



Philips Signage Solutions  
Q-Line Display

50"

4K UHD (3840 x 2160)  
Ultra HD

**Signage**Solutions

50BDL3110Q

## Intensify your signage experience

With priceless performance

Deliver startingly clear images in a more eco-friendly way with the Q-Line display. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

### **Optimized for public viewing**

- 4K Ultra HD: resolution like you've never seen it before

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

- Android: Run your own app or choose your favorite app to run
- CMS: Take control of your displays
- Create and update content with CMS & Create
- Schedule what you want, when you want with SmartPlayer

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

- Manage settings of multiple displays with CMS & Control
- SmartPower for energy saving

# PHILIPS

# Specifications

## Picture/Display

- Diagonal screen size: 50 inch / 127 cm
- Panel resolution: 3840 x 2160
- Optimum resolution: 3840 x 2160 @ 60 Hz
- Brightness: 350 cd/m<sup>2</sup>
- Contrast ratio (typical): 5000:1
- Response time (typical): 9.5 ms
- Aspect ratio: 16:9
- Viewing angle (H / V): 178 / 178 degree
- Pixel pitch: 0.2853 (H) x 0.2853 (V) mm
- Display colors: 1.07 Billion
- Operating system: Android 5.1
- Panel technology: VA

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
3840 x 2160	60Hz
3840 x 2160	30Hz
1920 x 1200	60Hz
1920 x 1280	60Hz
1920 x 1080	60Hz
1600 x 900	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
1280 x 1024	60Hz
1280 x 800	60Hz
1280 x 720	60Hz
1024 x 768	60Hz
800 x 600	60Hz
720 x 400	70Hz
640 x 480	60Hz

### Video formats

Resolution	Refresh rate
2160p	50, 60Hz
1080p	50, 60Hz
1080i	50, 60Hz
720p	50, 60Hz
576p	50Hz
576i	50Hz
480p	60Hz
480i	60Hz

## Connectivity

- Video input: HDMI 2.0 x2, USB 2.0(Type A) x1, USB 3.0(Type A) x1
- Audio input: 3.5 mm jack
- Audio output: 3.5mm jack
- External control: RS232C (in/out) 2.5 mm jack, RJ45
- Miracast

## Dimensions

- Bezel width: L/T/R:9.8mm ,B:15.1mm
- Set dimensions (W x H x D): 1118.2 x 642.9 x 62.5 mm
- Product weight: 12 kg
- VESA Mount: 200 x 200 mm
- Product weight (lb): 26.46 lb
- Set dimensions in inch (W x H x D): 44.02 x 25.31 x 2.46 inch

## Operating conditions

- Altitude: 0 ~ 3000 m
- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 (operation),10 - 90%(storage) %

## Sound

- Built-in speakers

## Power

- Mains power: 100~240V, 50/60 Hz
- Standby power consumption: <0.5W
- Power Saving Features: Smart Power
- consumption(Max): 170 W
- Consumption (Typical): 130 W

## Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control

## Multimedia Applications

- USB Playback Video: 3GP, MKV, MP4, VOB
- USB Playback Picture: BMP, JPEG, JPG, PNG, GIF
- USB Playback Audio: AAC, M4A, MP1, MP2, MP3, MP4, WMA

## Miscellaneous

- Warranty: 3 year warranty
- On-Screen Display Languages: Simplified Chinese, English
- Regulatory approvals: BIS, RF

## Internal Player

- Storage: 8GB eMMC
- CPU: hisiV551 2core A73-1.2GHz
- Memory: 1GB DDR3
- GPU: hisiV551 5core 540MHz
- Wifi: IEEE 802.11 b/g/n W82R2510



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