



Philips
LED Display

• 140 cm (55")

BDL5551EL

Deliver your marketing messages in style

with this sleek LED display

Maximising your content delivery whilst lowering your TCO has never been so easy or stunning. This 55" display offers gorgeous full HD picture quality with lower power consumption thanks to the edge LED backlight.

Operational flexibility

- DVI Daisy Chain
- Many Functions. One Wire
- Network Controllability: RJ45
- Smart insert in the backcover to place a small pc
- Smart Control Software Suite
- IR Passthrough
- Portrait mode operability
- Remote Management and Configuration via RS232
- Open Pluggable Specification Slot
- USB Media Playback

Optimized for public viewing

- Full HD LCD display, 1920x1080p

Lower total cost of ownership

- SmartPower for energy saving

PHILIPS

Highlights

DVI Daisy Chain

Create a digital video wall of up to 150 displays in a 15 x 10 configuration with a DVI daisy chain. Simply connect the DVI Out port to a DVI in of another display to create the most stunning video wall experience around.

Smart Control

Control and manage all of the signage displays on your network with this powerful software tool which allows you to change the settings of your display centrally via an RJ45 or RS232 connection. Smart Control allows you to set the video input, modify the color settings, set the display's ID when creating video walls and even diagnose each display's status, giving you all the power you need to manage your displays from one central location.

Smart Insert

Professional PC's are part of most public signage installations. Quite often they increase the overall depth to the display and cause a lot of cable clutter. So we have designed this display

with Smart insert in the backcover which is ideal for the integration of a professional small form factor PC. On top of that, the cable management system offers a great solution to keep your cables neat and professional looking.

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.

RJ45

Simple management of your display is available thanks to the introduction of a LAN (RJ45) port. You can configure each display or find out the status of each device quickly and conveniently via an RJ45 connection.

IR Passthrough

Control all displays in your signage network through one single remote control, via the primary display. Simple and convenient, this means you don't have to worry about other

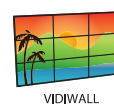
displays changing configuration settings when using your remote control unit.

OPS Slot

Developed for the Digital Signage market, the Open Pluggable Specification (OPS) slot is designed to make changing or upgrading your media player mere child's play. Simply plug your media player in to the display - and you're ready. No matter whether you have an entry level, mid-range or high-end media player, OPS is fully compatible bringing you a lower TCO over the longer term.

USB Playback

Enjoy your own media playback via the USB port. Simply plug in a USB drive, and create your own signage content to convey the marketing messages you want, when you want them. With a wide range of media formats supported, this powerful media player offers an excellent picture and true flexibility.



Specifications

Picture/Display

- Panel resolution: 1920x1080p
- Brightness: 450 cd/m²
- Response time (typical): 6.5 ms
- Contrast ratio (typical): 4000:1
- Aspect ratio: 16:9
- Pixel pitch: 0.21 x 0.63 mm
- Display colors: 1.07 billion
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing
- Viewing angle (H / V): 178 / 178 degree
- Optimum resolution: 1920 x 1080 @ 60Hz

Connectivity

- PC: RJ45, VGA-in D-Sub 15HD, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x1
- AV input: DVI-D x1, Component (BNC) x1, Composite (BNC) x1
- Other connections: Display Port, DVI Out, HDMI, USB, AC-out, OPS
- AV output: Audio (L/R) x1

Supported Display Resolution

Computer formats

Resolution	Refresh rate
1920 x 1200	60Hz
1920 x 1080	60Hz
1600 x 1200	60Hz
1440 x 900	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
1280 x 1024	60Hz
1280 x 800	60Hz
1280 x 768	60Hz
1024 x 768	60Hz
800 x 600	60, 72, 75Hz
640 x 480	60, 67, 72, 75Hz

Video formats

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

Dimensions

- Set dimensions (W x H x D):

- 1244.4 x 715.2 x 69 mm
- Bezel thickness: 15.8 mm
- VESA Mount: 400 x 400, 400 x 200, 200 x 200
- MTBF: 60,000 hrs
- Product weight: 30.6 kg

Convenience

- Placement: Landscape, Portrait
- Picture in picture: PBP, PIP, POP
- Network controllable: RJ45, RS232, HDMI (One Wire)
- Signal Loop Through: DVI, VGA, RS232, IR Loophthrough
- Energy saving functions: Smart Power
- Ease of installation: AC Out, Carrying Handles, Smart Insert
- Keyboard control: Hidden, Lockable
- Other convenience: Carrying handles
- Packaging: Reusable box
- Tiled Matrix: Up to 5 x 5

Power

- Consumption (On mode): Typ. 110W
- Power supply: 90-264 VAC, 50/60 Hz
- Standby power consumption: <0.5W

Sound

- Built-in speakers: 2 x 10W RMS

Operating conditions

- Relative humidity: 20 - 80 %
- Temperature range (operation): 0 - 40 °C

Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, User manual on CD-ROM, VGA cable
- Stand: BM04642 Optional

Miscellaneous

- On-Screen Display Languages: English, French, German, Polish, Russian, Simplified Chinese, Spanish, Turkish, Italian
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST
- Warranty: 3 year warranty

Packaging dimensions

- EAN: 87 12581 68312 2
- Number of products included: 1
- Packaging type: Carton



Issue date 2013-05-08

Version: 2.0.1

12 NC: 8670 001 01813
EAN: 87 12581 68312 2

© 2013 Koninklijke Philips Electronics N.V.
All Rights reserved.

Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips Electronics N.V. or their respective owners.

www.philips.com