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madisonAV



**PHILIPS**

Professional  
Display Solutions

**Professional TV &  
Display Solutions.**

innovate / distribute / support

# Innovate.

MadisonAV is an Australian owned and operated business that innovates, distributes and supports a range of high-quality AV product solutions from globally recognised brands.

We bring together detailed knowledge of AV industry best practice and innovative products from global technology partners.

Our experience supporting AV and broadcast solutions across key market sectors is underpinned by 30 years of insights and customer understanding.



# Support.

Our team is dedicated to finding the best possible solution for every project.

Our dedicated team provide a successful formula for delivering innovation, agility and practicality for any complex AV project challenges.

From specification assistance, design support, or post sale technical support, our team is right behind you.

# Distribute.

Connecting you to  
world-leading brands.

We efficiently connect customers with leading, state of the art solutions through our sales, warehouse and distribution networks across Australia.

Our heavy investment in stock ensures we have what you need, when you need it.

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## Contact Us.

For more information on Digital Signage, Professional TV and Display Solutions for your next project visit us at [www.madisonav.com.au](http://www.madisonav.com.au) or call on 1800 00 77 80

# About PHILIPS.



## Power and versatility is only the beginning.

Every innovation from Philips Professional Display Solutions is designed for maximum impact. Over 40 years of one on one industry experience with small business and global enterprises has resulted in breakthrough technology development ranging from ultraclear high brightness smart signage to ultra-narrow bezel LCD wall displays.





## Signage collection

Make an impact with the impressive collection of Signage solutions. Super high brightness and ultra-clear resolution brings your content to life for flawless audience engagement and better results. Built with versatility in mind, each display comes packed with features that can be easily adapted for your usage needs.

## Professional TV and Display collection

Power up your business with advanced connectivity, a plethora of smart features and ultra-high resolution picture quality. The Professional TV and Display collection has been purpose built to meet the evolving demands of each business sector. Cutting-edge innovations and superior design come together to help you achieve your goals.



# Solutions for every industry.



**Exceed your industry-benchmark with tailored solutions designed to boost your full potential. Each Professional TV and Digital Display product is designed to unlock more possibilities through the latest innovations.**



## Corporate

From first impressions to fruitful collaborations, Philips displays deliver real clarity and impact. Whether you're rolling out a network of lobby TVs and meeting-room touchscreens. Or installing a standalone video wall in the security office.



## Education

Create an inspiring learning environment—whether you're teaching shapes to pre-schoolers or exploring quantum entanglement. Engage them with touchscreen whiteboards, or show content from four individual inputs on a single display.



## Broadcast

Empower your team and maximise audience engagement. Philips professional TVs and signage solutions are designed to optimise your studio, newsroom and digital centres with dynamic content, versatile connectivity and interactive functionality for perfect broadcasting.



## Food & beverage

Robust displays built to keep going in a 24-hour kitchen. Clear digital menu boards. Touchscreen ordering stations. Vibrant bar and lounge TVs. Philips professional TVs and signage solutions are easy to manage whether you're running a bar, a café, or a hotel restaurant.



## Transportation

Always-on displays in the departure lounge. Ultra-clear video walls in control rooms. Philips commercial TVs and digital signage enable a smoother travel experience—day and night. Whether you're helping travellers find their way or making critical real-time decisions.



## Entertainment

Seamless, bezel-free video walls at a gaming expo. Live sports results broadcast on professional-grade TVs. Whether it's a temporary backdrop or a permanent network solution, Philips professional TVs and signage solutions make it easy to inform and enthrall.



## Public venues

High-brightness digital signage. Touchscreen information stations. Professional TVs with head-turning picture quality. Philips professional display solutions makes it easy to connect with visitors. From wayfinding to the keynote speech—hold their attention.



## Healthcare

Optimise your patient experience. Philips professional display solutions enables healthcare facilities such as aged care facilities, doctor's offices, and clinics to entertain and inform patients and deliver content with smart technology.



## Retail

Be seen. With stunning resolution and crisp contrast, Philips professional TVs and digital signage make a big impact. Whether it's an ultra-high-brightness display attracting attention, or a smart touchscreen that can show content targeted to whoever's looking.

Experience seamless connectivity, optimised collaboration, and flawless design to suit your space and requirements.



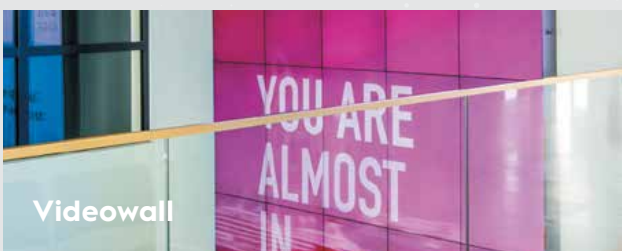
Professional TV

- B Series



Digital Signage

- Q Series - D Series - P Series  
- H Series - Tableaux



Videowall

- X Series



Interactive Display

- C Series - T Series - E Series

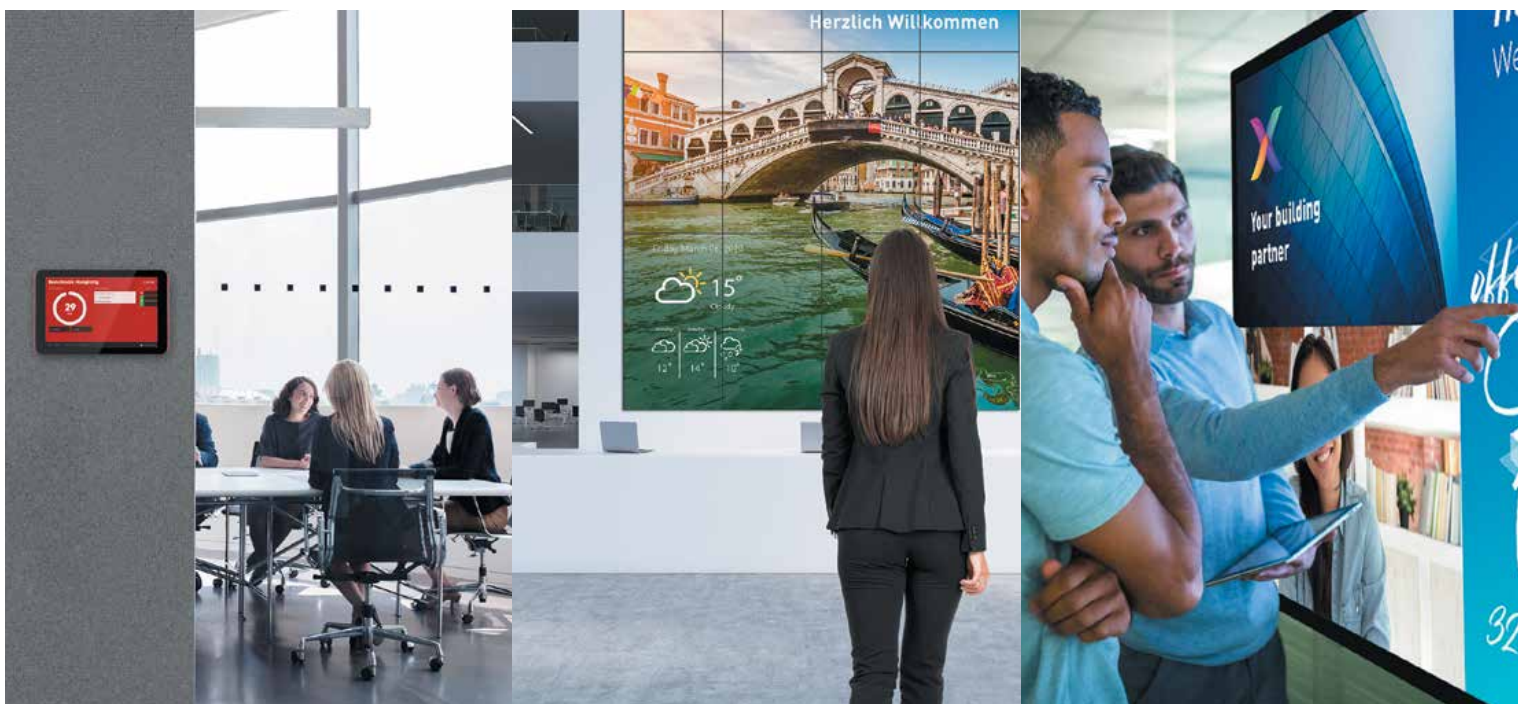


# Infinite possibilities for better business.



**Engage, inform and create with ease. When you choose a Philips professional display powered by Android, you'll have access to millions of apps for your signage and display needs.**

- Experience more ways to connect your custom software for a truly unique experience.
- Create more ways to enjoy time in front of your screens
- Make a positive impression as a tech-forward company with tailored experiences
- Enjoy better connectivity with your existing systems without additional costs
- Open-source design allows you to create custom apps for any purpose
- Secure Google updates keep your Android apps optimised and protected





# CLOUD PLATFORM PPDS WAVE.

## An evolutionary cloud platform unlocking the power, versatility, and intelligence inside Philips professional displays.

PPDS Wave connects your entire fleet of Philips Professional Displays to your custom system integration software – putting you in full control with one simple to use cloud-based platform.

- Simplify installation and display set up
- Focus on innovation instead of compatibility
- Manage, monitor, and control displays remotely
- Update display software on demand
- Be proactive instead of reactive to your customers needs

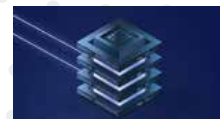
### Android Platform

Powered by Android, PPDS Wave delivers infinite possibilities for better business. Create truly unique AV solutions with the millions of available apps from the Google Play store or easily develop and deploy your own custom applications. With Android OS, you'll have the perfect mix of blazing performance, versatile connectivity, and advanced security to put you ahead of the rest.



### API-First

PPDS Wave brings your ideas to life with its API-first functionality. Using this approach in software design, we've created an ecosystem that is modular, extensible, and reusable – enabling new features to be developed and deployed efficiently. With seamless integration of third-party software, PPDS Wave unifies your custom CMS and latest innovations with best-in-class hardware.



### Scalable Solution

With the intuitive interface of PPDS Wave, you can deploy new updates and set up extra devices remotely over the cloud. Better still, PPDS Wave also enables the continuous developments of features and bulk action updates to significantly save time while keeping costs down.



### Sandbox Testing & Simulations

Get it right every time. With sandbox testing included, PPDS Wave allows you to run comprehensive simulations of your software, hardware, and cloud solutions. That means smoother professional rollouts with bulletproof results. Device management and monitoring also provide an in-depth look at each display to ensure zero faults on site.



## Features:

- Versatile App Compatibility
- Custom App Integration
- Reliable Updates
- Cloud-based platform
- Flexible Hardware Connectivity
- Enhanced Monitoring and Control

# PROFESSIONAL TV B Series.

## Connectivity, Content and Control

The Philips B Series Professional TVs support content scheduling and simplified streaming from any external device with built-in Chromecast, HDMI hotplug detection, IPTV, MATV and an integrated TV Tuner. The B Series is Crestron Connected certified, and compatible with Extron as well as Neets systems for seamless control and reliable corporate integration.

Available in	43"	50"	58"	65"	75"
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### Corporate

Ideal for meeting spaces, the B Series delivers the ultimate in wireless and wired connectivity. Quick, hassle-free presentation and content sharing is delivered via built in Chromecast, TV Tuner and Control system integration. Extra tools and functionality can be added easily through the Google Play store thanks to the Android OS built-in.



### Food & Beverage / Hospitality

Simplify the delivery of promotional content and visual entertainment with IPTV, MATV and the built in TV tune and Chromecast. Schedule content and promotions based on time of day and special events to maximise results within your establishment. CMND & Control allows you to perform vital functions like controlling settings, updating software, and monitoring display status.

### Healthcare

Entertain and inform patients and visitors with ease. The built in TV Tuner and Chromecast to easily share content and television programming, whilst additional tools and functionality can be added through the Google Play store thanks to the built in Android OS.

## Features:

 Powered by **Android™**

 **CRESTRON** connected

 **Integrated TV Tuner**

 **Google Play**

 **4K ULTRAHD**

**Extron** compatible

 **Chromecast™ built-in**

**Scheduler**

**HDMI Hotplug detection**

**Neets** compatible

 **CMND**  
Create I Control

**Auto ON/OFF**

## B Series Specifications

Model	43BFL2214	50BFL2214	55BFL2214	65BFL2214	PHL-75BFL2114
Screen Size	43"	50"	58"	65"	75"
Resolution	3840 x 2160p	3840 x 2160p	3840 x 2160p	3840 x 2160p	3840 x 2160p
Brightness	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	300 cd/m <sup>2</sup>	340 cd/m <sup>2</sup>	340 cd/m <sup>2</sup>
Typ. Contrast	1200:1	5000:1	1200:1	1200:1	1200:1
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1
Response Time	8ms	8ms	8ms	8ms	8ms
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178
Android Version	P/Q	P/Q	P/Q	P/Q	P/Q
Wi-Fi	Yes	Yes	Yes	Yes	Yes
4G	Bluetooth	Bluetooth	Bluetooth	Bluetooth	Bluetooth
<b>Connectivity</b>					
Input	HDMI	3	3	3	3
	USB	2	2	2	2
	Other	RJ45 (Ethernet LAN) RJ48 (Control)	RJ45 (Ethernet LAN) RJ48 (Control)	RJ45 (Ethernet LAN) RJ48 (Control)	RJ45 (Ethernet LAN) RJ48 (Control)
Speakers	Speakers	2.0, Down Firing	2.0, Down Firing	2.0, Down Firing	2.0, Down Firing
	Other	Headphone out: Mini-Jack	Headphone out: Mini-Jack	Headphone out: Mini-Jack	Headphone out: Mini-Jack
Thickness (mm)	82	85	84	76	89
Bezel Width (mm)	15 (b 19.5)	19 (b 22.07)	12 (b 20.75)	19 (b 22.24)	32 (b 17.4)
Dimensions (w x h x d) mm	958 x 560 x 77/80	1112 x 647 x 78/85	1228 x 712 x 78/85	1448 x 837 x 80/86	1670 x 960 x 68/83
Weight (kg)	7.63	10.45	11.5	17.6	25.61
<b>Warranty</b>					
	3 Years	3 Years	3 Years	3 Years	3 Years



# DIGITAL SIGNAGE

## Q Series – Standard 18/7 Displays.

### Versatile Signage

Perfect for showing your messages or marketing content for up to 18 hours per day, this range of professional displays offers no compromise when it comes to vibrant colours and superb picture quality. Deliver startlingly clear images in a more eco-friendly way with the Q Series displays. High on performance and reliability, yet low on power consumption, it is ideal for projects where no compromise is accepted.

Available in	32"	43"	50"	55"	65"	75"	86"
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#### Corporate

Easily connect and share content for ultra-efficient meetings and presentations. Built-in Android\* gives you access to more devices and apps, whilst CMND allows for updatable internal communications in an instant.

#### Public venues

Inform and engage visitors in public spaces. With a range of size and resolution options, the Q Series is perfect for mixing and matching based on usage requirements whilst maintaining design consistency throughout the space.

#### Retail

Optimise any retail space for a better shopping experience. Easily create and control promotional content across single or multiple displays with CMND, and keep running costs down with SmartPower.

#### Food and beverage

Clearly display menus, update item availability, pricing, and promotions with ease using CMND. Integrated SmartPlayer and an internal MemoryCache allow for local content to be scheduled and pushed as needed.

#### Entertainment

Keep patrons engaged with vibrant content in up to 4K Ultra HD and impressive sizes that reach up to 86-inches. CMND allows for quick content updates across single or multiple screens and internal MemoryCache allows for local source content.

#### Education

Bring lessons to life with up to 4K Ultra HD resolution, and engage students with better connectivity, and open source apps through built-in Android\*. CMND allows for custom content to be created and displayed with ease.



\*Built-in Android available on selected models

### Features:





## Q Series Specifications

Model	32BDL3511Q	43BDL3511Q	50BDL3511Q	55BDL3511Q	65BDL3511Q	75BDL3511Q	86BDL3511Q	
Screen Size	32"	43"	50"	55"	65"	75"	86"	
Resolution	1920 x 1080p	3840 x 2160p	3840 x 2160p	3840 x 2160p	3840 x 2160p	3840 x 2160p	3840 x 2160p	
Brightness	350 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	
Typ. Contrast	4000:1	1200:1	4000:1	1300:1	1300:1	1200:1	1200:1	
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	
Response Time	6.5 ms	8 ms	8 ms	9 ms	9 ms	8 ms	8 ms	
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	
<b>Connectivity</b>								
Input	HDMI	2	2	2	2	2	3	3
	USB	2	2	2	2	2	2	2
	Other	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45	DVI, Audio, RS232, RJ45
Output	Other	Audio, RS232	Audio, RS232	Audio, RS232	Audio, RS232	Audio, RS232	Audio, RS232	Audio, RS232
Sound	Built-in Speakers	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W
Set Dimensions (w x h x d) mm	726.5 x 425.4 x 69.1/65.1	973 x 561.2 x 63.5	1128.4 x 649 x 63.5	1241.8 x 712.6 x 63.6	1462.3 x 837.3 x 68.9/89.9	1683.5 x 961.7 x 69.5/91.8	1929 x 1100 x 69.5/91.8	
Weight (kg)	5.7	10.7	14.75	16.6	27.8	37.3	49.5	
<b>Warranty</b>								
	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	

## Q Series Android Specifications

Model	32BDL3650Q	43BDL3650Q	50BDL3650Q	55BDL3650Q	65BDL3650Q	75BDL3650Q	86BDL3650Q	98BDL3650Q
Screen Size	32"	43"	50"	55"	65"	75"	86"	98"
Response Time	8 ms	8 ms	8 ms	9 ms	8 ms	8 ms	8 ms	8 ms
Wi-Fi	Opt. USB	Opt. CRD22	Opt. CRD22	Opt. CRD22	Opt. CRD22	Opt. CRD22	Opt. CRD22	Opt. CRD22
Android	Android 10	Android 10	Android 10	Android 10	Android 10	Android 10	Android 10	Android 10
<b>Connectivity</b>								
Input	HDMI	2	2	2	2	2	2	2
	Audio	1	1	1	1	1	1	1
	USB Port	2	2	2	2	2	2	2
	Other	DVI, RS232, RJ45	DVI, RS232, RJ45	DVI, RS232, RJ45	DVI, RS232, RJ45	DVI, RS232, RJ45	DVI, RS232, RJ45	DVI, RS232, RJ45
Output	Other	USB, Audio, RS232, USB	USB, Audio, RS232, USB	USB, Audio, RS232, USB	USB, Audio, RS232, USB	USB, Audio, RS232, USB	USB, Audio, RS232, USB	USB, Audio, RS232, USB
Sound	Built-in Speakers	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W	2x 10W
Set Dimensions (w x h x d) mm	726.5 x 425.4 x 69.1/65.1	973 x 561.2 x 63.5	1128.4 x 649 x 63.5	1241.8 x 712.6 x 63.6	1462.3 x 837.3 x 68.9/89.9	1683.5 x 961.7 x 69.5/91.8	1929 x 1100 x 69.5/91.8	TBC
Weight (kg)	5.31	11.29	14.75	16.6	28.5	35.75	49.06	TBC
<b>Warranty</b>								
	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years

# DIGITAL SIGNAGE

## D Series – Standard 24/7 Displays.

### Flexible & Reliable Signage

Performance meets versatility in the D Series. Ranging up to 98-inches in size, the 24/7 D Series is the perfect choice for content that needs to make a powerful impact in both landscape and portrait orientation. Built-in Android\* provides an endless amount of possibilities.

Available in	32"	43"	50"	55"	65"	75"	86"	98"
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#### Entertainment

Wow patrons with a screen size up to 98-inches. CMND allows for quick content updates across single or multiple displays, whilst internal MemoryCache and FailOver ensure that content is always running.

#### Public venues

Inform and engage visitors in public spaces. The D Series features an integrated system to communicate with devices over the same network connectivity. FailOver ensures that backup content is played if the primary source experiences an outage.

#### Retail

Optimise any retail space for a better shopping experience. Easily create and control promotional content across single or multiple displays with CMND, and ensure content is always playing in case of primary source outages with FailOver.

#### Corporate

Easily connect and share content for ultra-efficient meetings and presentations. Built-in Android and SmartBrowser provide access to more apps, media content and devices, whilst CMND allows for updateable internal communications in an instant.

#### Food and beverage

Easily display menus, update item availability, pricing, and promotions with CMND. Integrated SmartPlayer and internal MemoryCache allow for local content scheduling, whilst FailOver ensures backup content is always available.

#### Transportation

Instantly update arrivals, departures and important announcements with ease using CMND. Built-in Android allows for live information and custom software integration from apps, whilst FailOver displays backup transport information in case of a primary source outage. All this with 24/7 operation.



### Features:

Powered by **Android™**

**SmartBrowser**

**SmartPlayer**

**MemoryCache**

**CMND**  
Create | Control | Deploy

**FailOver**

**SmartInsert**

**OPSInsert**

## D Series Specifications

Model	32BDL4650D	43BDL4650D	50BDL4650D	55BDL4650D	65BDL4650D	75BDL4650D	86BDL4650D	98BDL4650D	
Screen Size	32"	43"	50"	55"	65"	75"	86"	98"	
Resolution	FHD	4K	4K	4K	4K	4K	4K	4K	
Brightness	400 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	
Typ. Contrast	1200:1	1200:1	4000:1	5000:1	1200:1	1200:1	1200:1	1300:1	
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	
Response Time	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	
Wi-Fi	Opt. USB	CRD22	CRD22	CRD22	CRD22	CRD22	CRD22	CRD22	
4G	Optional	Optional	Optional	Optional	Optional	Optional	Optional	Optional	
Android	Android 11.0	Android 10	Android 10	Android 10	Android 10	Android 10	Android 10	Android 10	
<b>Connectivity</b>									
Input	HDMI	2	2	2	2	2	2	2	2
	USB	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)	USB-A 2.0 (2), USB-A 3.0 (1), USB-C 3.0 (1)
	Other	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB	3.5mm jack, DVI, Display Port, RS232, RJ45, micro USB
Output	Speakers	2 x 10W	2 x 10W	2 x 10W	2 x 10W	2 x 10W	2 x 10W	2 x 10W	
	Other	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	Display Port, RS232, 3.5mm jack	
Dimensions (w x h x d) mm	726.5 x 425.4 x 65.1/69.1	973 x 561.2 x 63.5	1128.4 x 649 x 63.5	1241.8 x 712.6 x 63.6	1462.3 x 837.3 x 89.9/68.9	1683.5 x 961.7 x 91.8/69.5	1929 x 1100 x 69.5/91.8	2193.2 x 1248.2 x 87.9/97.9	
Weight (kg)	5.7	10.71	14.75	16.6	28.1	36.3	50.4	90.6	
<b>Warranty</b>									
	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	

# DIGITAL SIGNAGE

## P Series – Robust Displays 24/7.

### Heavy Duty Performance

Meet the demands of challenging environments with a robust P Series professional Full HD display. Built tough with heavy-duty components including a full metal cabinet with handles, the P Series is designed for 24/7 operation. Featuring high-brightness output and a wide viewing angle to ensure crucial information is clear, the P Series is a perfect choice for commercial situations such as kitchen set-ups and engine rooms.

Available in	43"	50"	55"	65"
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### Food and beverage

Easily display menus, update item availability, pricing, and promotions with CMND. Integrated SmartPlayer and internal Memory Cache allow for local content scheduling, whilst FailOver ensures backup content is always available.

### Transportation

Instantly update arrivals, departures and important announcements with ease using CMND. Built-in Android allows for live information and custom software integration from apps, whilst FailOver displays backup transport information in case of a primary source outage. All this with 24/7 operation.



### Manufacturing & Mining

Inform and motivate staff with real time information sharing on a high performing display. CMND allows for quick content updates across single or multiple screens, whilst internal MemoryCache and Fail Over ensure content is always running.

## Features:

Android™ by OPSModule

SmartInsert

MemoryCache

FailOver

CMND  
Create | Control | Deploy

SmartBrowser

SmartPlayer

\*Models transitioning from 42" to 43", 49" to 50" in 2021. Contact MadisonAV to confirm model availability.



## P Series Specifications

Picture Size	43BDL3117P	50BDL3117P	55BDL3117P	65BDL3117P	
Screen Size	43"	50"	55"	65"	
Resolution	3840 x 2160	3840 x 2160	3840 x 2160	3840 x 2160	
Brightness	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	
Typ. Contrast	1200:1	4000:1	5000:1	1200:1	
Dynamic CR	500,000:1	500,000:1	500,000:1	500,000:1	
Response Time	8 ms	8 ms	8 ms	8 ms	
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	
Wi-Fi	Optional USB	Optional USB	Optional USB	Optional USB	
<b>Connectivity</b>					
Input	HDMI	3	3	3	
	Other	Display Port, DVI, RJ45, RS232, USB, 3.5mm jack, micro SD, SDM-L	Display Port, DVI, RJ45, RS232, USB, 3.5mm jack, micro SD, SDM-L	Display Port, DVI, RJ45, RS232, USB, 3.5mm jack, micro SD, SDM-L	Display Port, DVI, RJ45, RS232, USB, 3.5mm jack, micro SD, SDM-L
Output	Other	Display Port, RS232, HDMI, 3.5mm jack	Display Port, RS232, HDMI, 3.5mm jack	Display Port, RS232, HDMI, 3.5mm jack	Display Port, RS232, HDMI, 3.5mm jack
Sound	Built-in Speakers	2 x 10W	2x 10W	2x 10W	2x 10W
Dimensions (w x h x d) mm	973 x 561.2 x 76.8	1128.4 x 649 x 76.8	1241.8 x 712.6 x 76.8	1462.3 x 837.3 x 89.9	
Display Weight	13.9	17.3	20.7	27.8	
<b>Warranty</b>					
	3 Years	3 Years	3 Years	3 Years	

# DIGITAL SIGNAGE

## H Series – Ultra Bright Displays 24/7.

### Stay Visible Day & Night

The Philips H Series High-brightness Professional Display provides astonishing clarity and contrast, making it the perfect solution for window displays and high ambient light locations. Experience content that stands out and makes an impact in any environment, whilst the high brightness display provides excellent legibility and visibility, even in high ambient light environments - 2500 cd/m<sup>2</sup> (55"), or 3000 cd/m<sup>2</sup> (75"). Robust components make this display ideal for 24/7 operation in retail, airports, public venues and shopping centres.

Available in	55"	75"
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#### Retail

Stand out from the crowd with up to 3000 cd/m<sup>2</sup> ultra-high brightness to attract more customers. Easily create and control promotional content across single or multiple displays with CMND, and keep running costs down with SmartPower.

#### Public Venues

Stay visible day and night with super-clear UHD resolution. CMND allows for content creation and management across single or multiple displays. FailOver ensures that backup content is displayed if the primary source experiences an outage.

#### Transportation

Ensure that schedules are visible in any condition with up to 3000 cd/m<sup>2</sup> ultra-high brightness. Instantly update arrivals, departures and important announcements with ease using CMND. FailOver displays backup transport information in case of a primary source outage.



### Features:

Android™ by OPSModule

SmartInsert

SmartPlayer

HighBright

CMND  
Create | Control | Deploy

SmartPower

SmartBrowser

FailOver



## H Series Specifications

Model		55BDL3102H	75BDL4003H
Screen Size		55"	75"
Resolution		1920 x 1080p	3840 x 2160p
Brightness		2500 cd/m <sup>2</sup>	3000 cd/m <sup>2</sup>
Typ. Contrast		6000:1	1200:1
Dynamic Contrast		500000:1	500000:1
Response Time		8 ms	8 ms
Viewing Angle		178 x 178	178 x 178
<b>Connectivity</b>			
Input	HDMI	2	3
	USB	2	2
	Other	DVI, Display Port, RS232, RJ45	DVI, Display Port, RS232, RJ45
Output	Speakers	2x 10W	2x 10W
	Other	Display Port, RS232, Audio, HDMI	Display Port, RS232, Audio, HDMI
Dimensions (w x h x d) mm		1248.6 x 719.3 x 85	1688.2 x 966.6 x 111.1
Weight		32.2 kg	54.1 kg
Bezel Width		15.6mm	15.3mm
<b>Warranty</b>			
		3 Years	3 Years

DEPARTURES				
TIME	DESTINATION	FLIGHT	GATE	STATUS
10:15	PISA	WG236	A4	BOARDING
10:20	DUBLIN	VHBAG	A18	BOARDING
10:30	MALAGA	VHTFU	B12	BOARDING
10:35	BARCELONA	WW635	A78	BOARDING
10:35	BERLIN	R2492	D12	BOARDING
10:35	MOSCOW	S1589	A5	DELAYED
10:40	NEW YORK	WW635	F45	BOARDING
10:40	PARIS	XY179	F63	BOARDING
10:45	ORLANDO	VHTLB	A8	CANCELLED
10:45	BOSTON	WJ474	B78	BOARDING
10:50	BUDAPEST	WB491	B70	BOARDING
10:50	LAS VEGAS	WW633	A95	GO TO GATE
11:00	BRUSSELS	XY493	B9	GATE OPEN
11:00	MARSEILLE	K7381	C13	GO TO GATE
11:00	AMSTERDAM	VHANA	D35	GO TO GATE
11:00	REYKJAVIK	WW603	A7	GO TO GATE
11:00	PORTO	XH117	A38	DELAYED
11:05	ROME	ZA718	A42	GO TO GATE
11:05	CAYO COCO	VHAET	A6	GATE OPEN
11:10	TRIPOLI	VHOJH	E12	GO TO GATE

# VIDEO WALL

## X Series – Video Wall Displays 24/7.

### Designed for Versatility & Impact

Whether you're running an airport or hosting a conference, a Philips X Series Video Wall Display commands attention and transforms any space into a gigantic content display in either portrait or landscape mode. Presentations, live feeds, and real-time info from multiple sources ensure greater flexibility, whilst Pure Colour Pro boosts luminance for dynamic content that's radiant and engaging. An ultra-narrow bezel allows for near seamless linking for a display of any size, whilst Advanced Colour Calibration ensures a clear image in any lighting condition. Connect as many displays as you like to form a captivating design that fits perfectly in your space.

Available in	49"	55"	65"
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#### Public Venues

Designed for 24/7 operation, this Videowall display is ideal for public spaces including points of interest, stadiums, and anywhere else that requires moving content. FailOver ensures that backup content is available in case of a primary source outage.



#### Retail

Make an impact with a jaw-dropping Videowall display. Easily create and control promotional content with CMND, keep running costs down with SmartPower, and ensure content is always displayed with FailOver.

#### Corporate

Take presentations and corporate branding to the next level. OPS Insert allows for a direct integration of a full-power PC or Android-powered CRD50 module, whilst CMND allows for updateable internal communications in an instant.

#### Healthcare

Modernise any healthcare setting with a vibrant Videowall. CMND allows for content integration to display patient queuing, information, and health updates. SmartPower keeps running costs down.

#### Transportation

Ensure maximum visibility for transport scheduling and announcements. CMND allows for easy content updates, whilst FailOver displays backup transport information in case of a primary source outage.

#### Entertainment

Increase performance visibility with a giant Videowall display that gives every patron a front row view. Advanced Colour Calibration ensure a super clear picture, whilst SmartPower keeps running costs down.

### Features:

Direct LED IPS	SmartPower	FailOver
CMND Create   Control	UltraNarrow Bezel	Advanced Colour Calibration
Android™ by OPSMODULE	4K ULTRAHD Tiling	OPSIinsert

## X Series Specifications

Model	49BDL2105X	55BDL2105X	55BDL3207X	55BDL4107X	55BDL8005X	55BDL8007X	65BDL6005X	
Screen Size	49"	55"	55"	55"	55"	55"	65"	
Resolution	1920 x 1080p	1920 x 1080p	1920 x 1080p	1920 x 1080p	1920 x 1080p	1920 x 1080p	3840 x 2160p	
Brightness	500 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	500 cd/m <sup>2</sup>	
Typ. Contrast	1000:1	1200:1	1100:1	1000:1	1100:1	1100:1	1300:1	
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	
Response Time	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	
<b>Connectivity</b>								
Input	HDMI	2	2	2	2	2	2	
	USB	1	1	1	1	1	1	
	Other	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack	DVI-D, Display Port, RJ45, VGA, OPS, 3.5mm mini jack
Output	Other	Display Port, RJ45, 3.5mm mini jack	Display Port, RJ45, 3.5mm mini jack	Display Port, RJ45, 3.5mm mini jack	Display Port, RJ45, 3.5mm mini jack	Display Port, RJ45, 3.5mm mini jack	Display Port, RJ45, 3.5mm mini jack	
Sound	Built-in Speakers	2x 10W	2x 10W	2x 10W	2x 10W	2x10 W	2x 10W	
Dimensions (w x h x d) mm		1077.6 x 607.8 x 93.3/103.3	1213.5 x 684.3 x 97.8	1213.4 x 684.2 x 98.2/99.35	1212.2 x 683 x 97.7/98.9	1210.5 x 681.2 x 97.3/98.4	1210.5 x 681.2 x 97.3/98.4	1432.6 x 807.6 x 88.8/91.7
Weight (kg)		21.7	28.8	26.17	25.3	23.73	23.7	29.2
<b>Warranty</b>								
		3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years



# INTERACTIVE DISPLAY

## C Series – All-In-One Displays 24/7.

### Collaborate Smarter

The Philips C Series is intuitive in every way, allowing your team to think and collaborate freely. Meetings run more smoothly with instant wireless or wired connectivity of up to 64 devices at the same time. Brainstorming sessions are smarter with the ability to display four feeds on one screen and collaborate using Whiteboard mode and Capacitive Touch. Video conferencing is simplified with Skype, Microsoft Teams and Hangouts built-in. A true all-in-one solution, the Philips C Series is Android-powered, Crestron certified and features an OPS slot for true flexibility and integration support.

Available in	55"	65"	75"	86"
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### Corporate

The Philips C Series delivers advanced business enhancing features to support your team in creating their best work. Designed for collaboration, video conferencing, content sharing and corporate connectivity, this revolutionary display provides a flexible solution that is compatible with existing networks and devices

### Education

Create a classroom that revels in learning. The Philips C Series inspires imagination and collaboration to help you teach students across all disciplines. Featuring multi-touch technology and whiteboard mode, this innovative touch-screen enhances education experiences



\*All-in-one solution combines Android and Windows 10 Professional. Available on the C-Line 8051C.



### Features:

 Powered by **Android™**

 **Video conferencing**

 **WhiteboardMode**

 **CRESTRON connected**

 **All-in-one Solution\***

 **interact**

 **Plug & Play Multi-Touch**

 Powered by **Intel**

 **HID Capacitive Touch with USB Plug & Play**

 **CMND**  
Create | Control

## C Series Specifications

Model	55BDL6051C	65BDL6051C	75BDL6051C	86BDL6051C	65BDL8051C*	75BDL8051C*	86BDL8051C*
Screen Size	55"	65"	75"	86"	65"	75"	86"
Resolution	4K	4K	4K	4K	4K	4K	4K
Brightness	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>
Typ. Contrast	1300:1	1300:1	1000:1	1000:1	1300:1	1000:1	1000:1
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1
Response Time	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms	8 ms
Viewing Angle	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178
Wi-Fi	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4G	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Android	Android 9.0	Android 9.0	Android 9.0	Android 9.0	Android 9.0	Android 9.0	Android 9.0
<b>Connectivity</b>							
Input	HDMI	4	4	4	4	4	4
	USB	5x + USB-C	5x + USB-C	5x + USB-C	5x + USB-C	5x + USB-C	5x + USB-C
	Other	DVI-I, Display Port, RS232, RJ45, 3.5mm jack	DVI-I, Display Port, RS232, RJ45, 3.5mm jack	DVI-I, Display Port, RS232, RJ45, 3.5mm jack	DVI-I, Display Port, RS232, RJ45, 3.5mm jack	DVI-I, Display Port, RS232, RJ45, 3.5mm jack	DVI-I, Display Port, RS232, RJ45, 3.5mm jack
Output	Other	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD	DVI-D, Display Port, RS232, HDMI, 3.5mm jack, OPS, micro SD
		RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)
External Control	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)	RJ45, RS232C (in/out) 2.5mm, IR (in/out) 3.5mm jack)
Dimensions (w x h x d) mm	1264.4 x 735.2 x 87.9/97.8	1485.1 x 860.1 x 86.2/97.4	1703.80 x 982 x 84.2/99.70	1949 x 1120 x 77.5/93	1485.1 x 860.1 x 86.2/97.4	1703.80 x 982 x 84.2/99.70	1949 x 1120 x 77.5/93
Weight (kg)	33.0	45.9	65.1	78.1	45.9	65.1	79.5
<b>Warranty</b>							
	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years

\*Special Order Only

# INTERACTIVE DISPLAY

## T Series – Multi Touch Displays

### Inspire Engagement & Collaboration

The Philips T Series Displays are ideal for multi-finger, multi-user applications - from information delivery, to collaborative learning and presentations. Perfect for way finding, information delivery, education and corporate meeting room applications, these Android powered displays feature anti-glare toughened glass to withstand heavy daily usage, and feature whiteboard mode and up to 20 touchpoints to provide a whole new level of interaction.

Available in	10"	32"	43"	55"	65"	75"	86"
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#### Retail

Revolutionise your shopping experience by bringing the digital world into the store. Interactive touch-functionality can be used for product selection, wayfinding, and promotional experiences.

#### Public venues

Inform and engage visitors in public spaces. Multi-touch interactivity makes the T-Series perfect for way-finding. FailOver ensures that backup content is displayed if the primary source experiences an outage.

#### Hospitality

Multi-touch interactivity keeps guests engaged and informed in any setting. Built-in Android allows for apps and custom connectivity, with up to four inputs being displayed simultaneously through QuadViewer.

#### Food and beverage

Streamline customer orders with touchscreen functionality linked to your POS system. CMND allows for menus and promotional content to be displayed on the same screen, whilst FailOver ensures backup content is always available.

#### Education

Bring lessons to life and truly engage students with an interactive touch-screen display and new whiteboard mode for collaborative experiences. Built-in Android allows for learning apps and games, whilst CMND allows for custom content to be created and displayed with ease.

#### Corporate

Deliver a whole new level of collaboration and interaction to your meeting room experience. With a System on Chip (SoC 16GB) integrated processor, businesses can benefit from a sleeker and tidier installation and energy efficiency associated with a reduction in hardware requirements. Small screens are perfectly suited to use as meeting room booking panels with PoE power and capacitive touch.



### Features:

Powered by **Android™**

**FailOver**

**Memory Cache**

**HID Infrared technology**  
with USB Plug & Play

**Plug & Play Multi-Touch**

**SmartInsert**

**Wireless screensharing**

**WhiteboardMode**





## T Series Specifications

Model	10BDL4551T	32BDL3651T	43BDL3651T	43BDL3452T	55BDL3452T	65BDL3625T	75BDL3652T	86BDL3625T	
Screen Size	10.1"	32"	43"	43"	55"	65"	75"	86"	
Resolution	1280 x 800	1920 x 10800	3840 x 2160	3840 x 2160	3840 x 2160	3840 x 2160	3840 x 2160	4K	
Brightness	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>	420 cd/m <sup>2</sup>	420 cd/m <sup>2</sup>	420 cd/m <sup>2</sup>	420 cd/m <sup>2</sup>	
Typ. Contrast	800:1	4000:1	1200:1	1200:1	1300:1	1300:1	1200:1	1200:1	
Dynamic Contrast	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	500000:1	
Response Time	30 ms	6.5 ms	8 ms	8 ms	8 ms	9 ms	8 ms	8 ms	
Viewing Angle	175 x 175	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	178 x 178	
Wi-Fi	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
4G	-	-	-	-	-	Optional	Optional	Optional	
Android	Android 8.1	Android 8.0	Android 8.0	Android 8.0	Android 8.0	Android 9.0	Android 9.0	Android 9.0	
<b>Connectivity</b>									
Input	HDMI	0	2	2	2	2	4	4	4
	USB	2	2	2	2	2	6x + USB-C	6x + USB-C	6x + USB-C
	Audio	0	0	1	1	1	1	1	1
	Other	RJ45 (PoE), micro USB	DVI-I, RS232, RJ45, VGA (via DVI-I), 3.5mm jack	DVI-D, VGA, 3.5mm jack, RS232, RJ45	DVI-D, VGA, 3.5mm jack, RS232, RJ45	DVI-D, VGA, 3.5mm jack, RS232, RJ45	Display Port, DVI-I, 3.5mm jack, RS232, RJ45	Display Port, DVI-I, 3.5mm jack, RS232, RJ45	RS232, RJ45
Output	Other	External speaker connector, HDMI	RS232C (in/out) 2.5mm jack, 3.5mm jack, micro SD	3.5mm jack, RS232C (in/out) 2.5mm jack, IR (in/out) 3.5mm jack, micro SD, OPS	3.5mm jack, RS232C (in/out) 2.5mm jack, IR (in/out) 3.5mm jack, micro SD, OPS	3.5mm jack, RS232C (in/out) 2.5mm jack, IR (in/out) 3.5mm jack, micro SD, OPS	Audio 3.5mm jack x2, HDMI, USB, DVI-D, Display Port, RS232, OPS, micro SD	Audio 3.5mm jack x2, HDMI, USB, DVI-D, Display Port, RS232, OPS, micro SD	Audio, HDMI, DVI, Display Port, RS232
		Sound	Built-in Speaker	2x 2W	2x 10W	2x 10W	2x 10W	2x 10W	2x 20W
Dimensions (w x h x d) mm		261 x 167.2 x 29	749.1 x 443.6 x 70.4/74.4	990 x 578.2 x 70.2/102.7	1004.4 x 592.6 x 75.3/109.2	1272.6 x 743.4 x 75.5/81.7	1494.30 x 869.40 x 80.2/106.8	1715.50 x 993.7 x 80.8/108.7	1961 x 1132.3 x 80.5/108.4
Weight (kg)		1.63	8.0	17.9	18.54	27.0	44.7	53.0	74.3
<b>Warranty</b>									
		3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years	3 Years

# INTERACTIVE DISPLAY

## E Series – Education Displays.

### Inspire collaboration. Maximise engagement. Your complete classroom solution

Complete with all the features and applications needed to deliver effective, efficient, and engaging lessons and lectures in the classroom, the E Series is a great solution for students and educators in a hybrid, distance and flex-learning environment.

Built on an Android SoC platform for a truly intuitive user experience, and featuring multi-touch technology and whiteboard mode, this innovative touch screen delivers wireless screensharing for up to 64 devices.

Available in	65"	75"	86"
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#### Education

Set a higher benchmark and lead a smarter classroom. The brilliantly designed E Series boasts an anti-glare and anti-reflection 4K screen, including blue light filter on 4052E models, to ensure your content is always the focal point in any lighting condition. It's equally as impressive on the inside, with a plethora of features that will enable students to design, invent, collaborate and translate their ideas for the real world.



#### Features:

- Powered by **Android™**
- 4K ULTRAHD**
- OPSInsert**
- Plug & Play **Multi-Touch**
- Memory Cache**
- SmartInsert**
- FailOver**

## E Series Specifications

Model	65BDL4052E	75BDL4052E	86BDL4052E
Screen Size	65"	75"	86"
Resolution	3840 x 2160	3840 x 2160	3840 x 2160
Brightness	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>	350 cd/m <sup>2</sup>
Typ. Contrast	1200:1	1200:1	4000:1
Dynamic Contrast	500000:1	500000:1	500000:1
Response Time	8 ms	8 ms	8 ms
Viewing Angle	178 x 178	178 x 178	178 x 178
Wi-Fi	Yes	Yes	Yes
Android	Android 10.0	Android 10.0	Android 10.0
<b>Connectivity</b>			
Input	HDMI	3	3
	USB	USB 2.0 (x3), USB 3.0 (x3) & USB-C	USB 2.0 (x3), USB 3.0 (x3) & USB-C
	Other	DVI-D, 3.5mm mini jack, RS232, RJ45	DVI-D, 3.5mm mini jack, RS232, RJ45
Output	Audio	2x 15W	2x 15W
	Other	HDMI, 3.5mm mini jack, IR (in/out) 3.5mm jack, RS232, OPS, micro SD, USB-B (x3)	HDMI, 3.5mm mini jack, IR (in/out) 3.5mm jack, RS232, OPS, micro SD, USB-B (x3)
Dimensions (w x h x d) mm	1494.3 x 883.2 x 99.5/78.5	1715.5 x 1007.6 x 101.5/79.2	1960.8 x 1145.7 x 101.3/79
Weight (kg)	44.26	55.85	74.5
<b>Warranty</b>			
	3 Years	3 Years	3 Years

## DIGITAL SIGNAGE

# Philips Tableaux – ePaper Display.

## Technology for a sustainable future

24/7 vivid content, without using a single kilowatt of electricity while your image remains unchanged.

Versatility and sustainability meld into one with Philips Tableaux ePaper displays. Whether used to digitise paper-based signage, or to replace current digital models with ultra clear, easily updatable technology, these game-changing displays deliver – using zero power to show static images in a stunning 60,000 colours indefinitely and needing only super low power to swap to a new image.

### Retail

Whether it's for wayfinding to direct shoppers, up-to-the-moment messaging and ad hoc advertising, or for point-of-sale promotions that can be positioned without the need for access to a power supply, delivering the ultimate in versatility and sustainability for your store.

### Food & Beverage / Hospitality

Positioned by the entrance of your restaurant, over or on the counter at your café, or above the bar in your establishment, Philips Tableaux have no need for a power supply until you need to change the image. A flexible, fuss free, more environmentally friendly display for your food and beverage business.

### Public Venues

Showcase a sustainable and eye-catching masterpiece – ideal for positioning in public venues, including museums and libraries, galleries and theatres, with no need for a power supply until you are switching the picture. Deliver information, wayfinding, promotions and more, replacing paper-based displays without wasting natural resources.



## Features:

#### Operational Brilliance

Full colour display, sunlight readable and antiglare, with no backlight required

#### Sustainable Performance

With an Android SoC delivering versatile solutions and secure remote management options

#### Future-proof technology

Saving on energy, time and waste, and delivering on ROI with the lowest cost of ownership

## Kwik Trip Boosts Sales with New Revenue Streams.

### Background

Kwik Trip is a convenience store chain with over 700 locations spread across the main highways of Wisconsin, Minnesota and Iowa. Most recently, Kwik Trip has aimed to enrich their customer experience, while driving sales and creating new opportunities for the brand, by introducing digital signage to meet these strategic company goals and drive higher food revenue.

### Challenge

Kwik Trip is rapidly expanding, modernising, and streamlining its business, and have continued building new revenue streams into their business model. But with so many food offerings, and sales reaching 8 million customers per week, Kwik Trip needed to market their products in-store more effectively and efficiently at scale, to ensure they could meet rising demand without straining their workforce. Their existing model for print signage created limitations for real-time market testing to help with continued revenue development. The company decided digital signage was the evolution they needed to take that next step into the future of the business.

### Solution

Wasting no time to address their in-store signage agenda, Kwik Trip found the right solution, with cost savings and superior service in their partnership with Philips Professional Display Solutions (PPDS). Since the start of installation, Kwik Trip and PPDS have closely collaborated to install digital displays across all 700 retail locations throughout the mid-west – creating immediate modernisation for the brand with a fresh look and feel across all their sites. And thanks to the Android backed System on Chip (SoC) of Philip's D-Line, Kwik Trip saw an estimated \$1.9 million in savings by eliminating the need for external media players. Further, with Digital Touch Systems content management software, Kwik Trip can easily manage all of their screens from corporate headquarters, allowing for day-parted messaging on their digital signage and menu boards.

### Benefits

**Increase in Sales:** Since the installation, Kwik Trip has seen increased hot food sales for foods marketed with in-store digital signage, thanks to the use of vivid food photography – helping customers visualise what the food looks like under the wrappers.

**New Revenue Streams:** Thanks to Philips Digital Touch Systems software, which allows full remote control from Kwik Trip's headquarters, as well as support and management for their Android-powered screens, Kwik Trip now has the flexibility to test new products, day parting and messaging across all stores.

**Modern Look & Feel:** With promotions, information, and menus all displayed on vibrant screens, the aesthetic look and feel at all Kwik Trips have dramatically improved. Android: SoC platform led to \$1.9 million in savings and enabled faster and more versatile management, as well as automatic updates to ensure apps stay up to date.

**Warranty & Reliability:** Philip's 3-year advance exchange warranty entitles customers to a replacement device so they are not left without a faulty display. To date, the installation has maintained an astonishingly low failure rate of less than 1%.



# Visualise it in your space.

# AR<sup>c</sup>

See how your custom Philips Professional Display Solutions set-up will look with the Augmented Reality Configurator.

The user-friendly ARc app works on any mobile device to give an accurate visualisation of standalone signage screens and videowall installations.

- Accurately measures wall space and simulates positioning from various angles.
- Realistic representations of individual or multiple screens.
- Easily switch between models and sizes to get the perfect fit for your space.
- User-friendly interface that works on any connected mobile device with a camera.
- Available for download from the Google Play store and App store.







# Connect with us.

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