Philips Signage Solutions
Multi-Touch Display

49"
Edge-lit LED
Full HD
500cd/m²

SignageSolutions

BDL4970TT



Connect with your audience 24/7

With this multi-touch LED Display

Engage your audience with the full HD LCD 6pt Multi-Touch display. Fast, precise and extremely durable, its infrared touch technology allows you to interact with your customers much closer than ever before.

Optimized for public viewing
- IPS wide view technology for image and color accuracy
- Designed for 24/7 operation

Innovative solutions for any signage application
- Save and play content with internal memory
- Free and easy-to-use content management with SmartCMS
- Connect and control your content via the cloud with HTML5
- Optional OPS Insert to create an all-in-one solution
- Schedule what you want, when you want with SmartPlayer

Care about you, your business and your audience
- Keep your content up and running with FailOver
- Clinical D-image preset for DICOM part 14 Grayscale images
- SmartPower for energy saving

Maximizing the impact of your message
- Colour Calibration kit to ensure uniform colours

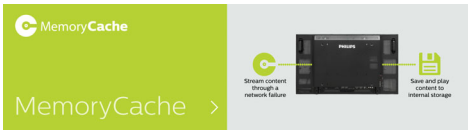
PHILIPS

Multi-Touch Display
49" Edge-lit LED, Full HD, 500cd/m²

BDL4970TT/00

Highlights

Internal Memory



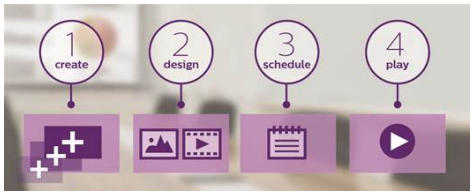
Save and play content with internal memory. Upload your media into the display and playback content immediately. Working in conjunction with the internal browser, it also serves as a memory cache when streaming online content. If the network ever fails, the internal memory keeps content running by playing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

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.

SmartCMS



Free and easy-to-use content management system that works exclusively with Philips Sigage Solutions displays to manage your digital signage content. With SmartCMS you can create and schedule your own content over 24 hours every day. Simply create your network, design your content, schedule your playlist and you are ready to play!

SmartBrowser



Connect and control your content via the cloud with the integrated HTML5 browser. Design your signage content online and connect it with a display or with your complete network. Simply plug in a RJ45 internet cable for network connection, connect the display with the dedicated url-address and you are ready to play your cloud based content.

OPS Insert



Turn your display into an all-in-one digital signage solution and create a display network which is connected, intelligent and secure. Open Pluggable Specification (OPS) is an industry standard slot into which you can add an OPS-standardized media player. This cable free solution gives you the ability to install, use or maintain your hardware whenever you need.

SmartPlayer



Turn your USB into a true cost effective digital signage device. Simply save your content (video, audio, pictures) on your USB and plug into your display.Create your playlist and schedule your content via the on screen menu, and enjoy your own created playlists anytime, anywhere.

IPS Display Technology

Philips IPS displays uses an advanced technology which gives you extra wide viewing angles of 178/178 degree, making it possible to view the display from almost any angle - even in portrait mode. IPS displays gives you remarkably crisp images with vivid colors, especially suitable for professional video wall and menuboard applications which demand color accuracy and consistent brightness at all times.

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.

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.

OPSInsert SmartCMS SmartPlayer FailOver SmartPower Clinical D-Image

Multi-Touch Display
49" Edge-lit LED, Full HD, 500cd/m²

BDL4970TT/00

Specifications

Picture/Display
- Diagonal screen size: 48.5 inch / 123.2 cm
- Panel resolution: 1920x1080p
- Optimum resolution: 1920 x 1080 @ 60Hz
- Brightness: 500 cd/m²
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.55926 x 0.55926 mm
- Display colors: 1.07 billion
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Motion compens. deinterlacing, 3D MA deinterlacing, Dynamic contrast enhancement, Progressive scan

Connectivity
- Video input: DisplayPort (1.2), HDMI (x2), DVI-D, VGA (Analog D-Sub), USB, Component (BNC x3), Composite (BNC)
- Video output: DisplayPort, DVI-I, VGA (Analog D-Sub)
- Audio input: 3.5 mm jack, Audio Left/Right (RCA)
- Audio output: Audio Left/Right (RCA), External speaker connector
- Other connections: OPS, USB
- External control: RJ45, RS232C (in/out) 2.5 mm jack, IR (in/out) 3.5 mm jack

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
1920 x 1200	60Hz
1920 x 1080	60Hz
1440 x 900	60Hz
1366 x 768	60Hz
1360 x 768	60Hz
1280 x 800	60Hz
1280 x 768	60Hz
1024 x 768	60Hz
800 x 600	56, 60, 72, 75Hz
640 x 480	60, 67, 72, 75Hz

- Video formats

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

Dimensions
- Set dimensions in inch (W x H x D): 43.0 x 24.5 x 2.2 inch
- Set dimensions (W x H x D): 1092.8 x 623.0 x 56.8 mm
- Bezel width: 6.5 mm
- Product weight (lb): 41.9 lb
- Product weight: 19.0 kg
- VESA Mount: 400 x 400 mm, M6
- Smart Insert mount: 100 x 100 mm, 100 x 200 mm

Convenience
- Memory: 16GB eMMC
- Placement: Landscape, Portrait
- Tiled Matrix: Up to 10 x 10
- Keyboard control: Hidden, Lockable
- Signal Loop Through: DVI, VGA, RS232, IR Loopthrough, DisplayPort
- Network controllable: RJ45, RS232, One Wire (HDMI-CEC), Card OPS RS232, HDMI (One Wire)
- Energy saving functions: Smart Power
- Ease of installation: Smart Insert, AC Out
- Screen saving functions: Pixel Shift, Low Bright
- Other convenience: Carrying handles

Power
- Consumption (On mode): 110 W (Typ.)
- Standby power consumption: <0.3 W
- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz

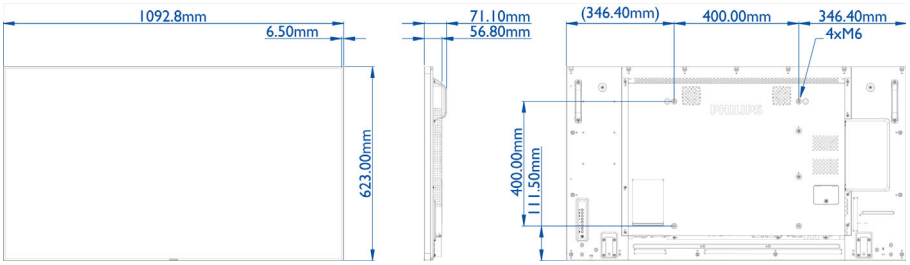
Operating conditions
- Temperature range (operation): 0 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- Altitude: 0 ~ 3000 m
- MTBF: 60,000 hour(s)

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

Accessories
- Included accessories: Remote Control, Batteries for remote control, AC Power Cord, User manual on CD-ROM, Quick start guide, RS232 cable
- Stand: BM04642 or BM02542 (Optional)
- Optional accessories: ColourCalibrationKit (CCK4601), HDBaseT OPS Receiver (CRD25)

Multimedia Applications
- USB Playback Audio: AAC, AIF, AIFF, M4A, MP3, WAV, WMA, ASF, LPCM, M3U, MP4
- USB Playback Picture: BMP, GIF, JPEG, JPG
- USB Playback Video: M2TS, M4V, MK3D, MKV, MP4, MPEG, MPG, MTS, TS, TTS, VOB, WMV

Miscellaneous
- On-Screen Display Languages: English, French, German, Spanish, Polish, Turkish, Russian, Italian, Simplified Chinese, Traditional Chinese, Arabic, Japanese
- Regulatory approvals: CE, FCC, Class B, UL/cUL, CCC, C-Tick, RoHS, GOST, BSMI, CB, J-Moss, PSE, VCCI
- Warranty: 3 year warranty



Issue date 2017-08-29
Version: 1.0.1
12 NC: 8670 001 49929
EAN: 87 12581 74910 1

© 2017 Koninklijke Philips N.V.
All Rights reserved.
Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. or their respective owners.

www.philips.com