

The background of the entire page is a vibrant, abstract pattern of overlapping, semi-transparent geometric shapes in shades of red, orange, and blue. On the left side, there is a vertical band with a fine, grid-like pattern of small dots in white and blue. In the top left corner, there is a white rectangular box with a blue curved bottom-right corner. Inside this box, the Philips logo is displayed in blue, followed by the text 'Professional Display Solutions' and '2018' in white on blue backgrounds.

PHILIPS

Professional
Display Solutions

2018

Inspirational display solutions

Impactful heritage | Innovative technology | Meaningful solutions

wh

Welcome to the
**World Healthcare
Conference**

DEBATE
Driving Business Performance
Through New Technologies
📍 Hall 3 ⌚ 15:30

PRESENTATION
Generating Success With
Generation Y
📍 Hall 5 ⌚ 16:00

WORKSHOP
Innovation In Healthcare
And Life Sciences
📍 Hall 1 ⌚ 16:00

Restaurant ↑

Start-up Village →

Stand out from the crowd

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	P.5
› CMND	P.7
› Hospitality	P.13
› Healthcare	P.15
› Public venues	P.17
› Transportation	P.19
› Corporate	P.21
› Education	P.23
› Retail	P.25
› Food & Beverage	P.27



Android

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.

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.

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





CMND

360 Approach: manage content and networks easily with CMND

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





Creating a warmer welcome through enhanced interaction

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.

Fast facts

-  **Client**
Nonius Hospitality
Technology for Kimpton De Witt Amsterdam
-  **Location**
Amsterdam, Netherlands
-  **Project**
Interactive platform for hotel guests and management
-  **Products**
Philips MediaSuite



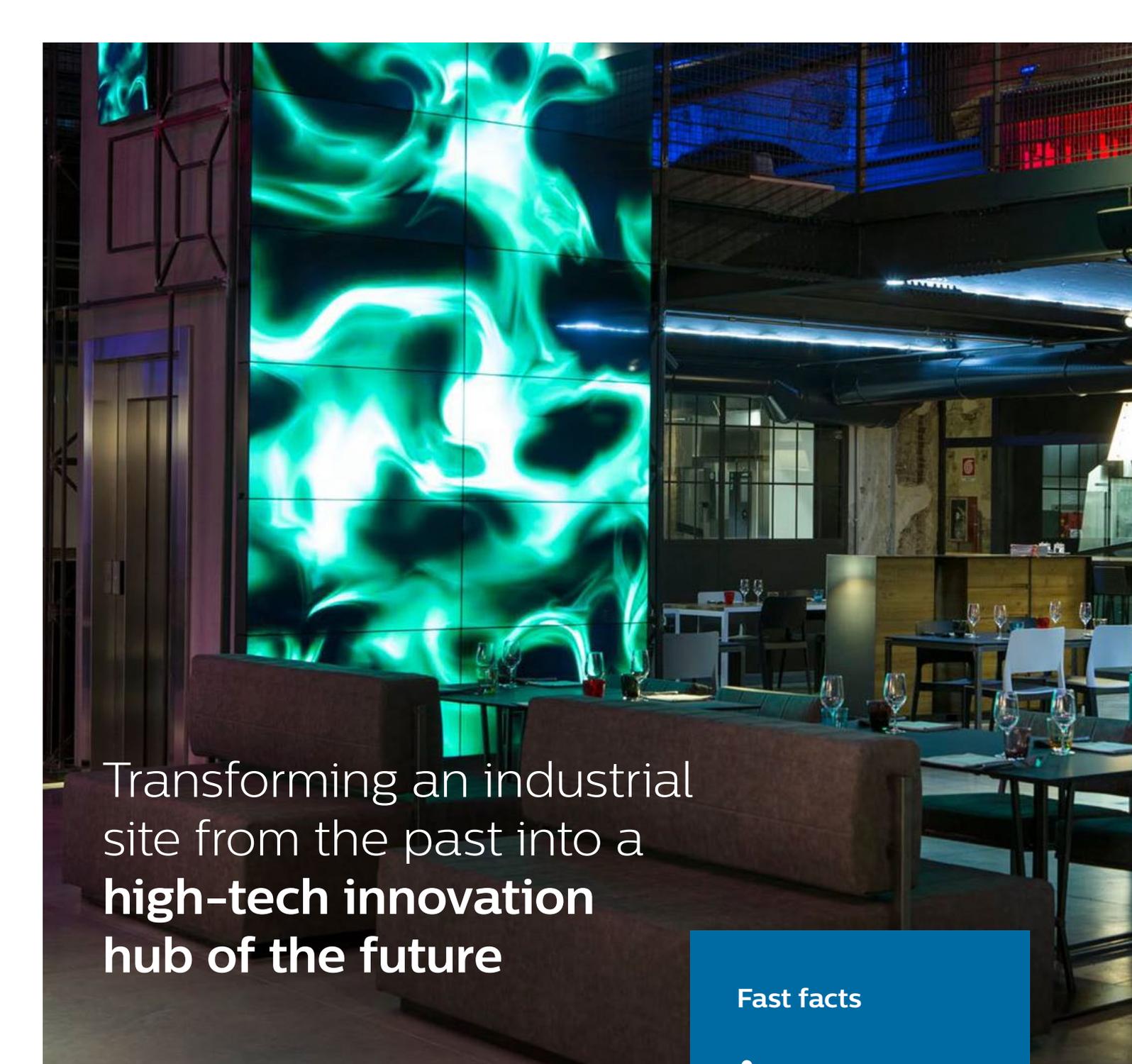
A win for patients and for hospitals

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.

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



A modern look at Belgian history

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.

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

Hospitality

Add clever touches that every guest will love

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-promote 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

Healthcare

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



"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

Departures (2/4)

Vienna	11:01 AM	On time
Abu Dabi	11:08 AM	On time
London	11:11 AM	Cancelled
Venice	11:22 AM	On time
Rome	11:40 AM	Cancelled
Berlin	11:49 AM	On time

MONDAY
April 22 10:57 AM

PARIS
26°C
Partly Cloudy

4:22 AM 7:22 AM 75%
7:30 PM 7:17 PM 7:00 AM

14.19 km/h
Wind

TUESDAY 27°
WEDNESDAY 28°
THURSDAY 30°
FRIDAY 29°
SATURDAY 25°
SUNDAY 23°



FLY
TO THE OTHER SIDE
OF THE WORLD

TERRIFIC AIRWAYS. TRAVEL IN STYLE.

"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

Corporate

Highlight your brand and values

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.

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



Education

Take teaching into the future

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 people find their way



Solution options

T-Line | Signature



Retail

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



“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.



30Q-Line

Stand out from the crowd

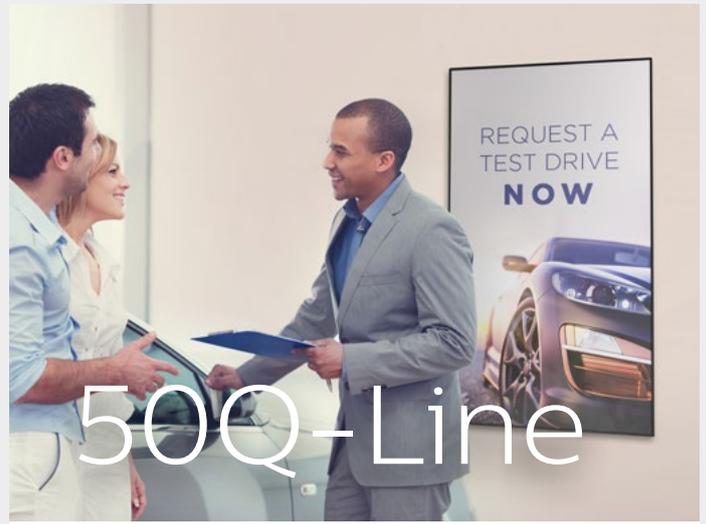
Entry-level displays that outperform



- 65"
- 55"
- 48"
- 43"
- 32"

Better Product Better Features

- SmartBrowser**
- SmartPower**
- CMND**
- MemoryCache**
- SmartPlayer**
- Clinical D-Image**



50Q-Line

Our next level experience

Superb image quality in a cost-efficient package



- 86"
- 75"
- 65"
- 55"
- 49"

Better Product Better Features

- Powered by Android™**
- SmartPlayer**
- 4K ULTRAHD**
- SmartPower**
- SmartBrowser**
- MemoryCache**
- CMND**
- Clinical D-Image**



Create a wow with fine pixel pitch

Next-generation large-display technology



Better Product Better Features



SmallPixelPitch



ZeroBezel



UltraHighRefreshRate



EasyInstall



Deliver a higher level of interaction

True multi-touch in 4K ultra high definition



Better Product Better Features



Powered by **Android™**



FailOver



Plug & Play Multi-Touch



MemoryCache



CMND



SmartInsert



QuadViewer



X-Line

Go immersive with ultra-narrow bezels

Big displays that deliver memorable experiences



- 55"
- 49"

Better Product Better Features

 **UltraNarrow Bezel**

 **SmartPower**

 **4K ULTRAHD Tiling**

 **CMND**

 **Advanced Colour Calibration**

 **FailOver**

 **Android™ by OPSModule**



D-Line

Dial up your signage with Android

Extra stopping power that's always on



- 98"
- 86"
- 65"
- 55"
- 49"
- 43"
- 32"

Better Product Better Features

 **Powered by Android™**

 **SmartInsert**

 **CMND**

 **SmartPlayer**

 **SmartBrowser**

 **Memory Cache**

 **FailOver**



Take performance to the max

Professional build for professional needs



- 55"
- 49"
- 42"

Better Product Better Features

- Powered by **Android™**
- OPSInsert**
- SmartBrowser**
- SmartPlayer**
- FailOver**
- SmartInsert**
- CMND**
- MemoryCache**



Make your message unmissable

High-brightness display for semi-outdoor use



- 75"
- 55"

Better Product Better Features

- HighBright**
- FailOver**
- Android™ by OPSModule**
- SmartPlayer**
- SmartBrowser**
- SmartPower**
- CMND**
- SmartInsert**



Signature

Impress your quests with the smart and exquisite Signature



- 65"
- 55"
- 49"



MediaSuite

Give your guests the viewing experience they deserve with Mediasuite



- 55"
- 49"
- 43"
- 40"
- 32"

Better Product Better Features



Better Product Better Features





EasySuite

Make your guests feel welcome with a smarter EasySuite TV



- 43"
- 40"
- 32"
- 24"



Studio

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



- 65"
- 55"
- 49"
- 48"
- 43"
- 39"
- 32"
- 24"
- 22"

Better Product Better Features



Better Product Better Features





HeartLine

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



40" 32"



Bedside TV

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

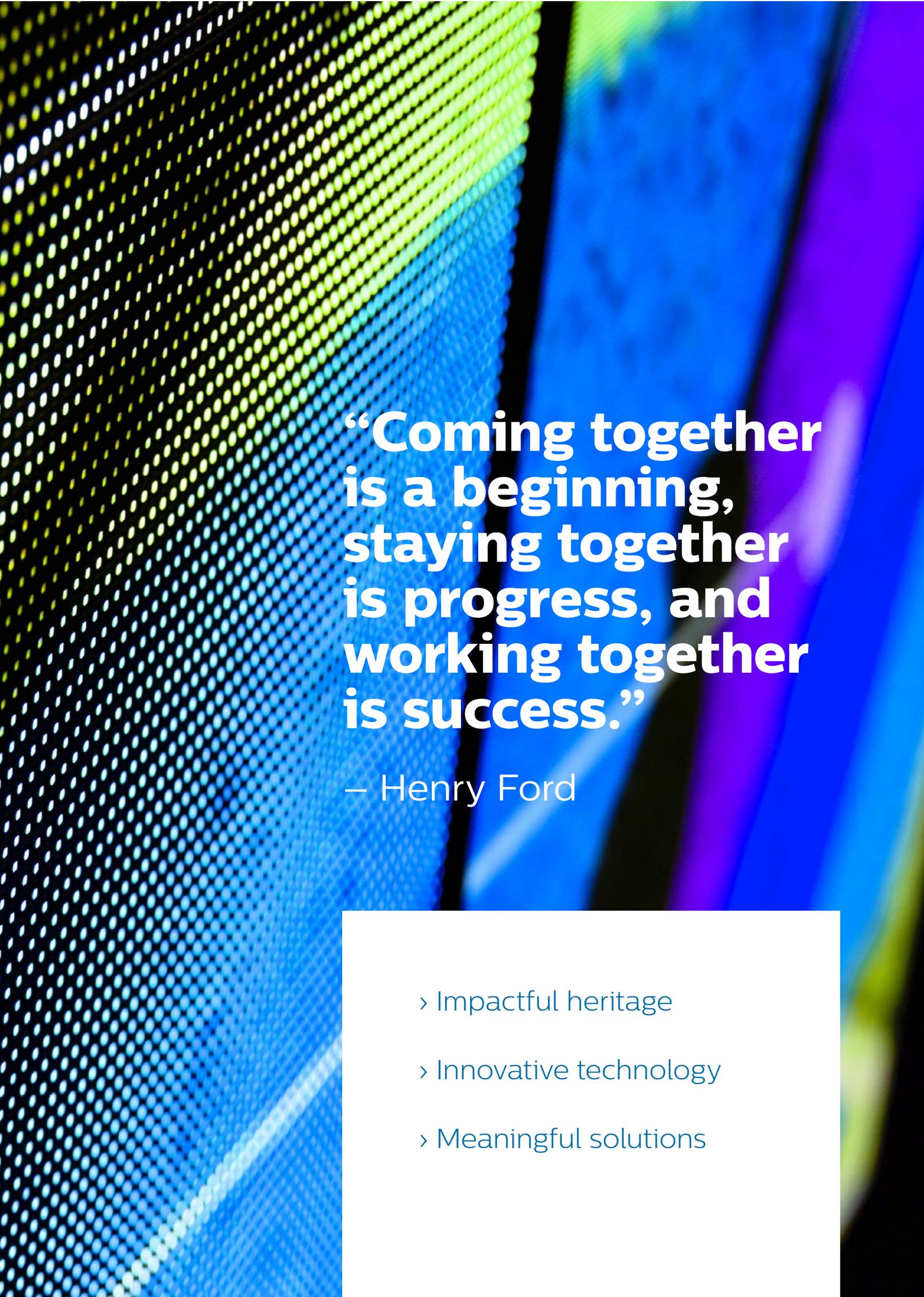


Better Product Better Features



Better Product Better Features





**“Coming together
is a beginning,
staying together
is progress, and
working together
is success.”**

– Henry Ford

- › Impactful heritage
- › Innovative technology
- › Meaningful solutions

