



LED Display Solutions

PHILIPS

sense and simplicity



Integrated multimedia LED displays take communication to the next level and provide a powerful new way to connect communities and brands.

The beauty of LED displays

LED displays have evolved to become an invaluable new communication resource. Multi-functional, multimedia LED displays have created never-before-possible opportunities to entertain, inform and advertise.

Who is Philips LED Display Solutions?

Philips LED Display Solutions is a business unit of Philips Lighting. Eco-friendly, innovative displays is our trademark. We invented the first video wall in 1984 and draw our experience from an extensive background in lighting and video processing.

We use the most environmentally and socially responsible green alternatives to reduce the impact of energy use and CO₂ emissions on the environment. Our products and services are the greenest on the market. No other supplier can offer the end-to-end service, experience and quality of product.

Modular & Creative Displays

We offer a wide range of high quality modular and creative, indoor and outdoor video displays to markets worldwide. Our products are supported by an expert team of engineers and are designed to provide optimum image quality over an exceptionally long lifetime.

Customized Turnkey Solutions

Philips LED Display Solutions serves many customers in diverse markets with a value-added 'coordinated solution' approach that begins with understanding your needs and assisting you in selecting the right display. We will guide you through every aspect of your project from initial concept, financial mediation, planning, system installation and training, to service and technical maintenance. Our innovative, flexible, turnkey LED display solutions will ensure you maximize your return on investment.

Distinguish Your Business

In today's digital world if you don't distinguish yourself from the pack you will be lost in the crowd. We use our experience and resources to ensure you can execute your business model in the most effective way possible. When you choose Philips LED Display Solutions you choose a comprehensive end-to-end solution that is proven to give results. You choose for the greenest LED products in the market that will provide you with a long lasting, cost-effective, communication and revenue-generating platform.

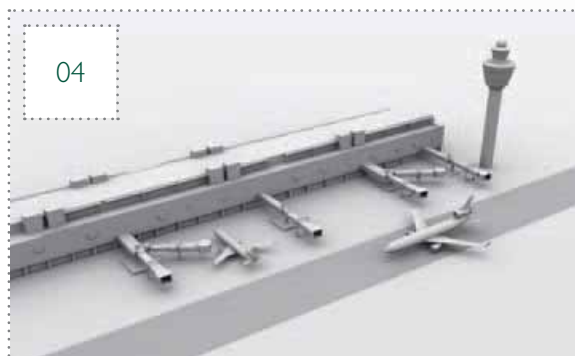
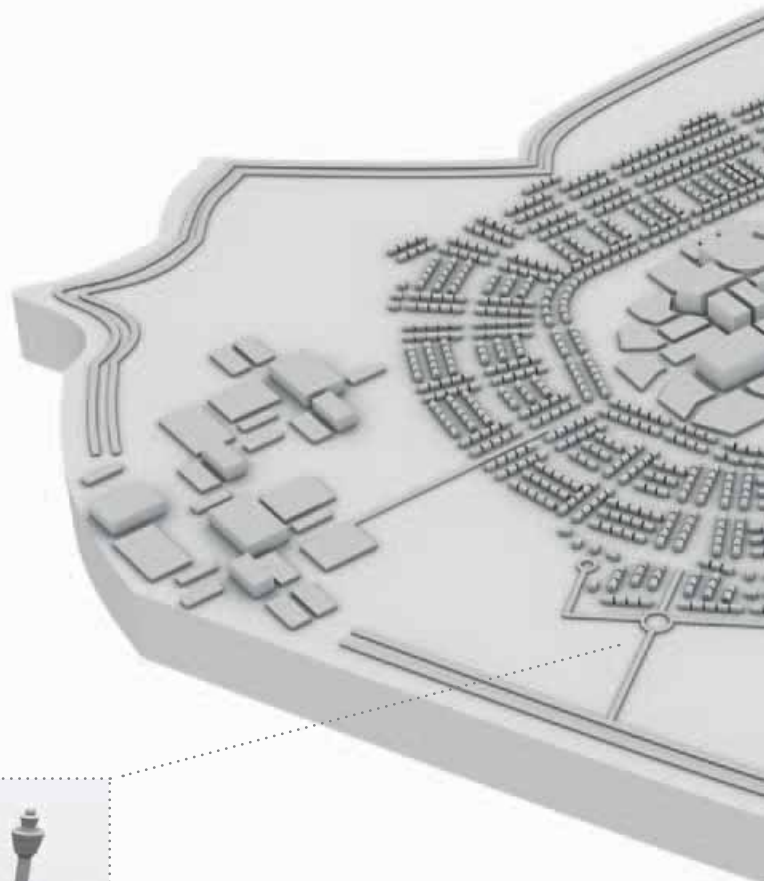
Overview

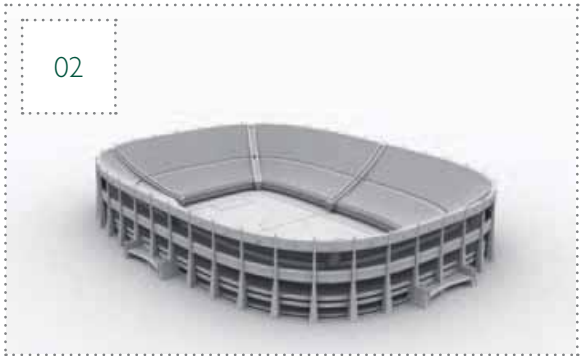
01 . Cities

02 . Sports

03 . Retail

04 . Endless Solutions





Cities – Create an interactive city

Add beauty, ambiance and value to your city. Transform buildings into stunning, artistic focal points with LED video displays that wrap around building facades. Use interactive displays throughout your city to interact with your citizens and visitors. Showcase local art and community created content that brings citizens together.

Philips LED displays are a highly effective, attention-grabbing, revenue-generating platform that integrates communication in your city. Our wide range of exciting new LED displays offers endless ways to engage your citizens and customers with greater efficiency and profitability.



save
up to
35%



Vidiwall™ DA range

- Unrivalled peak brightness
- Green, highly efficient
- Duplex data for uninterrupted operation
- No fans, silent operation
- IP65, weatherproof, low maintenance

save
up to
40%



Vidiwall™ dMesh range

- Unrivalled contrast
- Green, highly efficient
- Seamless curved screens possible
- IP66 fully weatherproof
- 50% transparency

save
up to
35%



Vidiwall™ Street Furniture

- Green, highly efficient
- Content management included
- High brightness, attracts attention
- Wide viewing angles
- Temperature controlled fans, low noise



La Plaza Mayor; Valladolid, Spain

save
up to
50%



Vidiwall™ DayPix

- Designed for a daylight application
- Green, highly efficient
- Unique snap fit mounting
- Versatile, lightweight, install anywhere
- Long life outdoor rated components

save
up to
30%



Vidiwall™ Candeo range

- Green, highly efficient
- Plug and Play 120" display
- High brightness, attracts attention
- Wide viewing angles
- Rugged, stylish design

Reference project

Project

Luminous 2010

Client

MEDIALAB-PRADO

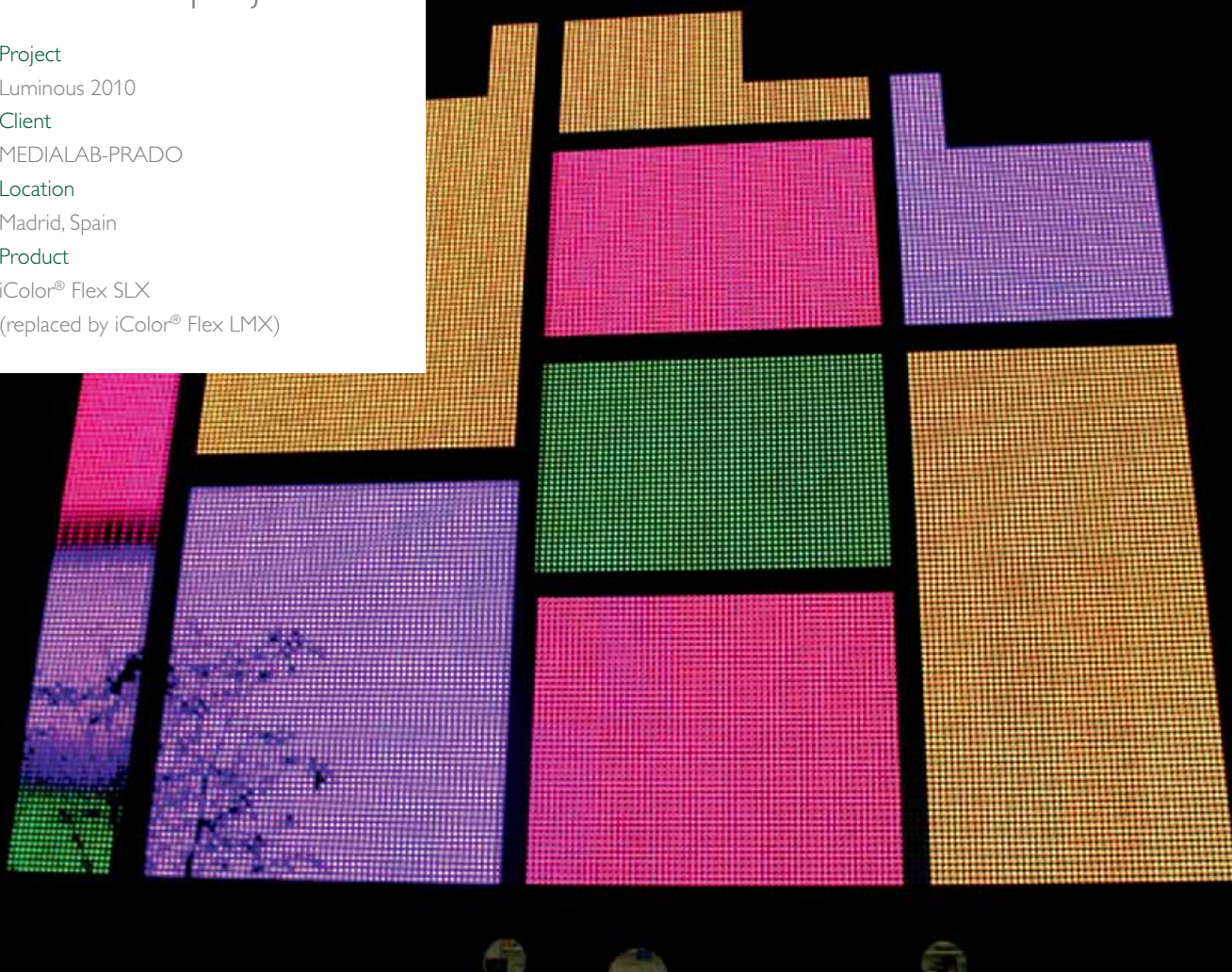
Location

Madrid, Spain

Product

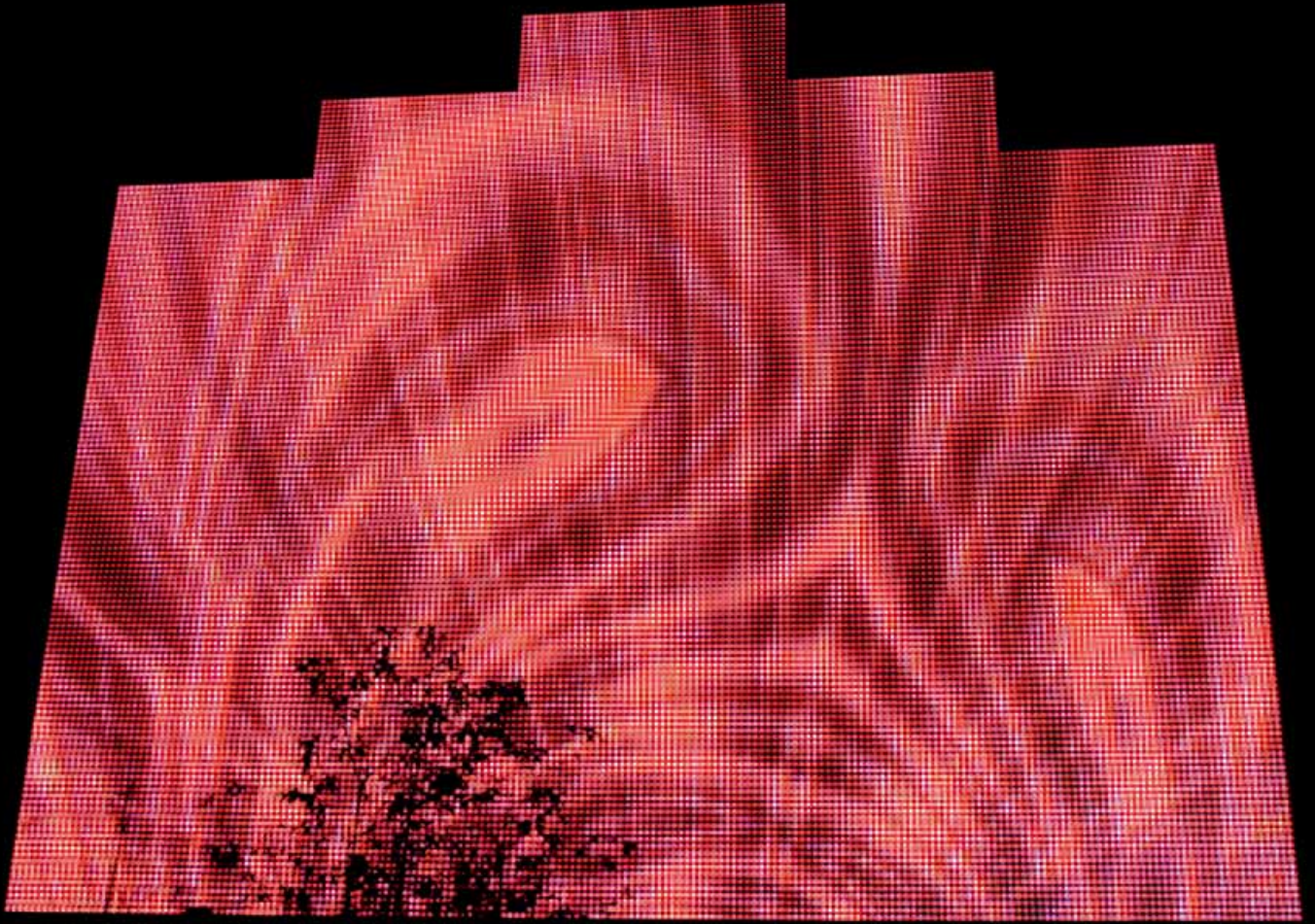
iColor® Flex SLX

(replaced by iColor® Flex LMX)



Medialab – Prado, Madrid

Medialab-Prado is an innovative program of the Madrid Department of Arts focussed on exploring the intersections of new digital technology, culture, science and society. With the help of Philips LED Display Solutions Medialab-Prado created a digital façade for the Plaza de las Letras that has transformed a neglected area of the city into a hip and vibrant neighborhood. The highly flexible, high-intensity iColor® Flex SLX is used to display content from local artists.



iColor® Flex LMX

- Highly flexible layouts
- Very cost effective
- Easy to customize
- For video and lighting effects
- Fully DMX compatible

Sports



National swimming centre "The Tongelreep", Eindhoven, The Netherlands



Vidiwall™ DS range

- Low power consumption
- Excellent daylight contrast
- Lightweight design
- Auto addressing
- Temperature controlled fans, low noise



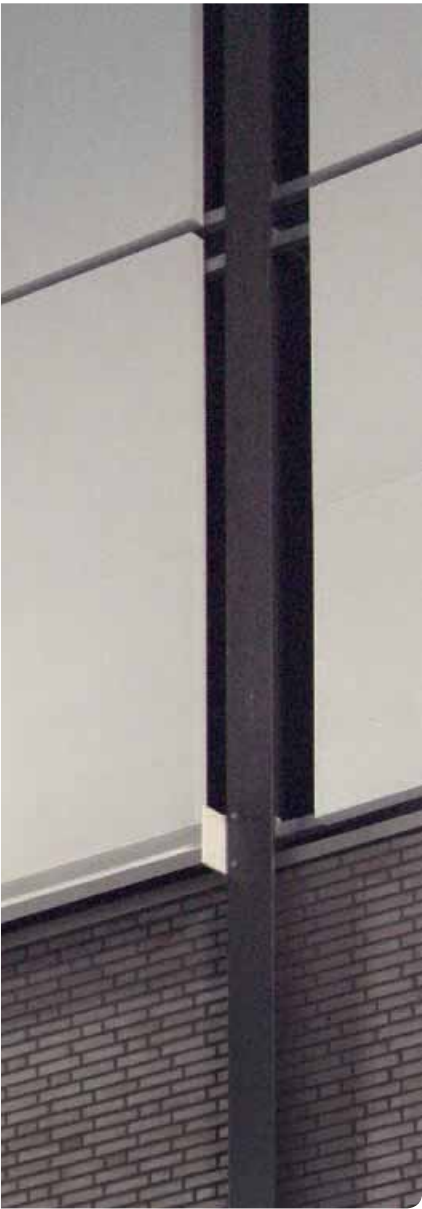
Vidiwall™ DS Fascia range

- Green, highly efficient
- Excellent daylight contrast
- Duplex data for uninterrupted operation
- Lightweight design
- Temperature controlled fans, low noise



Vidiwall™ dMesh range

- Unrivalled contrast
- Green, highly efficient
- Seamless curved screens possible
- IP66 fully weatherproof
- 50% transparency



Create a spectacular arena experience

In today's fast evolving mediascape spectators demand more from their entertainment experiences. Atmosphere and ambiance are key. High quality, life-like, interactive LED video displays, banners, pitch and architectural façade lighting will help create an unforgettable visit to your stadium. Everything can be controlled from one central point which makes managing content easy.

By providing your visitors with a spectacular arena experience, you can anticipate a continually growing number of recommendations and referrals for your establishment. Entice them to stay longer and spend more. Engage and entertain them from the moment they arrive, to the moment they leave.

save
up to
50%



Vidiwall™ DayPix

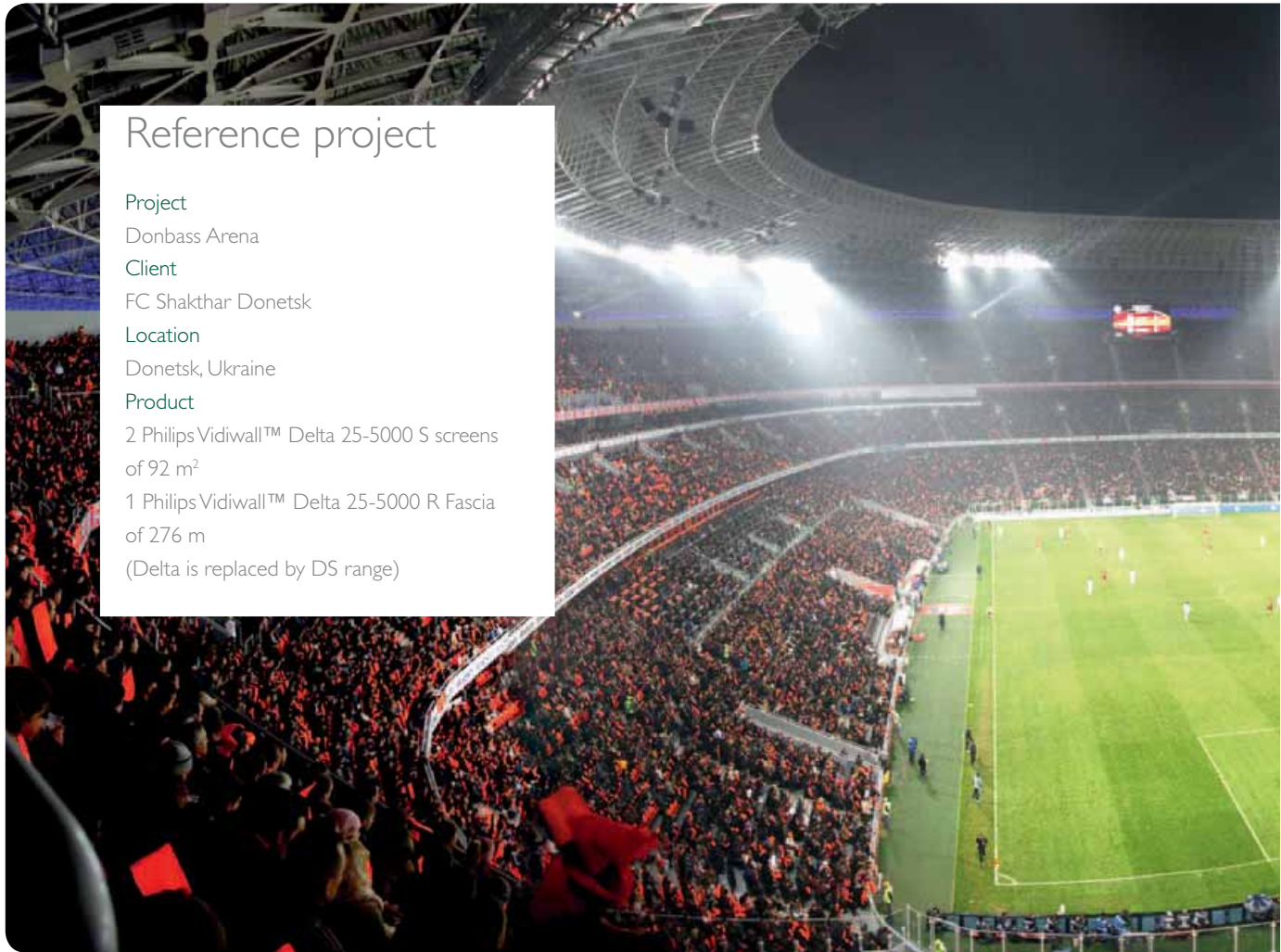
- Designed for daylight application
- Green, highly efficient
- Unique snap fit mounting
- Versatile, lightweight, install anywhere
- Long life outdoor rated components

save
up to
30%



Vidiwall™ dTube range

- Green, highly efficient
- Offers more opportunities for screen design
- Lightweight, rigid, self-supporting carrier
- Long life, outdoor rated components
- Wide viewing angles



Reference project

Project

Donbass Arena

Client

FC Shakhtar Donetsk

Location

Donetsk, Ukraine

Product

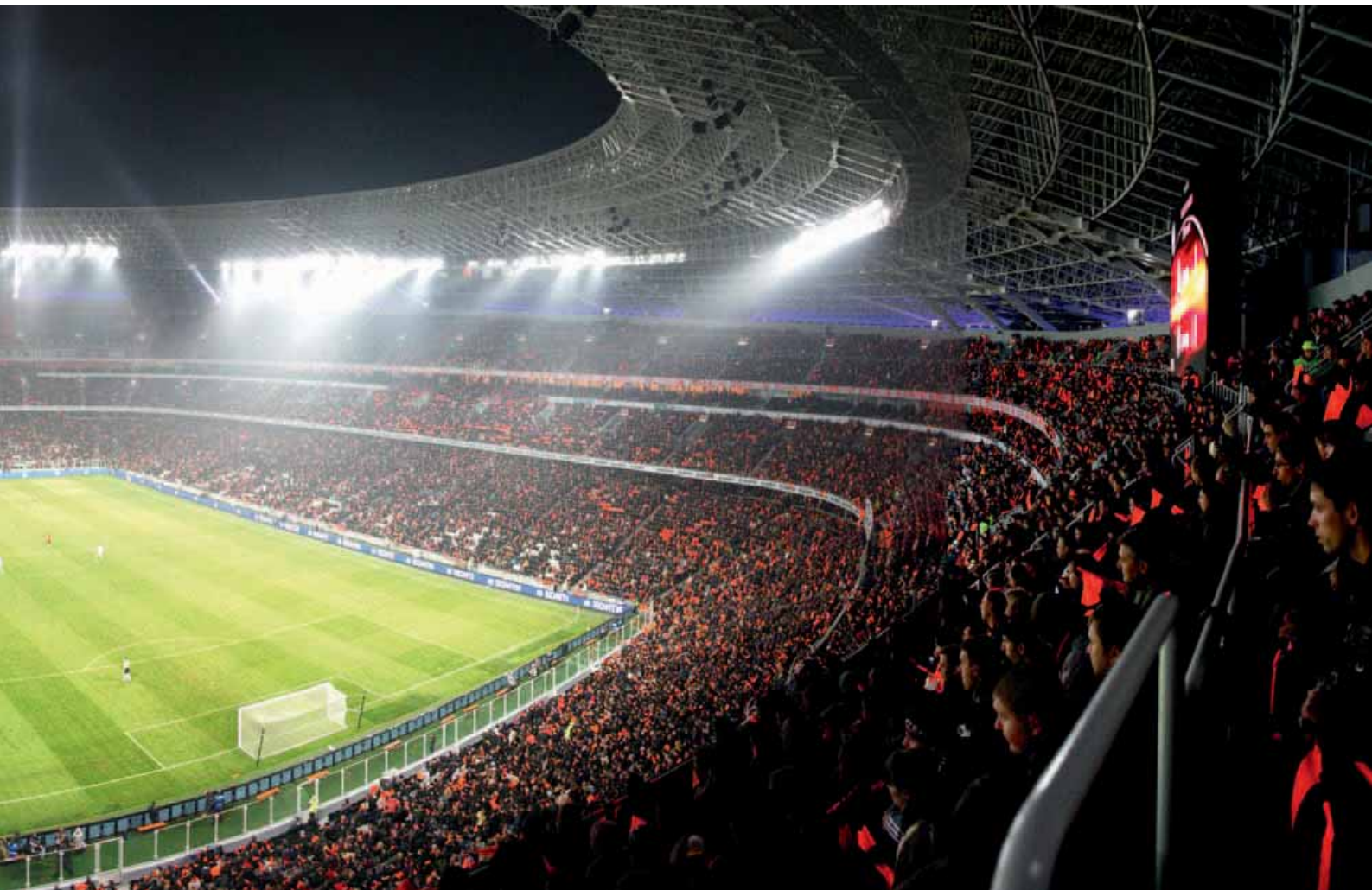
2 Philips Vidiwall™ Delta 25-5000 S screens
of 92 m²

1 Philips Vidiwall™ Delta 25-5000 R Fascia
of 276 m

(Delta is replaced by DS range)

Donbass Arena, Shakhtar Donetsk

Donbass Arena is a new state-of-the-art stadium in the city of Donetsk and is home to FC Shakhtar, one of the top football clubs in Europe. To complete the spectator experience Donbass stadium management asked Philips to install and maintain two giant LED screens, pitch lighting, fascia banners as well as indoor and outdoor lighting in their stadium. Philips LED Display Solutions was chosen for this project because of our global experience and reputation, successful track record with sports facilities, and the capability to successfully execute complex turnkey projects.



“We would like to acknowledge the exceptional quality of Philips’ product & services and the outstanding level of proficiency, cooperation and dedication of the Philips team throughout all stages of project development.” *Alexander Atamanenko, General Director, Donbass Arena*



Vidiwall™ DS Fascia range

- Green, highly efficient
- Excellent daylight contrast
- Duplex data for uninterrupted operation
- Lightweight design
- Temperature controlled fans, low noise



Vidiwall™ DS range

- Low power consumption
- Excellent daylight contrast
- Lightweight design
- Auto addressing
- Temperature controlled fans, low noise

Retail – capture & keep customer attention

For shoppers LED Displays provide a pleasant visual experience and useful information. For retailers displays are an effective way to attract shoppers into their store or shopping mall, and convey their brand identity effectively and attractively. Commercials, information and entertainment can be easily programmed and changed whenever needed. Flexible LED Display Solutions help shape positive customer experiences and create brand awareness.



Vidiwall™ DA range

- Unrivalled peak brightness
- Green, highly efficient
- Duplex data for uninterrupted operation
- No fans, for silent operation
- IP65, weatherproof, for low maintenance



Vidiwall™ dMesh range

- Unrivalled contrast
- Green, highly efficient
- Seamless curved screens possible
- IP66 fully weatherproof
- 50% transparency



Vidiwall™ Candeo range

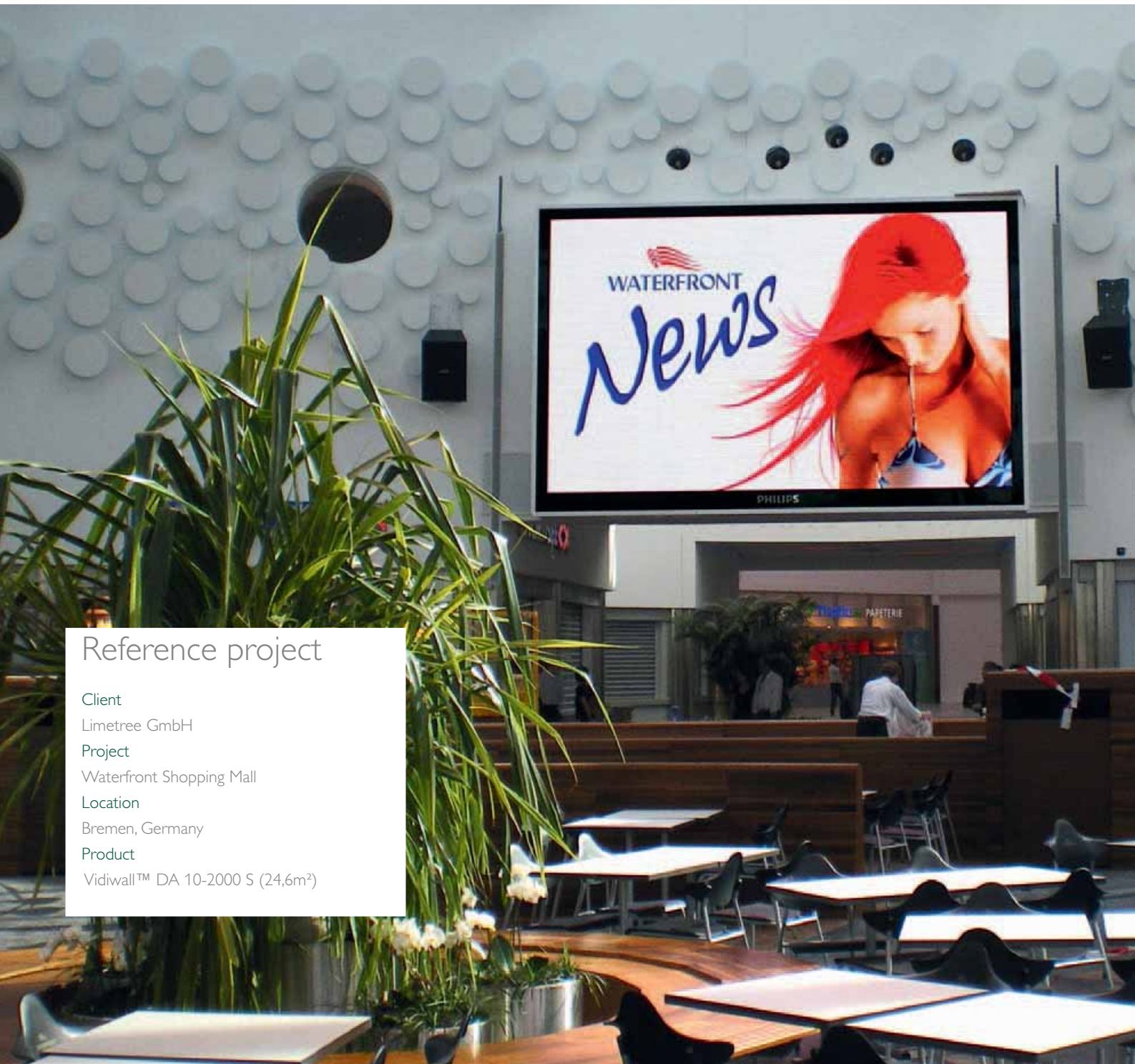
- Green, highly efficient
- Plug and Play 120" display
- High brightness, attracts attention
- Wide viewing angles
- Rugged, stylish design



New Yorker, Braunschweig, Germany

“Our cooperative collaboration with Philips LED Displays results in an important communication & marketing tool for our customers. With compelling color brilliance and an extremely wide viewing angle, Philips LED Displays provides a great package that offers audiences an experience for years to come.”

Sebastian Guth, Managing Director, Retail Television International



Reference project

Client

Limetree GmbH

Project

Waterfront Shopping Mall

Location

Bremen, Germany

Product

Vidiwall™ DA 10-2000 S (24,6m²)

Waterfront shopping mall, Bremen



Waterfront Shopping Centre installed one of the largest indoor LED display in a European shopping centre in their facility. Positioned in a food court, the LED display attracts many shoppers who leisurely watch the screen while enjoying their meal. The impressive 25 square meter display is used to broadcast an infotainment program that covers shopping, events, music, leisure tips, cinema trailers & news, special offers and trends.



Vidiwall™ DA range

- Unrivalled peak brightness
- Green, highly efficient
- Duplex data for uninterrupted operation
- No fans, silent operation
- IP65, weatherproof, low maintenance

Endless LED applications

The applications for LED displays are infinite. From airports to petrol stations, to entertainment & events, Philips LED Display Solutions provides a wide array of sustainable and energy efficient LED screens to industrial, commercial and governmental markets worldwide. What is your need? What is your vision? We will happily work with you to design your customized LED screen and create the solution you want.



Entertainment & events

Bring the ultimate entertainment experience to the audience with vibrant LED screens that they will remember for years to come. Striking LED displays are perfect for large crowds and big venues indoor or outdoor, day or night.

Energy efficient, high contrast, full color displays add grandeur and profitability to any event. Innovative LED displays with their flexible Content Management Systems are the premier 21st century communication platform.



Petrol stations

Petrol stations are a special retail environment where people come together to fill up on fuel, pick up snacks and socialize. Integrated LED displays are an effective way to increase traffic and profits. Displays attract drivers to your petrol station, gives them something to look at while filling up their gastank, and stimulates them to buy.



Airports, train stations & highways

Whether strategically placed along highways, at the entrance of your city, in your train station or airport, dynamic LED displays offer a far reaching platform for businesses and advertisers. Connect with viewers using flexible displays with easily customizable content. Share latest news, time schedules and make announcements of upcoming events. Giving people added value that will make them choose your establishment, time and time again.





What is a LED display?

A LED display is a large and bright screen comprised of pixels. Pixels are dots on your LED screen that together form an image and are a mix of individual red, green and blue LEDs (light-emitting diodes). The distance between two pixels is called pixel pitch (measured in mm). When the correct pixel pitch is chosen for the typical viewing distance, the individual pixels are not visible to the viewer.

A LED display is a system consisting of LED panels, tiles or strings, a video processor, signal processor and data distributors. Giant LED displays are suited to almost any location and are used to address large audiences from just a few meters, to several hundred meters. Displays provide unparalleled flexibility in size with wide viewing angles to inform and entertain large audiences.

Only LED displays can offer high quality brightness, color saturation and contrast in any viewing environment or weather. The wide ranging flexibility and capabilities of a LED display are unmatched by any other display technology like LCD or plasma.

Product overview Philips Vidiwall™

Product	Features				
	Indoor	Outdoor	Screen	Banner	Daylight
DA 6-2000 S	✓		✓		
DA 10-2000 S	✓		✓		
DA 12-2000 S	✓		✓		
DA 16-2000 S	✓		✓		
DA 10-10000 S		✓	✓		✓
DA 12-10000 S		✓	✓		✓
DA 16-10000 S		✓	✓		✓
DA 20-10000 S		✓	✓		✓
DA 24-10000 S		✓	✓		✓
DS 16-5000 S		✓	✓		✓
DS 20-5000 S		✓	✓		✓
DS 20-5000 P (fascia)		✓	✓	✓	✓
DS 25-5000 S		✓	✓		✓
DS 25-5000 P (fascia)		✓		✓	✓
Candeo 6-120i	✓		✓		
Candeo 10-120i	✓		✓		
Candeo 10-120		✓	✓		✓
Street Furniture DA7		✓	✓		✓
dTube 75	✓	✓	✓		
dTube 100	✓	✓	✓		
dMesh 24-2000 (indoor)	✓		✓		
dMesh 24-5000		✓	✓		✓
dMesh 40-5000		✓	✓		✓
iColor® Flex LMX	✓		✓		
iColor® Flex MX	✓	✓	✓		
DayPix 100		✓	✓		✓



Vidiwall™ DA range



Vidiwall™ DS Fascia range



Vidiwall™ DS range



Vidiwall™ Candeo range



Vidiwall™ Street Furniture



Vidiwall™ dTube range



iColor® Flex LMX



Vidiwall™ DayPix



Vidiwall™ dMesh range



Green, sustainable LED Display Solutions

Philips LED Display Solutions has the future in mind. We are committed to providing products and services that help reduce energy consumption, CO₂ emissions and deliver a carbon free footprint. Our goal is to dramatically improve the quality of communication and esthetics in towns and cities with beautiful, sustainable, environmentally friendly LED display solutions. All our products are RoHS compliant and are CE certified, which makes them safe for our customers and our planet.



Cities, brands and advertisers are fast recognizing the powerful benefits of the revenue-generating platform LED displays offer. Whether used for branding, advertising, displaying public information, entertainment or art, Philips LED Display Solutions will provide you with a LED solution that will ensure your investment will serve you well for years to come.

Philips LED Display Solutions

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