



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.

- Android SoC processor. Native and web apps
- UHD Clear images. Crisp contrast
- Plug-and-play 20-point Multi-Touch display

### Effortless setup. Total control.

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

### Versatile system solution

- Energy-saving automatic backlight control
- FailOver ensures that 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 will be automatically downloaded and launched.

## CMND and Control



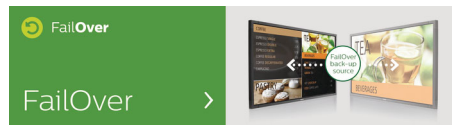
Run your display network over a local (LAN) connection. CMND and Control allows you to perform vital functions like controlling inputs and monitoring display status. Whether you're in charge of one screen or 100.

## CMND and Create



Take control of your content with CMND and 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 that 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 that content keeps playing even if the

primary source goes down. Simply set a list of alternative 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 optimised for native Android apps and you can install web apps directly to the display too. A new Android 8 OS ensures the software is kept secure and stays up to date with 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
- Surface treatment: Anti-Glare coating
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.315 (H) x 0.315 (V) mm
- Display colours: 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: IRHE
- Touch points: 20 simultaneous touch points
- Plug and play: HID compliant
- Protection glass: 3 mm tempered safety glass

## Connectivity

- Video input: DVI-D (x 1), HDMI 2.0 (x 2), USB 2.0 Type A (x 2), USB 2.0 Type B (x 1), VGA (Analogue D-Sub) (x 1)
- Audio input: 3.5 mm jack
- Audio output: 3.5 mm 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, 75 Hz
800 x 600	56, 60, 72, 75 Hz
1024 x 768	60 Hz
1280 x 768	60 Hz
1280 x 800	60 Hz
1280 x 1024	60 Hz
1360 x 768	60 Hz
1366 x 768	60 Hz
1440 x 900	60 Hz
1600 x 1200	60 Hz
1920 x 1080	60 Hz
1920 x 1200	60 Hz
720 x 400	70 Hz
800 x 600	60, 72, 75 Hz
3840 x 2160	60 Hz, 50 Hz

### Video formats

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

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

## Convenience

- Placement: Landscape (18/7), Portrait (18/7)
- Signal loop through: IR Loop through, 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

## 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
- Wall Mount: 400 x 400 mm, M6
- Bezel width: 16.3 mm (T/R/L/B)

## Sound

- Built-in speakers: 2 x 10 W

## 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, 50/60 Hz
- Standby power consumption: <0.5 W
- Consumption (Typical): 140 W
- Power Saving Features: Smart Power
- Consumption (Max): 270 W
- Energy Label Class: G

## Accessories

- Stand: BM05922 (Optional)
- Included Accessories: Cleaning cloth (x 1), IR sensor cable (1.8 m) (x 1), Philips logo (x 1), Power supply cable (3 m), Quick start guide (x 1), Remote control and AAA batteries, RS232 cable (3 m) (x 1), RS232 daisy chain cable (x 1), USB Cover and screw x 1

## 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, CU, ETL, IMDA, PSB
- 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: 2 GB DDR3, 8 GB
- GPU: ARM Mali G51
- Wi-Fi: 2.4 G, 5 G



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