	49" or 50"*	55"	65"
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### Food and beverage

Easily display menus, update item availability, pricing, and promotions with CMND. Integrated SmartPlayer and internal Memory Cache allow for local content scheduling, whilst FailOver ensures backup content is always available.



### Transportation

Instantly update arrivals, departures and important announcements with ease using CMND. Built-in Android allows for live information and custom software integration from apps, whilst FailOver displays backup transport information in case of a primary source outage. All this with 24/7 operation.

### Manufacturing & Mining

Inform and motivate staff with real time information sharing on a high performing display. CMND allows for quick content updates across single or multiple screens, whilst internal MemoryCache and Fail Over ensure content is always running.

## Features:

- Powered by **Android™**
- CMND**  
Create | Control | Deploy
- FailOver**
- OPSInsert**
- SmartBrowser**
- SmartPlayer**
- SmartInsert**
- MemoryCache**



\*Models transitioning from 42" to 43", 49" to 50" in 2021. Contact MadisonAV to confirm model availability.

# X Series - Video Wall Displays.

## Designed for Versatility & Impact

Whether you're running an airport or hosting a conference, a Philips X Series Video Wall Display commands attention and transforms any space into a gigantic content display in either portrait or landscape mode. Presentations, live feeds, and real-time info from multiple sources ensure greater flexibility, whilst Pure Colour Pro boosts luminance for dynamic content that's radiant and engaging. An ultra-narrow bezel allows for near seamless linking for a display of any size, whilst Advanced ColourCalibration ensures a clear image in any lighting condition. Connect as many displays as you like to form a captivating design that fits perfectly in your space.

Available in	49"	55"
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### Public Venues

Designed for 24/7 operation, this Videowall display is ideal for public spaces including points of interest, stadiums, and anywhere else that requires moving content. FailOver ensures that backup content is available in case of a primary source outage.

### Retail

Make an impact with a jaw-dropping Videowall display. Easily create and control promotional content with CMND, keep running costs down with SmartPower, and ensure content is always displayed with FailOver.

### Corporate

Take presentations and corporate branding to the next level. OPS Insert allows for a direct integration of a full-power PC or Android-powered CRD50 module, whilst CMND allows for updateable internal communications in an instant.

### Healthcare

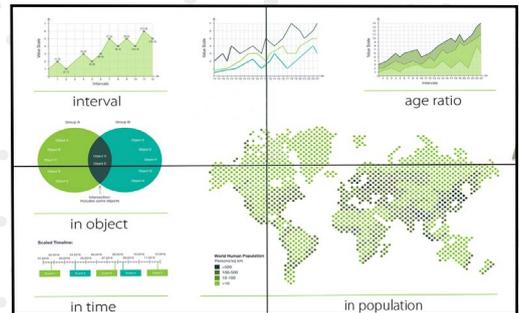
Modernise any healthcare setting with a vibrant Videowall. CMND allows for content integration to display patient queuing, information, and health updates. SmartPower keeps running costs down.

### Transportation

Ensure maximum visibility for transport scheduling and announcements. CMND allows for easy content updates, whilst FailOver displays backup transport information in case of a primary source outage.

### Entertainment

Increase performance visibility with a giant Videowall display that gives every patron a front row view. Advanced ColourCalibration ensure a super clear picture, whilst SmartPower keeps running costs down.



## Features:

Direct LED IPS

CMND  
Create | Control

Android™ by  
OPModule

SmartPower

UltraNarrow  
Bezel

4K ULTRAHD  
Tiling

FailOver

Advanced  
ColourCalibration

OPSInsert



# H Series - Ultra Bright Displays.

## Stay Visible Day & Night

The Philips H Series High-brightness Professional Display provides astonishing clarity and contrast, making it the perfect solution for window displays and high ambient light locations. Experience content that stands out and makes an impact in any environment, whilst the high brightness display provides excellent legibility and visibility, even in high ambient light environments - 2500 cd/m<sup>2</sup> (55"), or 3000 cd/m<sup>2</sup> (75"). Robust components make this display ideal for 24/7 operation in retail, airports, public venues and shopping centres.

Available in	55"	75"
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DEPARTURES				
TIME	DESTINATION	FLIGHT	GATE	STATUS
10:15	PISA	WG236	A4	BOARDING
10:20	DUBLIN	VHBAG	A18	BOARDING
10:30	MALAGA	VHTFU	B12	BOARDING
10:35	BARCELONA	WW635	A78	BOARDING
10:35	BERLIN	R2492	D12	BOARDING
10:35	MOSCOW	S1589	A5	DELAYED
10:40	NEW YORK	WW635	F45	BOARDING
10:40	PARIS	XV179	F63	BOARDING
10:45	ORLANDO	VHTLB	A8	CANCELLED
10:45	BOSTON	WJ474	B78	BOARDING
10:50	BUDAPEST	WB491	B70	BOARDING
10:50	LAS VEGAS	WW633	A95	GO TO GATE
11:00	BRUSSELS	XV493	B9	GATE OPEN
11:00	MARSEILLE	K7381	C13	GO TO GATE
11:00	AMSTERDAM	VHANA	D35	GO TO GATE
11:00	REYKJAVIK	WW603	A7	GO TO GATE
11:00	PORTO	XH117	A38	DELAYED
11:05	ROME	ZA718	A42	GO TO GATE
11:05	CAYO COCO	VHAET	A6	GATE OPEN
11:10	TRIPOLI	VHOJH	E12	GO TO GATE

### Retail

Stand out from the crowd with up to 3000 cd/m<sup>2</sup> ultra-high brightness to attract more customers. Easily create and control promotional content across single or multiple displays with CMND, and keep running costs down with SmartPower.

### Public Venues

Stay visible day and night with super-clear UHD resolution. CMND allows for content creation and management across single or multiple displays. FailOver ensures that backup content is displayed if the primary source experiences an outage.

### Transportation

Ensure that schedules are visible in any condition with up to 3000 cd/m<sup>2</sup> ultra-high brightness. Instantly update arrivals, departures and important announcements with ease using CMND. FailOver displays backup transport information in case of a primary source outage.

## Features:

-  **Android™ by OPSModule**
-  **CMND**  
Create | Control | Deploy
-  **HighBright**
-  **FailOver**
-  **SmartBrowser**
-  **SmartPlayer**
-  **SmartInsert**
-  **SmartPower**



# Case Study.

## - Food and Beverage

### Kwik Trip Boosts Sales with New Revenue Streams.

#### Background

Kwik Trip is a convenience store chain with over 700 locations spread across the main highways of Wisconsin, Minnesota and Iowa. Most recently, Kwik Trip has aimed to enrich their customer experience, while driving sales and creating new opportunities for the brand, by introducing digital signage to meet these strategic company goals and drive higher food revenue.

#### Challenge

Kwik Trip is rapidly expanding, modernising, and streamlining its business, and have continued building new revenue streams into their business model. But with so many food offerings, and sales reaching 8 million customers per week, Kwik Trip needed to market their products in-store more effectively and efficiently at scale, to ensure they could meet rising demand without straining their workforce. Their existing model for print signage created limitations for real-time market testing to help with continued revenue development. The company decided digital signage was the evolution they needed to take that next step into the future of the business.

#### Solution

Wasting no time to address their in-store signage agenda, Kwik Trip found the right solution, with cost savings and superior service in their partnership with Philips Professional Display Solutions (PPDS). Since the start of installation, Kwik Trip and PPDS have closely collaborated to install digital displays across all 700 retail locations throughout the mid-west – creating immediate modernisation for the brand with a fresh look and feel across all their sites. And thanks to the Android backed System on Chip (SoC) of Philip's D-Line, Kwik Trip saw an estimated \$1.9 million in savings by eliminating the need for external media players. Further, with Digital Touch Systems content management software, Kwik Trip can easily manage all of their screens from corporate headquarters, allowing for day-parted messaging on their digital signage and menu boards.

#### Benefits

**Increase in Sales:** Since the installation, Kwik Trip has seen increased hot food sales for foods marketed with in-store digital signage, thanks to the use of vivid food photography – helping customers visualise what the food looks like under the wrappers.

**New Revenue Streams:** Thanks to Philips Digital Touch Systems software, which allows full remote control from Kwik Trip's headquarters, as well as support and management for their Android-powered screens, Kwik Trip now has the flexibility to test new products, day parting and messaging across all stores.

**Modern Look & Feel:** With promotions, information, and menus all displayed on vibrant screens, the aesthetic look and feel at all Kwik Trips have dramatically improved. Android: SoC platform led to \$1.9 million in savings and enabled faster and more versatile management, as well as automatic updates to ensure apps stay up to date.

**Warranty & Reliability:** Philip's 3-year advance exchange warranty entitles customers to a replacement device so they are not left without a faulty display. To date, the installation has maintained an astonishingly low failure rate of less than 1%.

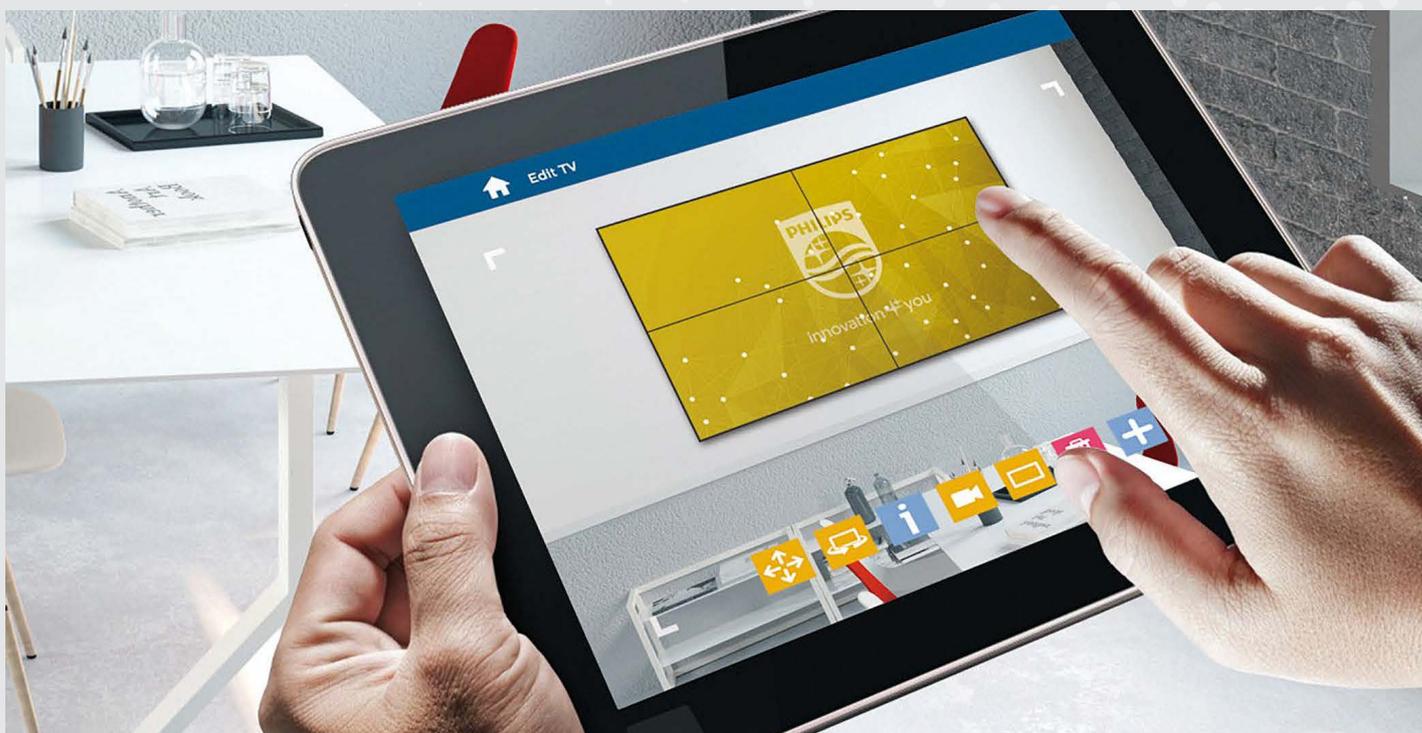


# Visualise it in your space. AR<sup>c</sup>

See how your custom Philips Professional Display Solutions set-up will look with the Augmented Reality Configurator.

The user-friendly ARc app works on any mobile device to give an accurate visualisation of standalone signage screens and videowall installations.

- Accurately measures wall space and simulates positioning from various angles.
- Realistic representations of individual or multiple screens.
- Easily switch between models and sizes to get the perfect fit for your space.
- User-friendly interface that works on any connected mobile device with a camera.
- Available for download from the Google Play store and App store.





# Connect with us.

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