

Philips Signage Solutions
LED Display

31"
Direct View LED

SignageSolutions



31BDL7431L

Unleash your imagination even more

LED Display for every form and shape

No limits. No boundaries. Philips L-Line 7000 series is an LED signage solution for endless possibilities in shape and size. Seamless linking and multiple size options enable truly unique displays of any dimension for perfect results.

Endless possibilities
- Available in 3 dimensions
- Dynamic Power Saving
- Optional bevelled corners allow curved displays
- Seamless linking for perfect imagery

Next level performance
- Dynamic Panel Connect
- Factory calibrated
- Philips Active Health Monitoring
- High brightness LED panel

Ready for impact
- Conformal coating and ingress protection
- Forms any shape, L-shape corner, or curvature
- Fire retardant design

PHILIPS

Highlights

Optional easy mount brackets
Patented easy-mount brackets make installation even faster. These optional items are available for flat LED mounting, convex curved (177.5/175/172.5 degree), and L-shape 90 degree corners.

Ingress protection
Dust, dirt, fungus and moisture resistant conformal coating protects this product and enables easier maintenance. IP30 rated and certified against ingress for reduced chance of short circuit from dust and corrosion.

Dynamic Panel Connect
Mix and match each of the Philips L-Line 7000 LED panel sizes to form a single display of any shape and dimension. Dynamic flexible alignment pins ensure a perfect fit in any circumstance - resulting in a smooth, seamless display surface. For added convenience and efficiency, each LED panel features openings on each side to allow for versatile wired connection between the LED panels and any external input connection. Openings on the top and bottom of the LED panel can be popped out in case access is only available from the top or bottom of the panel.

Dynamic Power Saving
Philips Professional LED Displays use high-performance LEDs, which are tested thoroughly, energy efficient and cost effective. Furthermore, enhanced technology allows the display to dynamically save on power consumption.

Factory calibrated
Every Philips L-Line LED panel is calibrated in our factory under perfect circumstances. That means there's no need for further calibration on location, resulting in quicker installations. Calibration and configuration files are available to ensure fast maintenance.

Fire retardant design
Fire retardant design slows down the spread of flames in the event of fire, and help protect the structural integrity of the LED panel in case of fire. Tested and certified with Fire Safety Certifications.

L-shape corner, or curvature
The Philips L-Line 7000 series LED panles come with a height of 25 cm and are available in 50 cm, 75 cm and 100 cm widths. These displays are ready to be installed in any landscape format with no limitations to size. Also available with bevelled corners to form curved designs in both convex and concave formats.

High brightness LED panel
Visualize all kinds of content in any setting. Make a big impact with crisp and clear messaging in bright locations, such as storefront windows or places subject to direct sunlight. This high bright LED panel is perfect for attracting attention in large, busy areas that are subject to high ambient light.

Optional bevelled corners
Create bezel-free displays of any shape, size or resolution. The modular design of Philips Professional LED panels means you can adapt to any space. Build vast, immersive installations or assemble intriguing patterns. Easily create displays that flow seamlessly around doorways and other openings. Even corners and curved displays become easy to create with the new Philips 7000 series.

Active Health Monitoring
Achieve perfection through precision. Active Health Monitoring makes maintenance fast, simple, and predictable by displaying the exact item of failure and location. Utilising this software that works in real-time both online and offline, replacing the relevant part becomes an efficient process, and a must for display owners with many geographical locations.

Perfect imagery
Your Philips Professional LED Display features built-in cable wiring to keep power and data cables tidy. Display panels are daisy-chained for both power and data, allowing you to minimise clutter and speed up installation.

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Specifications

Picture/Display
- Color temperature default: 6500±500 K
- Color temperature adjust range: 4000~9500 K (by software)
- Viewing angle (H / V): 155 / 150 degree
- Calibration(brightness/color): Supported
- Refresh rate(Hz): 2100~3900 (14 bits:3900Hz)
- Frame frequency (Hz): 50 & 60
- Aspect ratio: 3:1
- Picture enhancement: Wide color gamut display
- Placement: Landscape
- Usage: Indoor
- Brightness uniformity: >=97%
- Contrast ratio (typical): 10000:1
- Brightness before calibration: 3500 nits
- Brightness after calibration: 2750 nits

Convenience
- Signal control loop through: RJ45
- Ease of installation: Guide pins, Light weight
- Power loop through: For 230V environments: 12 cabinets or less, for 110V environments: 6 cabinets or less, 10A max

Operating conditions
- Temperature range (operation): -20~45 °C
- Temperature range (storage): -20~50 °C
- Humidity range (operation)[RH]: 10~80%
- Humidity range (storage) [RH]: 10~85%

Power
- Input voltage: AC100~240V (50 & 60Hz)
- Black screen power cons. (W): <10
- Max. power cons. BC (W): <143.7
- Typical power cons. (W): <36
- Max. power cons. AC (W): <108

Miscellaneous
- Warranty: 2 years
- Regulatory approvals: EN55032, EN55035, EN61000-3-2, EN61000-3-3, IEC/UL60950, IEC/UL62368, IEC62471, RoHS, FCC SDOC, Part 15, Class A, EAC
- Fire retardancy certification: BS 476 Part7:1997, UL94
- Conformal coating: hub board, backside LED module

Cabinet
- Cabinet size (mm): 750x250x40
- Side angle (degree): 90
- Cabinet diagonal (inch): 31.1"
- Cabinet resolution (W x H): 240 x 80
- Weight (KG): 4.88
- Cabinet pixels (Dot): 19,200
- Cabinet area (m2): 0.1875
- Power connector: 3 core socket (C14 in, C13 out)
- Data connector: RJ45
- Cabinet construction: Die-Casting Aluminum
- Receiving card quantity: 1 pcs
- Receiving card spec.: A5S Plus
- Receving card brand: NovaStar

Module
- LED type: SMD 1921 Copper wire
- Pixel constitution: 1R1G1B
- LED lifetime(Hrs): 100,000 at half brightness
- Pixel pitch (mm): 3.1
- Module resolution (WxH pixels): 80x80
- Module size (WxH in mm): 249.9*249.9

Accessories
- Power cable: 2 pcs
- LAN cable (RJ45, CAT-5): 1 pcs
- QSG: 1 pcs

Packaging Data
- Dimension of packaging (mm): 950x421x224
- Gross weight (KG): 9.40

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