

Philips  
LED Display

• 81 cm (32")

**BDL3250EL**



## 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 32" display offers gorgeous full HD picture quality with lower power consumption thanks to the edge LED backlight.

### **Operational flexibility**

- Edge LED Backlight
- DVI Daisy Chain
- Display Port for faster graphics support
- Many Functions. One Wire
- Network Controllability: RJ45
- Smart insert in the back cover to place a small PC
- Smart Control Software Suite
- IR Pass-through
- Enhanced zoom feature supports tiled matrix applications
- Portrait mode operability
- Remote Management and Configuration via RS232

### **Optimised for public viewing**

- Full HD LCD display, 1920 x 1080p

# PHILIPS

# Highlights

## Edge LED Backlight

Experience an even dispersion of light with cutting edge LED technology. White LED's (light emitting diodes) are positioned around the rim of the panel to give a more even spread of light. This results in even lower power consumption, less heat to dissipate and a true, uniform colour range.

## 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.

## One Wire

Take full control of your display by running all operational commands, as well as your video signal, through just one single HDMI cable. This unique feature makes it so much easier and more convenient to ensure the smooth running and maintenance of your display. Consumer Electronics Control (CEC) commands make finding out vital information about your display absolute child's play.

## 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 colour 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 back cover, 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.

## Zoom function for tiled matrix

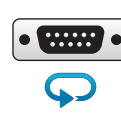
The internal zoom function enables easy implementation of a video wall matrix, without the need for expensive external equipment. Capable of many different configurations, creating a stunning video wall has become simplicity itself.

## IR Pass-through

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.

## Display Port

Enjoy crystal-clear images with the high-bandwidth graphics support of the Display Port. As well as transmitting full high-definition video, the Display Port will also transmit audio, thus, eliminating the need for extra cables.



# Specifications

## Picture/Display

- Panel resolution: 1920 x 1080p
- Brightness: 360 cd/m<sup>2</sup>
- Response time (typical): 8 ms
- Contrast ratio (typical): 1400:1
- Aspect ratio: 16:9
- Pixel pitch: 0.36375 x 0.36375 mm
- Display colours: 16.7 million
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement
- Viewing Angle (H / V): 178 / 178 degree

## Connectivity

- PC: RJ45, VGA-in D-Sub 15HD, RS232 D-Sub9, RS232 D-sub9 output, 3.5 mm PC audio input x 1
- AV input: DVI-D x 1, Component (BNC) x 1, Composite (BNC) x 1
- Other connections: Display Port, DVI Out, HDMI, USB, AC-out
- AV output: Audio (L/R) x 1

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75 Hz
800 x 600	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

### 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

## Dimensions

- Set dimensions (W x H x D):  
750.2 x 444.6 x 69 mm

- Bezel thickness: 24 mm
- VESA Mount: 400 x 200
- MTBF: 60,000 hrs
- Product weight: 11.4 kg

## Convenience

- Placement: Portrait, Landscape
- Picture in picture: PBP, PIP, POP
- Network controllable: RS232, RJ45, HDMI (One Wire)
- Signal Loop Through: DVI, VGA, RS232, IR Loop through
- 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): 41 W
- Power supply: 90-264 VAC, 50/60 Hz
- Standby power consumption: <0.5 W

## Sound

- Built-in speakers: 2 x 10 W RMS

## Operating conditions

- Relative humidity: 20 - 80 %
- Temperature range (operation): 5 - 40 °C

## Accessories

- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, VGA cable, User manual on CD-ROM, Quick start guide
- Stand: BM03241 (Optional)

## Miscellaneous

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

## Packaging dimensions

- EAN: 87 12581 66295 0
- Number of products included: 1
- Packaging type: Carton



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12 NC: 8670 000 96443  
EAN: 87 12581 66295 0

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