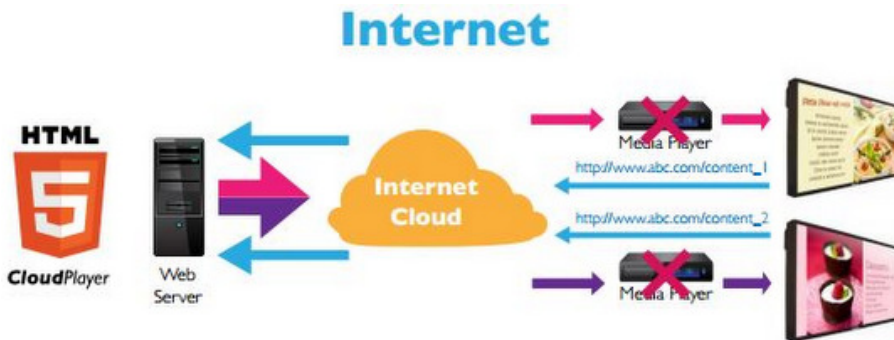


Philips' IP-Addressable LED Display

Written by Roger Douglas
21. 06. 2013

Thanks to HTML5 technology, Philips Signage Solutions brought to InfoComm its IP-addressable LED displays for digital signage, **the QL series.**



The idea smacks of Cloud and basically removes the signage player from the equation, taking the model of consumer content distribution technology (such as Apple TV, Google TV, and other Smart TV.) and applying it to “IP signage.”

Shown as a prototype at DSE earlier this year, Philips got feedback from integrators-- and now they are heading to production for Q3 delivery.

Integrators can still use any kind of digital signage software they want. The software resides on and is controlled by a computer, and then pushed to individual displays via their IP addresses. It works via the Internet, or closed Intranet (Philips demo'd the displays at InfoComm using its own Intranet.)

Other specs on the displays include 350 nits brightness, edge-lit LEDs, an internal HTML 5 browser and a LAN port. They are also ENERGY STAR rated for low power consumption, and will be available in 32”, 42”, 46” and 55” sizes.

Philips hasn't officially set pricing, but did suggest at InfoComm **the QL Series will be priced on the “lower end” of its display pricing structure.**

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The slogan Philips used at the show was the *Future of Display Technology Arrives at InfoComm*. For Philips Signage Solutions, the future means fewer media players.

Check out the Philips Signage Solutions' **infographic** about its IP addressable displays.

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