Chasing innovation
powered by Android

Amaze your guests with a smarter, faster, signage display. With integrated WiFi and designed for running Android apps, it’s the next evolution in signage solutions

Innovative solutions for any signage application
• Save and play content with internal memory
• Integrated dual-band WiFi
• Android SoC processor. Native and web apps

Maximizing the impact of your message
• CMND: Take control of your displays
• Manage settings of multiple displays with CMND & Control
• Create and update content with CMND & Create
• Connect and control your content via the cloud

Care about you, your business and your audience
• Keep your content up and running with FailOver
• Ensure your content is running with automatic screenshots
• SmartPower for energy saving

Expand your viewing experience
• ADS wide-view panel display

55BDL4550D
Highlights

**Powered by Android 8**
Control your display via an Internet connection. Android-powered Philips Professional Displays are optimized for native Android apps, and you can install web apps directly to the display too. A new Android 8 ensures the software is kept secure and remain to the latest specification for longer.

**Internal Memory**
Save and play content with internal memory. Upload your media into the display and playback content immediately. Working in conjunction with the internal browser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content running by playing a cached version of the content, ensuring that your media stays up even if the network goes down.

**Proof of Play**
Content is king, and with the automatic screenshot feature, you can make sure that your content is up and running at all times. Screenshots are taken throughout the day, which are then stored in the FTP server. From there, the screenshots can be viewed no matter when, or where you are.

**FailOver**
Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides content protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver connection and your ready for instant protection.

**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.

**CMND & Create**
Design and create compelling content with CMND & Create, a powerful authoring tool. With a drag and drop interface, preloaded templates, and integrated widgets, you’ll be able to amaze your customers with compelling content. Available in portrait and landscape mode.

**CMND & Control**
With CMND & Control, easily manage multiple displays in a central location. With real time display monitoring, setting and software updates from a remote location, and the ability to customize and configure multiple displays at once, such as video wall or menu board displays, controlling your suite of displays has never been easier.

**ADS wide-view panel display**
Be seen from any angle with ADS wide-view technology. Advanced Super Dimension Switch delivers faster on-display picture processing for smoother content transitions, remarkable image accuracy, and superior colour reproduction with 180 degree viewing.

**SmartBrowser**
Connect and control your content via the cloud with the integrated HTML5 browser. Using the Chromium based browser, design your content online and connect a single display, or your complete network. Show content in both landscape and portrait mode, with full HD resolution. Simply connect the display to the internet using Wi-Fi or with an RJ45 cable, and enjoy your own created playlists.
Specifications

**Picture/Display**
- Diagonal screen size: 54.6 inch / 138.7 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60Hz
- Brightness: 500 cd/m²
- Contrast ratio (typical): 5000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.315 x 0.315 mm
- Viewing angle (H / V): 178 / 178 degree
- Display colors: 1.07 Billion
- Bezel width: 13.9 mm (Even bezel)
- Product weight (lb): 36.60 lb
- Product weight: 16.6 kg
- Panel technology: VA

**Dimensions**
- Set dimensions (W x H x D): 1241.8 x 712.6 x 63.6 mm
- Set dimensions in inch (W x H x D): 48.8 x 28.20 x 2.50 inch
- Bezel width: 13.9 mm (Even bezel)
- VESA Mount: 400 (H) x 400 (V) mm, M6

**Convenience**
- Placement: Landscape (24/7), Portrait (24/7)
- Tiled Matrix: Up to 10 x 15
- Keyboard control: Hidden, Lockable
- Signal loop through: IR Loopthrough, DisplayPort, HDMI, RS232
- Network controllable: RS232
- Screen saving functions: Pixel Shift, Low Bright
- Energy saving functions: Smart Power
- WiFi protocol: a b g n, 802.1x

**Power**
- Standby power consumption: 0.5 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 178 W
- Consumption (Max): 218 W
- Energy Label Class: G

**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% RH (No condensation)
- Humidity range (storage) [RH]: 5 ~ 95% RH (No condensation)

**Sound**
- Built-in speakers: 2 x 10W RMS

**Connectivity**
- Video input: Display Port1.2 (x1), DVI-I (x1), HDMI 2.0 (x2)
- Audio input: 3.5 mm jack
- Audio output: 3.5 mm jack
- External control: RJ45, RS232 (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack
- WiFi: dual antenna 2,4GHz and 5GHz

**Supported Display Resolution**
- **Resolution**
  - 1920 x 1080: 60Hz
  - 1680 x 1050: 60Hz
  - 1600 x 900: 60Hz
  - 1024 x 768: 60Hz
  - 1280 x 1024: 60Hz
  - 1280 x 720: 60Hz
  - 1440 x 900: 60 Hz
  - 3840 x 2160: 30, 60Hz
  - 640 x 480: 60Hz
  - 800 x 600: 60Hz
- **Refresh rate**
  - 1080p: 50, 60Hz
  - 2160p: 24, 30, 60Hz
  - 720p: 50, 60Hz

**Multimedia Applications**
- Video formats: AAC, HEAAC, MPEG
- USB Playback Audio: AAC, HEAAC, MPEG
- USB Playback Video: BMP, JPEG, PNG
- USB Playback Picture: BMP, JPEG, PNG

**Accessories**
- Included accessories: Quick start guide, RS232 cable, AC Power Cord, IR sensor cable (1.8M), Remote Control & AAA Batteries
- Included Accessories: RS232 daisy-chain cable, Philips logo (x1), AC Switch Cover, USB Cover (x1), Screws
- Stand: BM05922(Optional)

**Warranty**
- 3 year warranty

**Internal Player**
- CPU: 2 x A53 + 2 x A73
- GPU: ARM Mali G51
- Memory: 3GB DDR
- Storage: 32 GB eMMC

**Sound**
- Built-in speakers: 2 x 10W RMS

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