Philips Signage Solutions
Glasses-free 3D Display

55"
Edge LED Backlight
Full HD
Autostereoscopic 3D

SignageSolutions

BDL5535VS



Experience 3D with stunning depth

Without the need for special glasses

Deliver your messages in stunning 3D, with excellent picture quality and no need for special glasses. With 28 views you can deliver jaw dropping images that will amaze your audience.

Optimised for public viewing
- Full HD LED technology for brilliant images
- Autostereoscopic 3D
- No need for special 3D glasses
- 28 lenticular views for amazing, smooth 3D pictures

Operational flexibility
- Adjustable pop-out effects to optimise 3D effect
- Designed for 24/7 operation
- Smart insert in the back cover to place a small PC
- Optical bonding process for high contrast and bright colours

Stunning 3D experience
- 3D content visualisation
- 3D and 2D dual mode display
- 3D system solution

PHILIPS

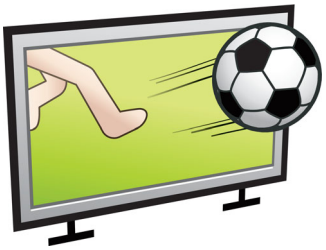
Glasses-free 3D Display
55" Edge LED Backlight, Full HD, Autostereoscopic 3D

BDL5535VS/00

Highlights

Full HD LED technology
White LED's are solid state devices which light up to full, consistent brightness faster saving startup time. LED's are free from mercury content, which allows for eco-friendly recycling and disposal process. LED's allow for better dimming control of the LCD backlight, resulting in a super high contrast ratio. It also gives superior colour reproduction thanks to consistent brightness across the screen.

Autostereoscopic 3D



Enjoy a stunning 3D experience with no need for special glasses thanks to the autostereoscopic 3D effect. Using lenticular technology, it gives excellent clarity and depth, making your 3D experience even more lifelike and enjoyable.

28 lenticular views
With 28 lenticular views, you can "peek" around virtual objects on the 3D display, giving you the most stunning 3D visual effects around.

3D and 2D dual mode display
The display can be used for a broad range of applications since it can be operated in both 2D and 3D mode. The 4K UHD resolution panel enables great picture quality and true colour representation in 2D and 3D mode. The integrated rendering core offers content creators and end users full control over the quality and depth-effect characteristics of the picture.

Adjustable pop-out effects
Immersive out-of-screen pop-out effects can be adjusted to optimise the 3D effect for any application.

Smart Insert
Professional PCs are part of most public signage installations. Quite often they increase the overall depth of 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.

Designed for 24/7 operation
Because business never sleeps, our signage displays are designed for 24/7 use. 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.

3D system solution
The system solution is designed for maximum reuse of content/concepts from the 2D signage industry. The key enabler for this is the flexible 2D-plus-Depth format, which allows decoupling of content creation and content visualisation. The rendering core integrated in the autostereoscopic 3D displays supports the unique Declipse image format, which enables a true look-around 3D effect.

3D content visualisation
Software tools are provided with the display to play out 3D content and control the 3D and 2D visualisation parameters. The actual 3D content can be created via plug-ins available for popular 3D animation software packages. Existing 2D or stereo content can be converted into 2D-plus-Depth format. The 2D-plus-Depth format is compatible with existing compression tools, as the additional bandwidth of the depth is small.

Specifications

Picture/Display
- Diagonal screen size: 55 inch / 140 cm
- Panel resolution: 1920 x 1080p
- Optimum resolution: 1920 x 1080 @ 60 Hz
- 3D Technology: Fixed Lenticular 3D Technology, Autostereoscopic 3D display
- Brightness: 400 cd/m²
- Contrast ratio (typical): 4000:1
- Aspect ratio: 16:9
- Pixel pitch: 0.63 x 0.63 mm
- Response time (typical): 6.5 ms
- Display colours: 1.06 Billion
- Viewing Angle (H / V): 150 / 150 degree
- Input format: 2D-plus-Depth in 3D mode
- Optimal viewing distance: Adjustable

Connectivity
- AV input: DVI-D x 1
- PC: RS232 D-Sub9
- Other connections: AC-out, External loudspeaker connector

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
1920 x 1080	60 Hz

Dimensions
- Smart Insert mount: 100 x 100 mm
- Set dimensions (W x H x D): 1266 x 738 x 71 mm
- Product weight: 64 kg
- VESA Mount: 400 x 200 mm

Convenience
- Placement: Landscape
- Screen-saving functions: Pixel shift, Low bright
- Keyboard control: Hidden, Lockable
- Remote control signal: Lockable
- Safety control functions: Heat Control, Temperature Sensor
- Packaging: Reusable box
- Network controllable: RS232

Power
- Consumption (On mode): 123 W (Typ.)
- Standby power consumption: < 1 W
- Mains power: 90 ~ 264 VAC, 50/60 Hz

Sound
- Built-in speakers: 2 x 12 W

Operating conditions
- Temperature range (operation): 5 ~ 35 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- MTBF: 50,000 hour(s)

Accessories
- Included accessories: 3D software, 3D display control tool, 3D video player (2D-plus-Depth), Remote Control, Batteries for remote control, AC Power Cord, Quick start guide
- Optional accessories: 3D content enabling software, Tabletop stand

Miscellaneous
- Warranty: Europe/North America: 1 year
- On-Screen Display Languages: English, French, German, Italian, Polish, Turkish, Russian, Simplified Chinese
- Regulatory approvals: CE, RoHS

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