Inspirational display solutions

Impactful heritage | Innovative technology | Meaningful solutions
In a world that is increasingly driven by visual communication, you need to be more than one among many. Your messages need to stand out from the crowd in both what you say and how you present it. You need to go above and beyond. We’re here to help you.

Philips Professional Display Solutions
Display solutions that inspire, delight and deliver

Impactful heritage
Philips has a long history of exceptional technical innovation. The brand is consistently recognised as a global leader in the areas of lighting, display technology, picture processing, Smart connectivity and intelligent remote-control operation.

This unique combination of in-house skills and knowledge has allowed Philips to both pioneer, develop and to change the Hospitality TV, Signage and Video Wall sectors and for Philips Professional Display Solutions to become the leading player in each market.

Our heritage has created an unrivalled understanding of our partners’ and customers’ needs and a clear vision for the most relevant developments in each of the market’s sectors.

Innovative technology
The introduction an ongoing development of new and innovative technology is at the core of Philips Professional Display Solutions business philosophy.

Philips was the first company to introduce the video wall and the first in Europe to offer 16x9 and flat panel displays. We continue to introduce ground breaking LCD and LED displays while helping to develop the market for larger screen sizes, vertical or horizontal orientation, 4K resolution, minimal bezels, smooth motion that remains sharp plus exceptional brightness, contrast and colour reproduction and all with 24 hour/365 day operation.

We pioneered the use of the Android OS in displays, giving our customers access to the largest software development community and the convenience to easily customise or develop their own products and services.

Meaningful solutions
At Philips we know, from our heritage and expertise, that new technology and innovation can only be relevant to our customers and the market if it’s offered as part of a meaningful solution.

Our development teams and technology centres are placed close to our key customers to ensure an immediate and relevant response to their needs. We partner with the best software companies and App developers to ensure Philips products are at the heart of the most exceptional solutions and for all vertical markets.

At Philips Professional Display Solutions we believe our role is to be a partner rather than just a supplier. Philips delivers innovation that matters to you.

Look out for easier deployment, easier content creation, more impactful messages and new personalization, interaction and sales opportunities for the markets we serve.

Be inspired

› Android  P5
› CMND     P7
› Hospitality P13
› Healthcare P15
› Public venues P17
› Transportation P19
› Corporate P21
› Education P23
› Retail P25
› Food & Beverage P27
Max the experience with Android™

Mature, proven and familiar to everyone, Android is the gateway to high-impact visual communications. It’s the key to great content and intuitive interaction.

For systems integrators, Android offers known, open-platform device management capabilities. For their customers, Android provides a simple way to share great content that will engage their target audiences. And for end-users, Android stands for exciting content and intuitive interaction.

This is why more and more of our professional TVs and signage displays use the world’s most developed and popular operating system: Android.

**Benefits**

- **Proven, advanced Android 5 or 7 OS**
- **Open-platform System on Chip**
- **Support for web and native apps**
- **API developer kits available**
- **Huge choice of Android Apps**
- **Save custom apps directly to the display**
- **Built-in scheduler**
- **Part of our 360 Approach**
- **Daypart apps and content based on customer and time**

**Engage and inspire end-users**

Android makes playing targeted content a breeze. It empowers companies and organizations to drive up revenue, reduce costs and improve customer and user satisfaction with great content and slick interactive and self-service solutions.

**Add value as a systems integrator**

Android-based SoC is open platform and supports both web and native Android Apps. Enjoy simple cross-platform compatibility and fast builds with Android web apps. Or leverage the power of native apps and device-specific hardware to enhance display and network security and connectivity.

Impactful heritage | Innovative technology | Meaningful solutions
Beautiful displays and stunning signage are only as good as the systems that manage them. CMND lets you do everything simply, centrally. Whether you have one display or 1,000.

Your do-everything management platform
CMND is an end-to-end solution for connected professional displays. It covers system deployment, system operation, content creation and system maintenance all via one drag and drop interface. The bottom line: more engagement, more uptime, less frustration and lower total cost of ownership.

Run your network remotely with CMND & Control
Ready for an easy way to manage multiple displays? CMND & Control lets you set parameters, update software and customize and configure multiple displays at once. From wherever you are.

Optimize the customer experience with CMND & Create
CMND & Create is a powerful authoring tool for creating compelling content. With its drag and drop interface, preloaded templates and integrated widgets, you’ll be amazing customers with compelling stills and captivating video content in no time.

Get setup fast with CMND & Deploy
CMND & Deploy supports fast installation and easy deployment. With CMND & Deploy, you can add and remove settings via cloning and install apps remotely.

Personalize and interact with CMND & Check-In
CMND & Check-In transforms the hospitality experience by increasing both personalization and efficiency. It comprises surprise-and-delight touches like Name on TV and guest-language input, plus messaging, Bill on TV, express checkout, different channel packages and more.

Benefits

- Publish content easily
- Update content fast
- Change settings

- Schedule updates
- Distribute APKs
- Add/remove settings

- Personalize and interact

Part of our 360 Approach

Impactful heritage | Innovative technology | Meaningful solutions
Kimpton Hotels, part of the Intercontinental Hotels Group (IHG), is one of the trendiest and most upmarket boutique chains in the US. So when IHG decided to enter Europe, it knew it needed to make an impact.

For the Kimpton De Witt Amsterdam, we supported Nonius Hospitality Technology in developing a state-of-the-art display and network solution. The heart is a 49-inch display, installed in each room. This is used to welcome guests and show programmes in their preferred language. Most importantly, it supports direct communication between guests and hotel staff.
Neosystem specializes in developing and managing pay-per-view TV systems. The idea is to provide easy-to-manage concepts and all-in-one installations that allow hospital staff to focus on healthcare, rather than being distracted by technology issues.

Neosystem’s solution is based on our EasySuite range of professional TVs with MyChoice. For the Copernicus Hospital in Gdansk, Poland, the solution has been enhanced with a standalone kiosk for purchasing viewing credit. The new system makes TV-viewing more pleasurable while requiring very little involvement from the hospital’s staff or IT department. It also creates a new revenue stream for the hospital.

A win for patients and for hospitals

Fast facts

- **Client**: Neosystem for Copernicus Hospital
- **Location**: Gdansk, Poland
- **Project**: Upgrading in-room entertainment with MyChoice and Neosystem kiosk
- **Products**: Philips EasySuite
Transforming an industrial site from the past into a high-tech innovation hub of the future

For over 100 years, the OGR – Officine Grandi Riparazioni – cast an imposing presence over the heart of Turin, Italy. But when the complex closed in the early 1990s, its future looked bleak. Abandoned and derelict, it could have become another lost monument. Instead, it found a dazzling new purpose as a tech innovation, creativity, and entertainment hub, thanks to Fondazione CRT.

CRT partnered with Sisme to create a stunning transformation. In the central restaurant area, an elevator shaft became a dramatic centrepiece thanks to the installation of the largest high resolution digital signage ever installed in Italy, rising 15 metres. Dozens of screens in the foyer, media room and events area ensure the medium is also the message.

Fast facts

Client
Officine Grandi Riparazioni – Fondazione CRT (OGR – CRT)

Partners
Sisme S.p.A.

Location
Central Turin, Italy

Project
Redevelopment and repurposing of historic industrial heritage space

Products
Philips X-Line | Philips L-Line
With exhibits dating as far back as 1830, the BELvue museum wanted to find a way to continue to attract, engage and excite younger visitors looking to explore Belgian history. So in 2016, the BELvue museum partnered with Ocular and Pièce Montée to install an interactive exhibition that would captivate its audience regardless of their age.

A vibrant mix of researchers, graphic artists, art connoisseurs, and designers worked with the team at Philips Professional Display to create an innovative concept with a thematic focus. Each room in the museum now houses an interactive display that engages its audience with images and sound for heightened learning.

A modern look at Belgian history

Fast facts

- **Client**: Ocular BVBA for BELvue museum
- **Partners**: Pièce Montée
- **Location**: Brussels, Belgium
- **Project**: Interactive audio-visual installation that supports the visitor journey
- **Products**: Philips D-Line
Professional TV is moving beyond passive in-room entertainment. Now it’s about personalization, information and communication (plus great-looking content). Our TV and signage solutions can help you strengthen your brand, increase sales and drive repeat visits.

Create smiles with a personalized welcome
From welcoming guests by name and company to customizing their TV options to include home-country channels, Philips solutions add impact.

Great-looking content and better interaction
Our displays support 4K Ultra HD and Ambilight, plus Wi-Fi Miracast™ and Chromecast. So they look great and connect easily. And building on this, they can also double as interactive in-room displays, for enhanced guest-staff communication.

Earn likes by helping guests get there
De-stress the meeting experience with digital concierge displays that help guests get where they need to be, with easy to access to route maps and meeting schedules.

Make life easier for management with central control
Philips displays can be connected to any property management system to provide central control over content, updates and more.

Reliable videoconferencing for meetings
Videoconferencing displays equipped with our FailOver functionality ensure content stays up and running even if the input source goes down.

Benefits
Make promotions high-impact
Update information quickly
Cross-prompt facilities
Welcome conference guests by name
Enhance concierge services
Increase comfort with interactive wayfinding

Solution options
X-Line | T-Line
Signature | MediaSuite
EasySuite | Studio
“Philips is by far our preferred partner. The product is good, and so too is the service and support we get, and Philips is more proactive towards the hospitality industry than other brands are.”

Kim Simonsen – Hospitality Partner
Enhance patient comfort and care

Every little extra makes a difference in healthcare. Our solutions lift patients’ spirits, help visitors find their way around and enable medical staff to make better diagnostic decisions. Healthcare and wellbeing to improve patient outcomes.

**Make hospital stays more comfortable**
Our Heartline TVs help to raise patients’ spirits. As well as IPTV Channels, they feature electrically isolated headphone connections so patients can play their favourite music anytime. They are also compatible with Nurse Call systems, and bedside models have an anti-microbial housing.

**Generate revenue with MyChoice TV**
With MyChoice, hospitals can generate extra revenue without changing their infrastructure. TV sets are activated by purchasing a PIN code.

**Help patients and visitors move around**
Our tough interactive displays make it easy to find your way around. They’re also great for making visits to the family doctor or a clinic feel more relaxing.

**Review and diagnose cases more safely**
Doctors must be able to trust that images for review are displayed accurately. Our screens are factory calibrated to the DICOM part 14 greyscale standard.

**Benefits**
- Clearer pictures thanks to high quality displays
- Earn revenue with TV viewing and advertising
- Reduce reception pressure with visitor self-service
- Send updates and information direct to patients’ screens
- Easy-to-use content management system

**Solution options**
- HeartLine
- Bedside TV
- All TV lines
“By combining the innovative Philips professional TVs with our specially designed kiosk, we’re able to offer the most sophisticated in-room entertainment solution on the market. From installation to access codes, we manage everything – allowing hospitals to earn extra revenue with very little effort.”

Filip Plawgo – CEO Neosystem
Public venues

Make the big occasion even bigger

Whether waiting for the game to kick off or the show to start, people expect to be entertained from the moment they walk into an arena, stadium or hall. Our displays for public venues do that and so much more.

Inform, entertain and build your brand
Impress visitors with high-definition video and interactive experiences that increase engagement.

Generate more revenue with ads and promotions
Running adverts and promotions on our big-picture, high-brightness video wall is a striking way to grab attention and generate revenue. Crisp images, vivid colours and wide viewing angles are a winner.

Never worry about blank screens
The FailOver function in most of our signage solutions ensures content runs 24/7. How? Suppose your main media player stops working; the display automatically switches to another input.

Relay live broadcasts so people never miss a moment
Our Android-powered MediaSuite solution is HEVC compatible and can receive TV images via an IP network. It ensures venue visitors never miss anything – even while away from their seats.

Help people find the way
Our multi-touch interactive displays help visitors find their way by calling up maps, recreational options, meeting agendas and more.

Benefits

- Offer easy to read information at entrances and ticketing areas
- Make waiting times feel shorter with high-definition entertainment
- Provide important venue and event information
- Simplify visitor wayfinding with searchable maps
- Promote advance sales for new and upcoming events
- Encourage return visits
- Boost revenues with cross-promotions and third-party advertising

Solution options

- Q-Line
- D-Line
- P-Line
- H-Line
- X-Line
- T-Line
- Signature
- MediaSuite

Impactful heritage | Innovative technology | Meaningful solutions
We were very pleased that we could implement this unique project using the latest Philips Professional Displays. For this exciting new attraction in the Netherlands, working with a Dutch electronics brand was a natural choice.

Roel Bonants – Owner and Director of Businesspoint
Transportation

Make travelling a pleasurable experience

People on the move need information immediately. About departures, about arrivals, about timetable changes. Ensure your systems are delivering reassurance with real-time updates that are clear, informative and impactful.

**Make information-on-the-go less stressful**
Messages get noticed on our high-brightness displays. Powered by Android, they make timetables and other information really stand out. With our CMND management platform, you can control your displays from a central location, and FailOver auto-switch ensures they never go down, even if a media player does.

**Help travellers plan the next stage of their journey**
Our interactive touch displays make getting to a destination even easier. They place information about route maps and taxis, public transport and local recreational options at the tips of your fingers.

**Simplify grabbing a snack with digital menu boards**
High-quality images that accurately portray the available food and drink options make it easier to choose. Which is also a great way to keep lines moving faster and so serve more people.

**Help pass time with ads, promotions and TV broadcasts**
Keep travellers entertained while they wait with our stunning professional TVs with Ambilight. HEVC compatible and able to handle IPTV, they can also be used to run in-house ads and promotions as well.

**Benefits**

- Make reading arrival and departure information easier
- Share alerts and urgent messages in all areas
- Reduce visual clutter by limiting alerts to specific terminals and gates
- Simplify travel with trip-planning applications, maps and directions
- De-stress getting around with interactive wayfinding
- Offer national and local news and weather updates

**Solution options**

- Q-Line
- D-Line
- P-Line
- H-Line
- T-Line
- Signature
- MediaSuite

Impactful heritage | Innovative technology | Meaningful solutions
“The Digital Signage system based on Deneva software allows us to offer a customized experience to our passengers. It has all the information that passengers need at any time.”

Juan Manuel Caballero
– Trasmediterránea ITC Directo
In the office and on the factory floor, nothing says ‘forward-looking’ more than big displays and dynamic images. Even better, they make a really effective way to share messages and brand values with employees and visitors.

**Turn reception into an experience**
Placing large digital displays in reception is an easy way to impress visitors. Share practical information as well as business, brand and other messages.

**Make videoconferencing more relaxed**
Holding a videoconference hunched over a laptop is no way to focus on serious business. Our displays support 4K Ultra HD quality and QuadViewer – four Full HD sources simultaneously.

**Find meetings fast with interactive signage**
Be sure you’re in the right place and avoid walking into the wrong meeting. Our interactive information displays show the room name or number, meeting topic and more.

**See more clearly with video wall for control rooms**
Our video walls are ideal for use in control rooms. Detailed, bright and reflection-free images, plus low power consumption, long life expectancy and high robustness make them the go-to choice for 24/7 operation.

**Keep everyone on the same page**
Share company news and information in a way that works. Digital displays are ideal for sharing news and information, and inspiring and motivating employees.

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**Benefits**
- Promote your brand and key messages
- Inform your people fast
- Create a digital display network across multiple locations
- Build engagement and enthusiasm
- Target messages at departments and locations
- Protect employees and assets with clear emergency instructions

**Solution options**
P-Line | L-Line | T-Line
Signature | MediaSuite
As classrooms go digital, the traditional chalkboard can’t deliver the rich, immersive experience that stimulates today’s students. From knowledge-discovery to wayfinding, Philips digital displays inform, educate, captivate and connect.

**Inspire students to learn**
Philips high resolution whiteboards with multi-touch run Android Apps. Engage students with rich media, including animation, images, film and interactive videos and presentations. See more detail with 4K Ultra HD, or show four sources simultaneously in Full HD, with QuadViewer.

**Get everyone where they need to be**
Help students, teachers and visitors know where they need to be. Our multi-touch displays provide easy access to location maps, class schedules, urgent messages and other information.

**Set the tone and make a strong first impression**
Impress and inform visitors from the moment they enter. Our Ambilight displays are perfect for showing the latest news and sharing information about your location, schedules and events.

**Monitor and display room availability**
Manage access and occupancy of classrooms and lecture halls with an interactive display at the door showing the room name, teacher or lecturer, and subject.

**Benefits**
- Share news and information with everyone on site
- Provide updates and emergency instructions fast
- Easily create and manage campus-wide content
- Help students and visitors find their way

**Solution options**
T-Line | Signature
Add magic to the high street experience

With consumers having more choice than ever, retailers must step up their game. So forget bricks and mortar and focus on bricks and clicks – strong brands that combine online savvy with a digital edge in the high street.

Combine virtual and reality for a winning formula
Digital displays can boost the bottom line in the face of neighbouring and online competition. High-impact displays turn passers-by into browsers, and add an interactive dimension to shopping.

Grab attention with spectacular store windows
Give shop windows an information and entertainment twist with dynamic content. Our ultrabright displays ensure your message is clear, even in full sunshine.

Excite and delight with dramatic video wall displays
Featuring ultra-narrow bezels or ZeroBezel technology, our video walls make your story the star. Factor in advanced colour calibration, high brightness and fast processing, and your consumers are bound to be impressed.

Do more with connected in-store displays
Create powerful signage networks using machine-to-machine communication. Keep content running 24/7 with FailOver automatic source-switching. Analyse footfall and customer interest with real-time traffic measurement.

Kids happy, parents happy
Attract families and keep them longer with a small kids’ corner featuring a simple Studio TV. It’s a low-cost way to keep the kids happy while their parents shop.

Benefits
Attract customers with higher-impact promotions
Build loyalty with brand-immersive experiences
Reach your audience with in-store specials in high-definition
Be ready to deliver personalized interactive shopping experiences
Create targeted promotions drawing on your own and external databases
Manage your hardware and content network from one place with CMND

Solution options
D-Line  |  P-Line  |  H-Line  
L-Line  |  X-Line  |  T-Line  
Signature  |  MediaSuite

Impactful heritage | Innovative technology | Meaningful solutions
“Philips Professional Displays were an ideal fit for the premium, all-in-one retail solution we created for Sportium. Like the rest of our offering, they provide the right technology for today and the future, and make life easier for Sportium and their customers.”

Montserrat Guindo – Regional Director Bechtle Spain
Food & beverage

Do your menu justice by showing as well as telling

High resolution images are a great way to attract custom to your fast-food restaurant, café or bar. Our displays provide a truer picture of what’s on offer, helping customers make better choices, cutting waiting times and increasing sales.

**Make choosing easier with digital menu boards**
Crisp pictures and wide viewing angles make it easier for customers to see what’s on offer, while CMND centralized content creation and management lets management change, optimize and update menus quickly.

**Attract passers-by with dynamic window displays**
Our ultrabright displays have the stopping power to grab the eyeballs of potential customers with high-quality images that you can’t miss – not even in full sunlight.

**Make your bar the hub of the community**
Pump up the big-game atmosphere with our Ambilight TVs. They’re ideal for showing sport, music videos, rolling news and other entertainment. And with CMND operation, Android and IPTV, they’re a snap to use.

**Attract families with a kids’ corner**
Keep the little ones entertained and give the adults a break with a simple Studio TV setup. It’s a low-cost way to keep everyone happy.

**Benefits**
- Give great food and drink the sales push it deserves
- Spread footfall and boost sales with promotions based on inventory, time of day and customer profiles
- Get deeper customer insights by integrating signage with POS analytics software
- Make waiting times feel shorter by providing entertaining content
- Update menus and other content across all screens, from one place
- Increase revenue by selling screen time to third-party advertisers

**Solution options**
D-Line | P-Line | H-Line
Signature | MediaSuite
“Range for range, Philips signage offers better performance and features than comparable signage companies. The D-Line has consistent colours, better build quality and nice features like daisy-chaining.”

Jeffrey Brouwer – De Digitale B.V.
Stand out from the crowd

Entry-level displays that outperform

Better Product Better Features

SmartBrowser  
SmartPower

CMND  
MemoryCache

SmartPlayer  
Clinical D-Image

Our next level experience

Superb image quality in a cost-efficient package

Better Product Better Features

Powered by Android™  
SmartPlayer

4K ULTRAHD  
SmartPower

SmartBrowser  
MemoryCache

CMND  
Clinical D-Image
L-Line
Better Product Better Features
Create a wow with fine pixel pitch
Next-generation large-display technology

55” 44” 27”

T-Line
Better Product Better Features
Deliver a higher level of interaction
True multi-touch in 4K ultra high definition

84” 75” 65” 55” 43” 10”

Better Product Better Features
- Small Pixel Pitch
- Zero Bezel
- Ultra High Refresh Rate
- Easy Install

Better Product Better Features
- Powered by Android™
- Fail Over
- Plug & Play Multi-Touch
- Memory Cache
- CMND
- Smart Insert
- Quad Viewer
X-Line

Go immersive with ultra-narrow bezels

Big displays that deliver memorable experiences

D-Line

Dial up your signage with Android

Extra stopping power that’s always on

Better Product Better Features

- Ultra Narrow Bezel
- Smart Power
- 4K ULTRA HD Tiling
- CMND
- Advanced Colour Calibration
- Fail Over
- Android™ by OPS Module

Better Product Better Features

- Powered by Android™
- Smart Insert
- CMND
- Smart Player
- Smart Browser
- Memory Cache
- Fail Over
P-Line

Take performance to the max
Professional build for professional needs

Better Product Better Features

Powered by Android™
SmartBrowser
FailOver
CMND

H-Line

Make your message unmissable
High-brightness display for semi-outdoor use

Better Product Better Features

High Bright
FailOver
Android™ by OPSModule
SmartBrowser
SmartPower
CMND
SmartInsert

55" 49" 42" 55" 75"
Signature

Impress your quests with the smart and exquisite Signature

MediaSuite

Give your guests the viewing experience they deserve with Mediasuite

Better Product Better Features

Powered by Android™

CMND - Create | Control | Checkin

4K ULTRAHD

SmartInfo

Ambilight

Integrated System

IPTV Channels

Better Product Better Features

Powered by Android™

Sharing

CMND - Create | Control | Checkin

AppControl

SmartInfo

Integrated System

IPTV Channels

Scheduler
EasySuite

Make your guests feel welcome with a smarter EasySuite TV

Studio

Show your guests how much you care with the affordable Studio TV

Better Product Better Features

- CMND
- SmartInfo
- Serial Xpress Protocol
- Welcome Page

Better Product Better Features

- 4K ULTRAHD
- PrisonMode
- USB Cloning
- MultiRemote
- Welcome Page
- Nurse call system Compatible
HeartLine

Better Product Better Features

Enjoy the benefits of a dedicated healthcare Professional TV with the energy-efficient white LED TV.

Bedside TV

This unique bedside TV is the perfect solution to install near the patient’s bed.

Better Product Better Features

- CMND
- MultiRemote
- SmartInfo
- MyChoice
- Welcome Page
- Serial Xpress Protocol
- Nurse call system Compatible
- IPTV Channels
- MyChoice
- AntiMicrobial
- Integrated System
- GalvanicIsolation
- Nurse call system Compatible
“Coming together is a beginning, staying together is progress, and working together is success.”

– Henry Ford

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