



Philips Signage Solutions  
LED Display

31"

Direct View LED

**Signage**Solutions



31BDL7224L

## Unleash your imagination even more

LED Display for every form and shape

No limits. No boundaries. The 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.

### Ready for impact

- High brightness: 1200 nits / peak 1600 nits
- Dynamic contrast and colour enhancement
- Forms any shape, L-shape corner or curvature

### Next-level performance

- Philips Active Health Monitoring
- Dynamic Panel Connect
- Factory calibrated

### Endless possibilities

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

**PHILIPS**

# Highlights

## L-shape corner or curvature

The Philips L-Line 7000 series LED panels 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.

## 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.

## Factory calibrated

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

## 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.

## 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.

## 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.

## 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.

## Dynamic contrast and colour

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.

## High brightness

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 European standard B1 DIN4102, British standard (BS476-7) and North-American standard UL94.

## 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.

# Specifications

## Picture/Display

- Colour temperature default: 6500±500 K
- Colour temperature adjust range: 4000~9500 K (by software)
- Viewing Angle (H / V): 160 / 160 degree
- Brightness uniformity: >=97%
- Calibration (brightness/colour): Supported
- Refresh rate (Hz): 2100~3900 (14 bits: 3900 Hz)
- Frame frequency (Hz): 50 & 60
- Aspect ratio: 3:1
- Picture enhancement: Wide colour gamut display
- Placement: Landscape
- Usage: 24/7 hrs, Indoor
- Peak brightness (nits): 1600\*
- Max. brightness (nits): ±1200\*
- Peak contrast ratio: 6500:1\*
- Max. contrast ratio: 5000:1\*
- \* Note: According to IDMS standard.

## Convenience

- Signal control loop through: RJ45
- Ease of installation: Guide pins, Light weight
- Power loop through: For 230 V environments: 12 cabinets or less, for 110 V environments: 6 cabinets or less, 10 A 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: AC100~240 V (50 and 60 Hz)
- Max. power cons.(W): <115
- Typical power cons. (W): <29
- Black screen power cons. (W): <10

## 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
- Fire retardancy certification: BS476, UL94, B1 DIN4102
- Conformal coating: hub board, backside LED module

## Cabinet

- Cabinet size (mm): 750 x 250 x 40
- Side angle (degree): 90
- Cabinet diagonal (inch): 31.1"
- Cabinet resolution (W x H): 312 x 104
- Weight (kg): 4.86
- Cabinet pixels (Dot): 32.448
- Cabinet area (m<sup>2</sup>): 0.1875
- Power connector: 3 core socket (C14 in, C13 out)
- Data connector: RJ45
- Cabinet construction: Die-Casting Aluminium
- Receiving card quantity: 1 pcs
- Receiving card spec.: A5S/A5S plus
- Receiving card brand: NovaStar

## Module

- LED type: SMD 1515 Copper wire
- Pixel constitution: 1R1G1B
- LED lifetime(Hrs): 100,000 hours
- Pixel pitch (mm): 2.4
- Module resolution (WxH pixels): 104 x 104
- Module size (W x H in mm): 249.9\*249.9

## Accessories

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

## Packaging Data

- Dimension of packaging (mm): 1056 x 392 x 221



Issue date 2021-01-01

Version: 1.0.1

12 NC: 8670 001 69543  
EAN: 87 12581 76996 3

© 2021 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](http://www.philips.com)