

Philips Signage Solutions  
LED Display

55"

Direct View LED

**Signage**Solutions

55BDL9025L



# Wow your audience

with seamless, fine-pitch LED displays

Share your message with the most impactful LED video wall display. With an all-in-one, simple-to-deploy design, high brightness and completely seamless transitions between displays, these LED displays work in both small or large deployments.

#### **Optimised for public viewing**

- Designed for 24/7 operation at highest accuracy
- Ultra-high refresh rate
- Developed for control room and broadcast activity

#### **Innovative solutions for any signage application**

- TrueBlack LEDs for more contrast and distinctive colours
- Built-in Video Controller included

#### **Care about you, your business and your audience**

- SmartPower for energy saving
- Installation made simple thanks to EasyInstall

#### **Operational flexibility**

- HDMI Daisy Chain
- Show off completely seamless video walls with no bezels

# PHILIPS

# Specifications

## Picture/Display

- Diagonal screen size: 54.2 inch / 137.7 cm
- Panel resolution: 480 x 270, 1920 x 1080 (4 x 4)
- Brightness: 1000 cd/m<sup>2</sup> (800 cd/m<sup>2</sup> calibrated)
- Contrast ratio (typical): 5000:1
- Aspect ratio: 16:9
- Viewing Angle (H / V): 160 / 140 degree
- Pixel pitch: 2.5 mm
- Picture enhancement: Wide Colour Gamut display
- Brightness and Chroma calibrated
- Brightness discrepancy: <2%
- Chroma precision accuracy: 0.003
- Colour gamut (typical): Wide
- Refresh Rate (V): 5100 Hz

## Connectivity

- Video input: HDMI (x 2) (Lockable)
- Video output: HDMI (x 2) (Lockable)
- External control: RJ45

## Convenience

- Signal Loop Through: HDMI daisy chain (up to FHD)
- Power Loop Through: For 230 V environments: up to 6 pcs; for 110 V environments: up to 3 pcs
- Ease of installation: Carrying Handles
- Placement: Landscape (24/7)
- Network Control Loop Through: RJ45/RJ25

## Dimensions

- Bezel width: 0.0 mm
- Set dimensions (W x H x D): 1200 x 675 x 99 mm
- Product weight: 24.5 kg
- Corner Mount: 1165 x 650 mm (4 x M6)

## Operating conditions

- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- LED Lifetime: > 120,000 hour(s)

## Power

- Consumption (On mode): 160 W (470 W Max)

## Accessories

- Included Accessories: 3 x horizontal adjustment blocks, 3 x vertical adjustment blocks, short HDMI daisy chain cable, short power daisy chain cable, short RJ25 daisy chain cable
- Optional accessories: Long HDMI daisy chain cable, Long power daisy chain cable, Long RJ25 daisy chain cable, Power connector cable, Spare LED module

## Miscellaneous

- Regulatory approvals: CE, CB, FCC, Class A, UL/cUL
- Warranty: 3-year warranty

# Highlights

## Designed for 24/7 operation

Because business never sleeps, our signage displays are designed for 24/7 use at highest accuracy and in critical environments. Taking advantage of superior components to ensure a higher level of quality, you can count on this range of models for complete around-the-clock reliability.

## Ultra-High Refresh Rate

With an UltraHigh Refresh Rate, Philips LED displays show off the cleanest, smoothest-looking content. This guarantees that even live broadcasts for events and matches are extremely smooth, with little to no flickering even with non-stop action on the display.

## TrueBlack

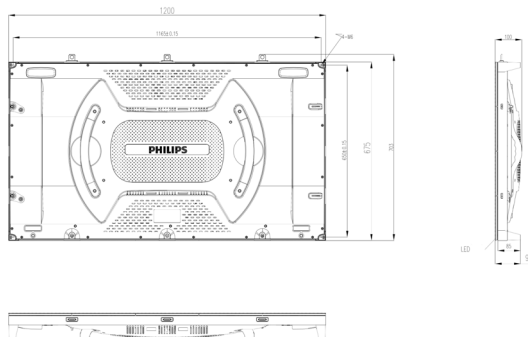
Using industry-leading technology, Philips TrueBlack LEDs deliver supreme contrast and deep black levels. This means more colour uniformity and colours with more "pop" on the screen.

## EasyInstall

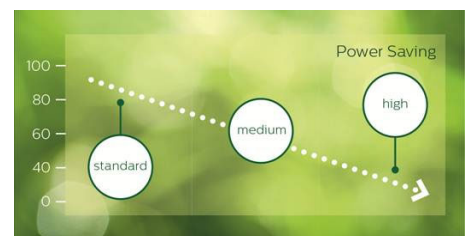
Philips LED displays with EasyInstall are designed to simplify installation and maintenance. With a slim 137 cm (54") cabinet, compatibility with the most widely used resolutions and a uniform design, installation is a breeze. Plus, with its long-duty cycle, continuous operation is ensured, even for the most demanding applications.

## ZeroBezel

Optimised for maximum exposure, ZeroBezel LED video wall displays deliver a premier video wall solution. With completely seamless transitions between LED displays, scalability is a breeze, and you can easily upgrade to Full HD resolution.



## 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.

## HDMI Daisy Chain

Create a digital video wall with an HDMI daisy chain. Simply connect the HDMI Out port to an HDMI In of another display to create the most stunning video wall experience around.

## Built-in Video Controller

With the Built-in Video Controller feature, there is no need for an extra LED video control.

## Developed for control room

Philips LED displays are specially developed for control rooms and broadcast activity.



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