



Philips Signage Solutions  
Video Wall Display

55"

Direct LED Backlight  
Full HD  
700cd/m<sup>2</sup>

**Signage**Solutions



55BDL3207X

## Impressive videowall

Inspire your team and guests

Take presentations and corporate branding to the next level. The Philips X-Line Videowall display brings your content to life to ensure absolute audience engagement in every setting with Pure Colour Pro.

### Effortless setup. Total control.

- Operate, monitor and maintain with CMND & Control
- Add Android processing power with an optional CRD50 module

### Cost-effective system solution

- FailOver ensures content is always playing

### Brilliant images. Endless possibilities.

- Full HD monitors. Brilliant images. Clear contrast
- IPS panel: rich color consistency from every angle
- Ultra-narrow bezels. For distraction-free images

### Powerful system solution

- Energy-saving automatic backlight control
- OPS slot allows for PC embedding without cabling
- Tiling mode. Create tiled 4K videowalls of any size

**PHILIPS**

# Specifications

## Picture/Display

- Diagonal screen size: 54.6 inch / 138.7 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 700 cd/m<sup>2</sup>
- Dynamic contrast ratio: 500,000:1
- Response time (typical): 8 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.63 x 0.63 mm
- Display colors: 1.07 B
- Contrast ratio (typical): 1100:1
- Haze: 28 %

## Supported Display Resolution

### Computer formats

| Resolution  | Refresh rate |
|-------------|--------------|
| 640 x 480   | 60, 72, 75Hz |
| 720 x 400   | 70Hz         |
| 800 x 600   | 60, 75Hz     |
| 1024 x 768  | 60, 75Hz     |
| 1280 x 768  | 60Hz         |
| 1280 x 800  | 60Hz         |
| 1280 x 960  | 60Hz         |
| 1280 x 1024 | 60Hz         |
| 1360 x 768  | 60Hz         |
| 1366 x 768  | 60Hz         |
| 1600 x 1200 | 60Hz         |
| 1920 x 1080 | 60Hz         |

### Video formats

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

## Connectivity

- Video input: DVI-D (x1), HDMI 2.0 (x2), VGA (Analog D-Sub) (x1), Display Port 1.3 (x1)
- Audio input: 3.5 mm mini jack (x1)
- Video output: DisplayPort 1.3 (x1)
- Audio output: 3.5 mm Mini Jack (x1)
- External control: IR (in) 3.5 mm jack, LAN RJ45 (x2), Signal loopthrough RJ45(x2)
- Other connections: OPS, USB 2.0 (x1), Thermal sensor

## Convenience

- Placement: Landscape (24/7), Portrait (24/7)
- Tiled Matrix: Up to 15 x 15
- Screen saving functions: Pixel Shift, Low Bright
- Signal loop through: DisplayPort, RJ45
- Ease of installation: Carrying Handles, Smart Insert

- Energy saving functions: Smart Power
- Network controllable: LAN (RJ45)

## Operating conditions

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

## Power

- Consumption (Typical): 170 W
- Consumption (Max): 340 W
- Consumption (On mode): 115 W
- Standby power consumption: <0.50 W
- Energy Label Class: G

## Sound

- Built-in speakers: 2 x 10W (RMS)

## Accessories

- Included Accessories: Gap pad x3, IR sensor cable (1.8 m) (x1), Kit-1 (x1), Kit-2 (x2), Quick start guide (x1), Remote control & AAA batteries, RJ45 / RS232 converter, Wire Clamper (x3), Power cord, DP cable (x1), Edge alignment pin (x2), RJ45 cable (x1)

## Miscellaneous

- On-Screen Display Languages: Arabic, English, French, German, Italian, Japanese, Polish, Russian, Spanish, Simplified Chinese, Turkish, Traditional Chinese
- Regulatory approvals: CE, FCC, Class A, RoHS, CB, BSMI, PSE, ETL
- Warranty: 3 years warranty

## Dimensions

- Smart Insert mount: 100 x 100mm, 6xM4xL6
- Set dimensions (W x H x D): 1213.4 x 684.2 x 98.2 mm(D@WallMount)/99.35 mm(D@Handle) mm
- Set dimensions in inch (W x H x D): 47.77 x 26.94 x 3.87 (D@WallMount)/3.91 (D@Handle) inch
- Bezel width: 3.5mm
- Wall Mount: 400mm x 400mm, M6
- Product weight: 26.17 kg

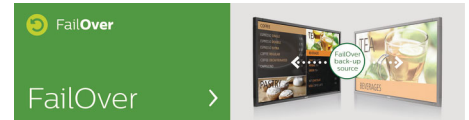
# Highlights

## CMND & Control



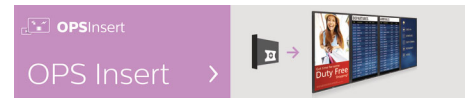
Run your display network over a local (LAN) connection. CMND & Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## 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.

## OPS slot



Integrate a full-power PC or Android-powered CRD50 module directly into your Philips Professional Display. The OPS slot contains all the connections you need to run your slot-in solution, including a power supply.

## Optional CRD50 module

Embed an Android System-on-Chip (SoC) in your Philips Professional Display. The optional CRD50 module is an OPS device that enables Android processing power without the need for cables. Simply slide into the OPS slot, which contains all the connections needed to run the module (including power supply).

## Tiling mode

Connect two or more Philips professional displays to create a tiled videowall-without the need for external devices. A single player takes care of content, whether you have four screens or 40. 4K content is fully supported, and if you're showing that content on four screens you get the best possible dot-by-dot resolution.

## Pure Colour Pro

Boost image quality with Pure Colour Pro. Delivering higher luminance through custom colour temperature settings and advanced gamma calibration, content looks crisper and more radiant for stunning realism with a visual pop.



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