



Philips Signage Solutions  
U-Line Display

98"

Edge LED Backlight  
Ultra HD

**SignageSolutions**

BDL9870EU

## Captivate your audience

With an ultra large screen experience

Experience your content like never before thanks to four times the resolution of a conventional display. This ultra large 98" display offers 3840 x 2160 pixels so refined, so lifelike, it's a window to a new world

### **Optimized for public viewing**

- 4K Ultra HD: resolution like you've never seen it before
- Portrait mode operability
- Designed for 24/7 operation

### **Maximizing the impact of your message**

- Manage and control your network remotely via SmartControl

### **Care about you, your business and your audience**

- Keep your content up and running with FailOver
- SmartPower for energy saving

# Specifications

## Picture/Display

- Diagonal screen size: 98 inch / 247.7 cm
- Panel technology: IPS
- Optimum resolution: 3840 x 2160 @ 60Hz
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 1300:1
- Dynamic contrast ratio: 500,000:1
- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Pixel pitch: 0.5622 x 0.5622 mm
- Display colors: 1073 M
- Viewing angle (H / V): 178 / 178 degree
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Dynamic contrast enhancement, Motion compens. deinterlacing, Progressive scan

## Connectivity

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

## Dimensions

- Set dimensions (W x H x D): 2193.20 x 1248.20 x 89.8 mm
- Bezel width: 16.0 mm
- Product weight: 91.4 kg
- VESA Mount: 800 x 500 mm, M8
- Smart Insert mount: 100 x 200 mm, M4

## Convenience

- Placement: Landscape, Portrait

- Network controllable: RS232, HDMI (One Wire), LAN (RJ45)
- Signal Loop Through: RS232, DisplayPort
- Energy saving functions: Smart Power
- Remote control signal: Lockable
- Keyboard control: Hidden, Lockable
- Ease of installation: Smart Insert
- Other convenience: Carrying handles
- Screen saving functions: Pixel Shift, Low Brightness

## Power

- Mains power: 100 ~ 240 VAC, 50 ~ 60 Hz
- Consumption (Typical): 500 W
- Standby power consumption: <0.5W

## Sound

- Built-in speakers: 2 x 10W RMS

## Operating conditions

- Temperature range (operation): 5 ~ 40 °C
- Temperature range (storage): -20 ~ 60 °C
- Relative humidity: 20 ~ 80 %
- MTBF: 50,000 hour(s)

## Accessories

- Included accessories: AC Power Cord, Batteries for remote control, Quick start guide, Remote Control, User manual on CD-ROM, RS232 cable, HDMI cable

## Miscellaneous

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

# Highlights

## 4K Ultra HD Resolution

See your Signage Solutions like never before thanks to four times the resolution of a conventional Full HD display. 3840 x 2160 pixels provide an image so refined, so lifelike, it's a window to a new world.

## Portrait mounting possible

This display is also able to be safely and reliably mounted in portrait position.

## SmartControl



SmartControl software suite lets you remotely control and manage your network of displays via RJ45 and RS232C. Easy identify your displays and fine-tune all display settings including resolution, brightness, contrast, video wall configurations and cloning of your settings over your complete network.

## FailOver

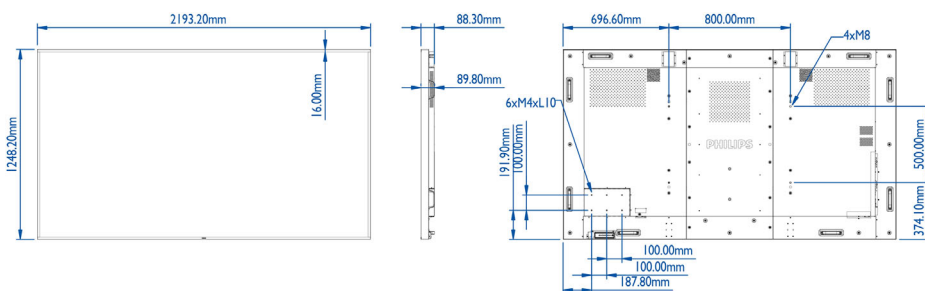


Keeping your content up and running is critical for demanding commercial applications. While it is unlikely you will face a content disaster, FailOver provides 24/7 protection with a revolutionary technology that plays back-up content on screen in the event of a media player failure. FailOver automatically kicks in when the primary input fails. Simply select a primary input connection and a FailOver connection and you're ready for instant protection.

## 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.



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