PHILIPS

Hospitality TV

2015

The right message
**at the right time**

Welcome to Philips
Hospitality TV

Delight your guests with pure taste

Just as you care about your guests in every detail, we care about your Philips TVs. It's true! For the last 40 years we have been leading the Hospitality TV industry. Our innovative TV solutions are found in numerous global hotel chains, sports stadiums, cruise liners, detention centers and healthcare facilities.

Our latest generation of Hospitality TVs goes far beyond best in class picture and sound quality (a Philips standard). We offer unique features that include cloud based applications, while focusing on convenience and total cost of ownership. We are dedicated to the highest quality standards and operational excellence. And you can see that commitment clearly in everything we do.

innovation ✦ you

A New Chapter in
Hospitality Solutions

Our guide to Hospitality Solutions

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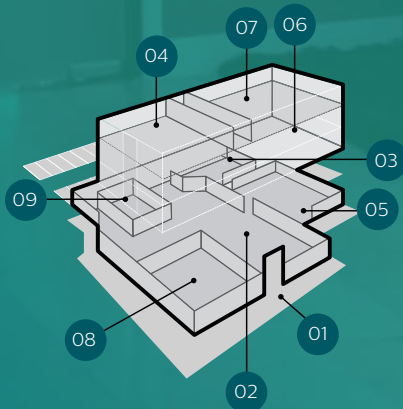
The right solution for all your facilities
1 entrance, 2 lobby, 3 elevator, 4 meeting/
conference rooms, 5 way finding, 6 restaurant,
7 gym, 8 casino, 9 hotel room

Introducing the 2015 range

Signature 7009

+ Ambilight
+ Bezel-less styling
+ 3D experience

MediaSuite 5010

+ SmartTV more Apps
+ App Control (cloud based)
+ AppRevenue kick back fees
+ DirectShare (DLNA / Wi-Fi Direct)
+ Miracast (screen sharing)
+ SmartInfo (also Server)
+ Build in STB (IPTV/ WIXP)
+ Wi-Fi integrated
+ Wake up on LAN
+ IPTV (TV over IP)
+ Bathroom Speaker
+ V-secure IR / IP
+ STB (IR / SXP Full)
+ Swivel stand (excl. 28")
+ External power out (12V)
+ DVB-C/T/T2
+ DVB C/T/S2 only for HFL5110

EasySuite 3010

+ SmartInstall
+ SmartInfo
  – Offline website (HTML)
  – JPG slide show
+ MyChoice
+ Instant Cloning on power on
+ Healthcare:
  – White TVs
  – Nurse call (IR/ SXP-Easy)
    – Multi-RC (14)
    – High Isolation
    – Cleanable RC (optional)
+ Ultra narrow bezel
+ On screen clock
+ Physical clock (Optional)
+ Bathroom speaker (32/40HFL3010T)
+ Super fast processing
+ DVB-C/T/T2

Studio 2829

· Brilliant direct LED
· Low power consumption
· USB media Playback
· Welcome screen (png)
· Volume and menu lock
· Multi remote control (4)
· Prison Mode
· Mixed Analog / Dig. channel list
· Off-line channel editor
· Fast start-up time
· USB cloning
· Instant initial cloning
· Translucent back cover (19")
· DVB C/T/T2

| 48"| 40"| 32"| 28"| 24"| 19" | 40"| 32"| 28"| 24" | 55"| 48"| 40"| 32"| 28" | 47"| 42" |
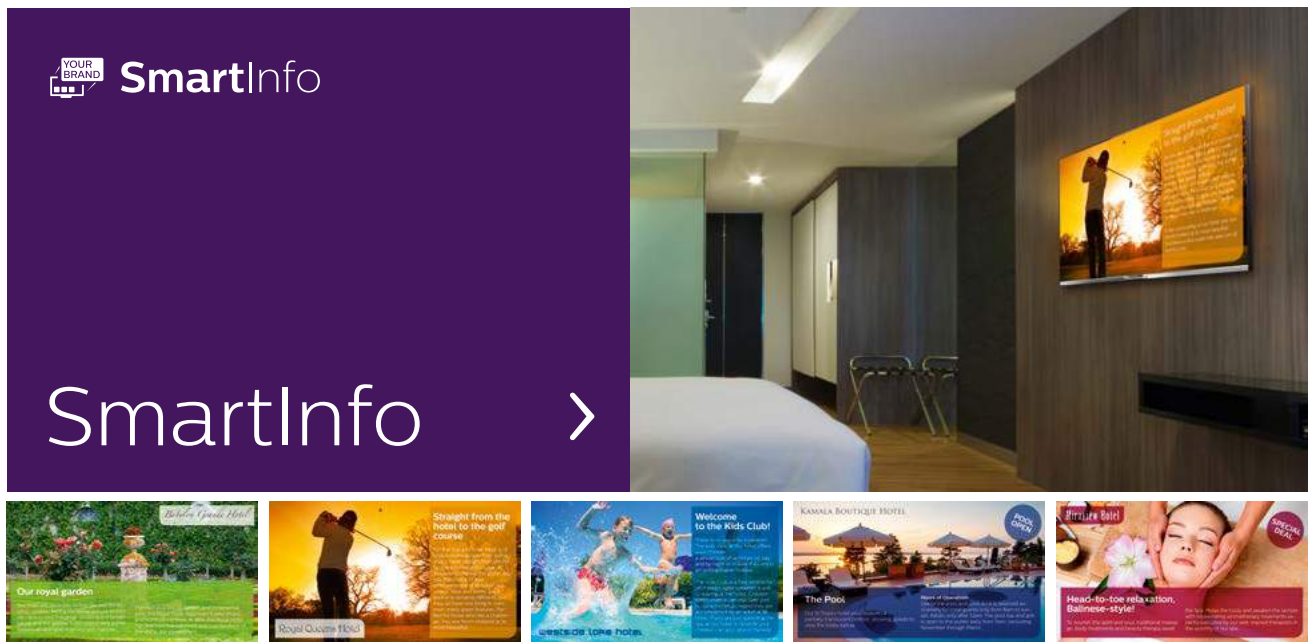
SmartInfo

Share relevant info and brand your company

SmartInfo lets you totally customise hotel information for your guests. It works in both 'offline mode' for info that is stored in the TV and 'online mode' so that it can link to the (hotel) website or server.

Inform your guests and generate additional revenue by promoting your hotel brand & services (Spa, restaurant, room service) without the need of a separate system.

SmartInstall

| Remote Management | SmartInfo | AppControl | Channels | Settings | Upgrade |

Effortless remote installation and maintenance

This unique software is free and gives easy remote TV management and maintenance. There are no subscription fees and SmartInstall makes it possible to preconfigure TV settings and upgrade TVs on a PC from a remote location.

You win with SmartInstall because it saves you a serious amount of time, and time is money! This software allows you to provide consistent installation and settings in all the rooms. Plus, you can upgrade and update without disturbing your guests – no need to even enter a guest room.

Wi-Fi Miracast™   **Direct**Share

Miracast & DirectShare ›

Enjoy your own media, on the big screen

Miracast

Now there is no need for a hotel network connection, Miracast mirrors the mobile display on the TV through a wireless connection (mirroring).

Miracast elevates high pressure on hotel network, ensuring optimum guest entertainment. It plays all content from Android & Windows devices. One of the best things about Miracast is that the TV does not need to support all kinds of formats.

DirectShare

With DirectShare, your guests can play their media from any smart mobile device on the TV in their hotel room. Guests just choose the app, gain the connection and enjoy!

Guests can play their media while calling out or doing other things on their mobile device. What's more, the privacy of your guests is guaranteed as user data is deleted the moment the phone power is turned off.

MyChoice

Generate additional revenue

MyChoice pin

Access to premium content

MyChoice ›

Offer your guests exclusive content, increase your revenue

With the MyChoice solution, you can sell premium TV packages to your guests. This solution is for standalone TV, and no additional hardware is needed. MyChoice works in every hotel over existing infrastructure.

Now you can sell premium content to your guests and generate extra revenues while you're at it! This makes MyChoice the simplest solution to monitize your TVs.

Serial Xpress Protocol

Serial Xpress Protocol EASY

Serial Xpress & SXP Easy ›

Carry out set top box connectivity with ease

Serial Xpress Protocol (SXP) is typically used as a communication protocol over a physical connection (RJ48) between the TV and a set top box. The SXP Easy uses the same protocol, but it's optimised for the healthcare industry and assisted living facilities.

Having a Philips Serial Xpress or SXP Easy can help you keep an eye on the situation. For example, by adding a nurse call system. The TV is controlled by an external set top box with system functionality.

IPTVChannels

IPTV Channels ›

Easy reception of your channels

All our connected TVs support TV channels over internet infrastructure. You can even use cable & internet channels at the same time.

You can run your IPTV channels both wired and wireless, clutter free and with no set top box required.

IntegratedSystem

Integrated System ›

VSecure

WIXP, HTML5

Customizable Dashboard

PlayReady smooth streaming

JavaScript

Save costs, reduce clutter: It's all inside

The efficient, cost saving Philips integrated IP system lets you save costs and get rid of clutter by running 3rd party systems integrated on the TV. No set top box needed here – it's already built into the TV.

The important set top box capabilities are embedded in the TV, giving your guests a complete experience. Philips integrated system works with both RF and IP channels, and can encrypt premium content via V-secure.

SmartTV for Hospitality

Give your guests a wealth of Apps to use during their stay. SmartTV allows you to configure Apps online per hotel or per room. Apps that are specifically tailored for hospitality use.

Never a dull moment when you are able to deliver the latest technology to your guests. SmartTV keeps control over the bandwidth and its costs, and it's cloud based: you will never have to upgrade a TV in a room again. Philips SmartTV always offers the latest look & feel and new apps are immediately visible. Furthermore, all log in data is deleted immediately after use.

AppControl

Add, delete and arrange Apps at will
Philips AppControl puts you in total control. It lets you manage all your TV Apps, create or delete profiles and even clone your settings to any other TV. Remember to register via AppControl to get kick back fees. TV upgrades are a thing of the past. Philips AppControl always gives you the latest look & feel. New Apps are immediately visible, and you can arrange profiles to optimise the network bandwidth usage.

AppRevenue

Automatic kick backs, earn extra
Every business likes to generate extra cash. AppRevenue helps you do just that. Through revenue sharing hotels generate additional funds by getting kick backs from selected commercial apps.

AppRevenue offers an easy alternative to generating revenues from VOD apps or other services without a system. It helps you finance your bandwidth costs, and the kick back fee goes directly into your hotel or facility's bank account.

Catchup TV	Social & Info	Hospitality	International	Games
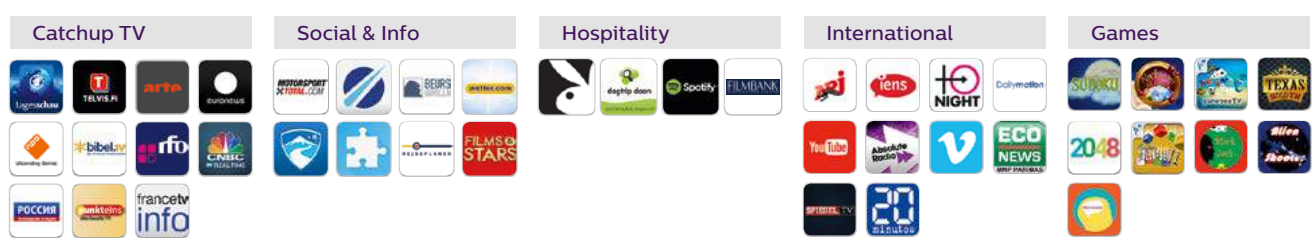
Signature

Like a painting on your wall. Enjoy the latest Bezel-less LED TV and the immersive experience of Ambilight paired with the complete set of hospitality features. Designed to intensify your guests viewing experience.

47" 42"

Unique connectivity & management
• Smart TV apps with many dedicated services for hospitality
• AppControl to add, sort and delete apps with minimum effort
• Miracast & DirectShare to share movies and music on your TV
• SmartInfo for branded, interactive hotel info pages
• SmartInstall for easy remote installation and maintenance

Advanced hotel features and future proof
• Full HD LED TV-brilliant LED images with incredible contrast
• Ambilight Spectra 2-sided intensifies the viewing experience
• Integrated IPTV system for optimal customised interactivity
• Serial Xpress Protocol for interactive systems
• Easy 3D for a truly immersive 3D movie experience
• Integrated Wi-Fi for wireless Smart TV
• MyChoice compatibility for recurring revenues

MediaSuite

Connect and control with future proof guest experience. Enjoy all the benefits of state-of-the-art connectivity and interactive hotel info pages while being ensured that remote installation and management safeguards the lowest cost of ownership.

Great viewing experience and guest comfort
· Full HD LED TV-brilliant LED images with incredible contrast
· Low power consumption

Differentiating guest experience
· SmartInfo for branded, interactive hotel info pages
· Miracast & Directshare to share movies and music on your TV
· Smart TV apps with many dedicated services for hospitality
· On-screen clock display for optimal guest convenience

Advanced hotel features and future proof
· Integrated IPTV system for optimal customized interactivity
· Serial Xpress Protocol for interactive systems
· MyChoice compatibility for recurring revenues
· SmartInstall for easy remote installation and maintenance
· Integrated Wi-Fi to use Smart TV wirelessly
· AppControl to add, sort and delete apps with minimum effort

| 55" | 48" | 40" | 32" | 28" |

EasySuite

Incredible functionality for your guests with smart hotel info pages. The remote installation and management features safeguard the lowest cost of ownership.

| 40" | 32" | 28" | 24" |

Great viewing experience and guest comfort
· Full HD LED TV—brilliant LED images with incredible contrast
· Eco-friendly design & flame retardant housing
· Low power consumption

Advanced hotel features and future proof
· SmartInstall for easy remote installation and maintenance
· MyChoice compatibility for recurring revenues
· Serial Xpress Protocol Easy for interactive systems
· Full Hotel, Healthcare and Prison Modes
· Prevent unauthorized access with joystick control locking

Differentiating guest experience
· SmartInfo for branded, interactive hotel info pages
· Additional headphone connection for personal listening
· Nurse-call compatibility optimized for the Healthcare sector
· On-screen clock display for optimal guest convenience

Studio

Great value in a modern design. With this energy efficient Hospitality LED TV, you will enjoy efficient installation via USB cloning and dedicated hospitality features like menu and control locking.

Great viewing experience and guest comfort
· LED TV for images with incredible contrast
· Low power consumption
· USB for multimedia playback

Advanced hotel features and future proof
· Greet your guests with a customizable welcome page
· USB cloning of all settings for quick installation
· Installation menu locking
· Prevent unauthorized access with joystick control locking
· Advanced volume control to avoid guest disturbance
· Ideally suited for prisons
· Off-line channel editor to edit a channel list on a PC
· One combined channel list for Analog and Digital channels
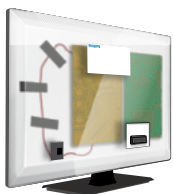
19" available with translucent backcover.

| 48" | 40" | 32" | 28" | 24" | 19" |

Specifications

	Signature HFL7009		MediaSuite HFL5010				
Model	42HFL7009	47HFL7009	28HFL5010T	32HFL5010T/5110K	40HFL5010T	48HFL5010T	55HFL5010T
Screen Size	107cm (42")	119cm (47")	70cm (28")	80cm (32")	100cm (40")	121cm (48")	139cm (55")
Resolution	1,920x1,080p		1,366x768p, HD	1,920x1,080p, Full HD			
Picture Enhancement	Active Control + Light sensor, Pixel Plus HD, 200Hz PMR, 2-sided Ambilight, 3D		Pixel Plus HD, 200Hz PMR				
Features							
SmartInfo	x		x				
SmartInstall	x		x				
DirectShare & Miracast	x		x				
MyChoice	x		x				
SmartTV	x		x				
AppControl	x		x				
AppRevenue	x		x				
Serial Xpress Protocol	x		x*				
IPTV System	x		x				
WIXP, HTML5	x		x				
PlayReady smooth streaming	x		x				
VSecure	x		x				
Customizable Dashboard	x		x				
IPTV Channel	x		x				
Wake up on LAN	x		x				
Welcome page	x		x				
Cloning	x (USB, RF, IP & WiFi)		x (USB, RF, IP & WiFi)				
Instant initial cloning	x		x				
USB Multimedia Playback	x		x				
Integrated Connectivity Panel	x		x				
Electronic Program Guide	8 day EPG, Now + Next		8 day EPG, Now + Next				
On-screen clock & alarm	x		x				
External clock module	Optional		Optional				
A true HEART for Healthcare	Nurse call system compatible, multi remote control, headphone out, independent main speaker mute, double isolation class II, Optional white cleanable remote control		Nurse call system compatible, multi remote control, headphone out, independent main speaker mute, double isolation class II, Optional white cleanable remote control				
Ease of Installation	Advanced Hotel Mode, Auto Program Naming, Installation menu locking, 1 channel list analog/digital, Prison mode		Advanced Hotel Mode, Auto Program Naming, Installation menu locking, 1 channel list analog/digital, Prison mode				
Anti-theft	RC battery lock, Kensington lock		RC battery lock, Kensington lock				
Connectivity							
Wireless	Wireless LAN: 802.11 b/g/n, Wi-Fi Direct		Wireless LAN: 802.11 b/g/n, Wi-Fi Direct				
Rear Connections	2 HDMI, 1 YPbPr, 1 Scart, SPDIF, Antenna IEC75, VGA + Audio L/R in, Ethernet RJ45, RJ48, Bathroom speaker		1 HDMI, 1 YPbPr, 1 Scart, SPDIF, Antenna IEC75, VGA + Audio L/R in, Ethernet RJ45, RJ48, 12V Power out, Bathroom speaker*				
Side Connections	1 USB, 1HDMI, CI+, Headphone out		1 USB, 1HDMI, CI+, Headphone out				
Control	EasyLink (HDMI-CEC), IR-in/out, SXP, WIXP		EasyLink (HDMI-CEC), IR-in/out, SXP, WIXP*				
Tuner	Analog, DVB-T, DVB-C, DVB-T2 (supporting MPEG 2 & MPEG 4)		Analog, DVB-T, DVB-C, DVB-T2 (supporting MPEG 2 & MPEG 4)*				
Dimensions							
Set dimensions (ex. stand)	952.2mm x 557.1mm x 69.6mm	1064mm x 619.9mm x 69.6mm	635mm x 393mm x 62/74mm	727mm x 425mm x 64/77mm	904mm x 512mm x 64/77mm	1082mm x 623mm x 65/78mm	1239mm x 712mm x 66/79mm
VESA compatible	200x200mm, M6	400x400mm, M6	100x100mm, M4		200x200mm, M4	200x200mm, M6	400x200mm, M6
Product weight (ex. stand)	11.7Kg	13.5Kg	4.5Kg	5Kg	7.7Kg	12.4Kg	15.3Kg
Stand	Swivel stand included		Fixed stand	Swivel stand included			
Caring							
Typical Power Consumption	33W	37W	19W				
Energy Label	A++	A++	A+				
Ext. Warranty	5 years optional		5 years optional				
Colour cabinet	Black with Titanium finishing		Black				

*not applicable for HFL5110

	EasySuite HFL3010				Studio HFL2829					
Model	**24HFL3010T**	**28HFL3010T**	**32HFL3010T**	**40HFL3010T**	**19HFL2829**	**24HFL2829**	**28HFL2829**	**32HFL2829**	**40HFL2829**	**48HFL2829**
Screen Size	60cm (24")	70cm (28")	80cm (32")	100cm (40")	47cm (19")	60cm (24")	70cm (28")	80cm (32")	102cm (40")	122cm (48")
Resolution	1,366x768p			1,920x1,080p	1,366x768p	1,366x768p, HD			1,920x1,080p	
Picture Enhancement	Pixel Plus HD, 200Hz PMR				Digital Crystal Clear, 100Hz PMR					
Features										
SmartInfo	x									
SmartInstall	x				Off-line channel editor					
DirectShare & Miracast										
MyChoice	x									
SmartTV										
AppControl										
AppRevenue										
Serial Xpress Protocol	SXP Easy									
IPTV System										
WIXP, HTML5										
PlayReady smooth streaming										
VSecure										
Customizable Dashboard										
IPTV Channel										
Wake up on LAN										
Welcome page	x				x (png image)					
Cloning	x (USB & RF)				x (USB)					
Instant initial cloning	x				x					
USB Multimedia Playback	x				x					
Integrated Connectivity Panel	x				x					
Electronic Program Guide	8 day EPG, Now + Next				8 day EPG, Now + Next					
On-screen clock & alarm	x									
External clock module	Optional									
A true HEART for Healthcare	Nurse call system compatible, multi remote control, headphone out, independent main speaker mute, double isolation class II, Optional white cleanable remote control									
Ease of Installation	Advanced Hotel Mode, Auto Program Naming, Installation menu locking, 1 channel list analog/digital, Prison mode				Translucent backcover, Prison mode	Prison mode				
Anti-theft	RC battery lock, Kensington lock				RC battery lock, Kensington lock					
Connectivity										
Wireless										
Rear Connections	1 HDMI, 1 YPbPr, 1 Scart, SPDIF, Antenna IEC75, VGA + Audio L/R in, RJ48, Bathroom speaker (32/40HFL3010T)				1 HDMI, 1 Scart, SPDIF, Antenna IEC75, VGA					
Side Connections	1 USB, 1HDMI, CI+, Headphone out				1 USB, CI+, Video/Audio (L/R), Headphone out					
Control	EasyLink (HDMI-CEC), IR-in/out, SXP Easy				HDMI-CEC					
Tuner	Analog, DVB-T/T2, DVB-C (supporting MPEG 2 & MPEG 4)				Analog, DVB-T/T2, DVB-C (supporting MPEG 2 & MPEG 4)					
Dimensions										
Set dimensions (ex. stand)	550mm x 342mm x 40/48mm	635mm x 393mm x 62/74mm	727mm x 425mm x 64/77mm	904mm x 512mm x 64/77mm	451mm x 296mm x 35/43mm	554mm x 336mm x 35/61mm	640mm x 387mm x 38/65mm	735mm x 438mm x 77/97mm	923mm x 544mm x 79/98mm	1093mm x 642mm x 81/99mm
VESA compatible	75x75mm M4	100x100mm M4		200x200mm M4	75x75mm M4		100x100mm M4	200x100mm M4	200x200mm M6	400x400mm M6
Product weight (ex. stand)	3.3Kg	4.5Kg	5Kg	7.6Kg	2.6Kg	3.3Kg	4.6Kg	5.2Kg	8Kg	11.6Kg
Stand	Fixed stand included				Fixed stand included					
Caring										
Typical Power Consumption	18W	18W	23W	30W	14W	19W	25W	31W	42W	46W
Energy Label	A+	A+	A++	A++	A+	A+	A+	A+	A+	A++
Ext. Warranty	5 years optional				5 years optional					
Colour cabinet	Black / (White 24HFL3010W)	Black	Black / (White 32HFL3010W)	Black	Black					

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