

**PHILIPS**

Hospitality TV

2014



A new chapter in  
**Hospitality Solutions**



Welcome to Philips  
**Hospitality TV**



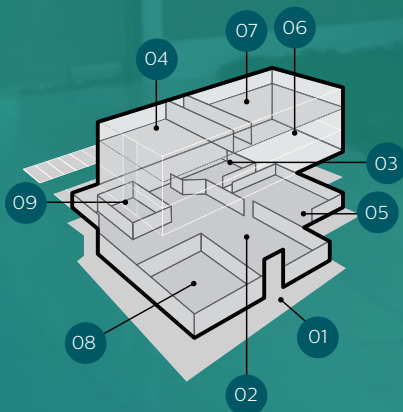
# Delight your guests with pure taste

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.

# A New Chapter in Hospitality Solutions

Our guide to Hospitality Solutions



## 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



# The right message, at the right time

From the entrance to the hotel room, Philips offers professional display solutions that cover all hotel areas and healthcare facilities, along with practical and creative signage solutions.

We combine smart content management solutions with easy remote control features to offer you and your guests a total hospitality experience.

## Smart innovations for any application



### **Hotel TV**

Hotels  
Resorts  
Cruise Lines  
Stadiums  
Detention centres



### **Healthcare TV**

Hospitals  
Recovery centres  
Assisted living facilities  
Senior Living



### **Signage Solutions**

Digital Concierge  
Lobby video wall  
Conference rooms  
Reception Area  
Way Finding



# Superior solutions fuelled by Oxigen

Choose the best. Choose for Oxigen powered solutions. Oxigen is the Philips standard for next generation Hospitality features. Both guests and professionals can have the latest in connectivity, whilst the hotel and healthcare entities experience the lowest cost of ownership.



## Connecting

The smart functionality of Oxigen is centred around Connect and TCO. Philips Oxigen offers access to cloud-based apps. Plus, it allows mobile devices to communicate with the TV.

## Best Lifetime value

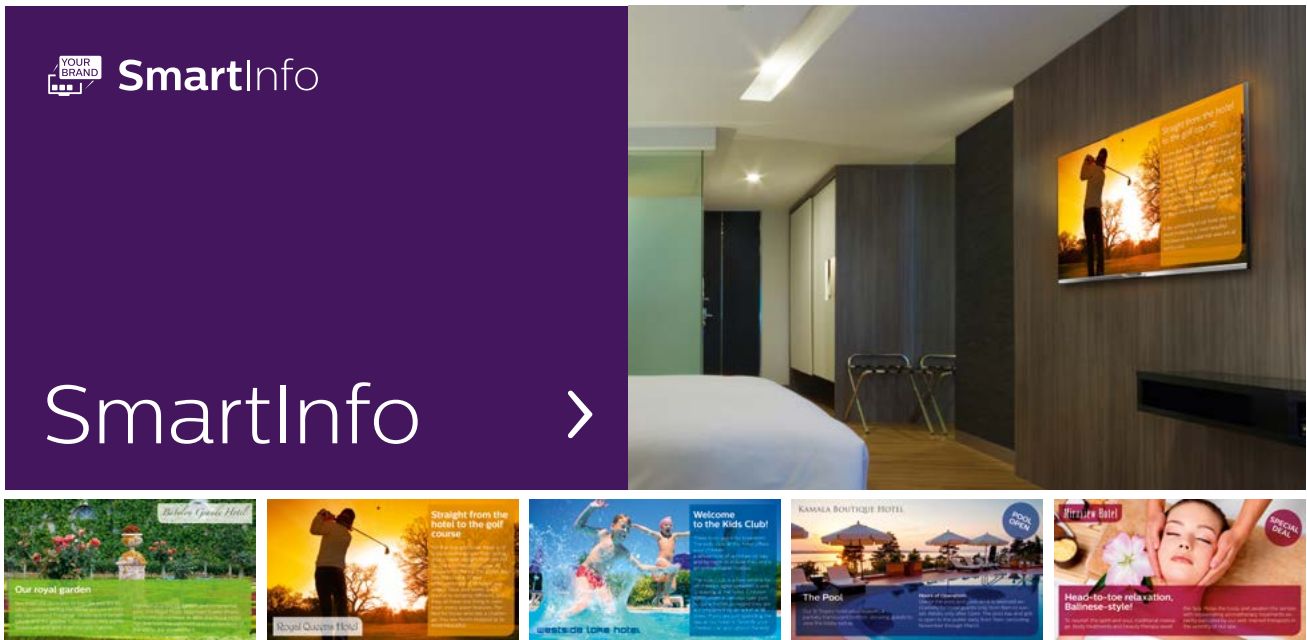
Oxigen's innovative remote management tools and additional revenue opportunities optimise earnings throughout Oxigen's lifecycle, thus ensuring the lowest cost of ownership.

## Caring

You care about your guests. That much is clear. Oxigen not only brings loyal connectivity to you and your guests, it also provides operational excellence and sustainability.



# OXIGEN



## 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.




## 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™  DirectShare

# 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.

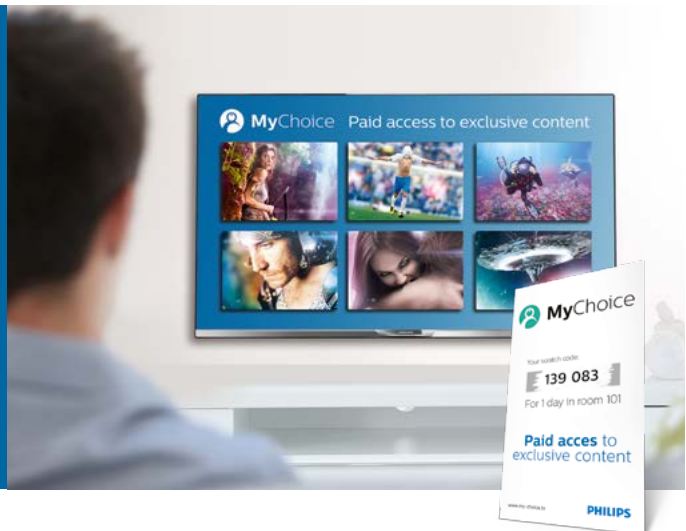
### DirectShare

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

# 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 monetize your TVs.



# SmartTV for Hospitality SmartTV

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.

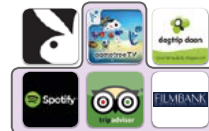
### Catchup TV



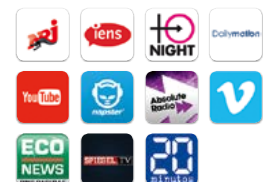
### Social & Info



### Hospitality



### International



 Expected in Q3/Q4 2014

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 >

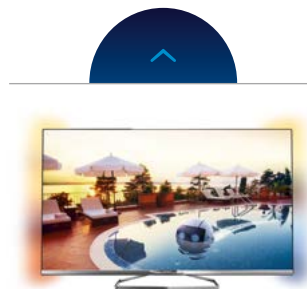


## Save costs, reduce clutter: It's all inside

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.

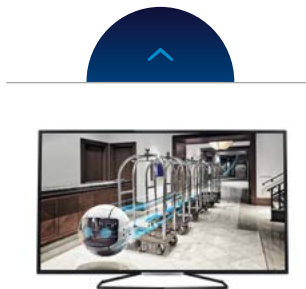
The important set top box capabilities are embedded in the TV, giving your guests a complete experience. Philips integrated system works with both RF and IP channels, and can encrypt premium content via V-secure.

# Introducing the 2014 range



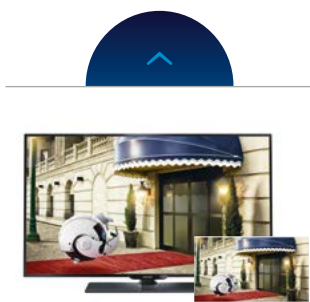
## Signature 7009

- + Ambilight
- + Bezel-less styling
- + 3D experience



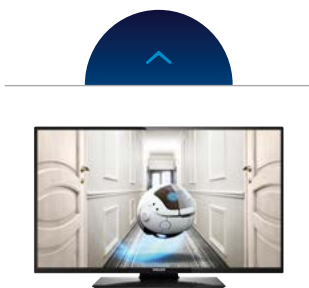
## MediaSuite 5009

- + SmartTV more Apps
- + Super fast processing
- + 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 MediaSuite only)
- + Skype ready
- + DVB T/T2



## EasySuite 3009


















- + SmartInstall
- + MyChoice
- + Instant Cloning on power on
- + SmartInfo
  - Offline website (HTML)
  - JPG slide show
- + Ultra narrow bezel
- + On screen clock
- + Physical clock (Optional)
- + Healthcare:
  - White TVs
  - Nurse call (IR/ SXP-Easy)
  - Multi-RC (14)
  - High Isolation
  - Cleanable RC (optional)
- + Improved Installation Menu



## Studio 2819

- Brilliant direct LED
- Low power consumption
- USB cloning
- USB media Playback
- Welcome screen (png)
- Volume and menu lock
- Multi remote control (4)
- Prison Mode
- Mixed Analog / Dig. channel list
- New ergonomic remote control
- Off-line channel editor
- Fast start-up time

Blue lines are new features in 2014

<span>&gt;</span> Studio      EasySuite      MediaSuite      Signature					
Studio 2819		EasySuite 3009		MediaSuite 5009	Signature 7009
					
				55"	55"
					
				48"	47" 48"
					
40"	40"	40"		42"	40" 42"
					
32"	32"	32"			32"
					
28"	28"	28"			28"
					
23"	24"				23" 24"
					
20"					20"

● ○ Colour cabinet Black or White



# 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 and Philips OXIGEN. Designed to intensify your guests viewing experience.



47"

42"

### Philips OXIGEN - unique connectivity & management

- Philips OXIGEN for latest connectivity and best total cost
- 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

- 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

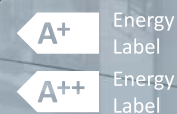
Connect and control with OXIGEN for future proof guest experience. Enjoy all the benefits of state-of-the-art connectivity and interactive hotel info pages while being ensured that remote installation and management safeguards the lowest cost of ownership.

## Philips OXIGEN - unique connectivity & management

- Philips OXIGEN for latest connectivity and best total cost
- 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
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## Advanced hotel features and future proof

- Brilliant LED images with incredible contrast
- Integrated IPTV system for optimal customised interactivity
- Serial Xpress Protocol for interactive systems
- MyChoice compatibility for recurring revenues
- Integrated Wi-Fi to use Smart TV wirelessly
- On-screen clock display for optimal guest convenience
- Integrated Connectivity Panel





# 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"

### Advanced hotel features and future proof

- Brilliant LED images with low power consumption
- MyChoice compatibility for recurring revenues
- SmartInstall for easy remote installation and maintenance
- Integrated Connectivity Panel
- On-screen clock display for optimal guest convenience
- Full Hotel, Healthcare and Prison Modes

### Differentiating guest experience

- SmartInfo for branded hotel info pages even offline
- Additional headphone connection for personal listening
- Nurse-call compatibility optimized for the Healthcare sector

### Sustainable and safe

- Low power consumption
- Eco-friendly design and flame retardant housing



# 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.

## Advanced hotel features and future proof

- Brilliant LED images with low power consumption
- USB cloning of all settings for quick installation
- USB for multimedia playback
- Integrated Connectivity Panel
- Welcome image for branded welcome greeting
- Low power consumption
- Volume limitation
- Installation menu locking
- Front/side controls locking



- 40"
- 32"
- 28"
- 23"
- 20"



**A** Energy Label

# Specifications

>	Signature HFL7009		MediaSuite HFL5009				
	42HFL7009	47HFL7009	28HFL5009	32HFL5009	40HFL5009	48HFL5009	55HFL5009
Model	42HFL7009	47HFL7009	28HFL5009	32HFL5009	40HFL5009	48HFL5009	55HFL5009
Screen Size	107cm (42")	119cm (47")	71cm (28")	81cm (32")	102cm (40")	122cm (48")	140cm (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				
<b>Features</b>							
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				
Skype Ready	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				
<b>Connectivity</b>							
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)				
<b>Dimensions</b>							
Set dimensions (ex. stand)	952.2mm x 557.1mm x 69.6mm	1064mm x 619.9mm x 69.6mm	635.1mm x 396.7mm x 80.8mm	725.7mm x 429.2mm x 60.9mm	918.2mm x 536.5mm x 70.6mm	1082mm x 625mm x 62.8mm	1243mm x 720.6mm x 78mm
VESA compatible	200x200mm, M6		100x100mm, M4	400x200mm, M6			400x400mm, M6
Product weight (ex. stand)	11.7Kg	13.5Kg	4.6Kg	5.0Kg	7.8Kg	11.0Kg	17.0Kg
Stand	Swivel stand included		Swivel stand included				
<b>Caring</b>							
Typical Power Consumption	33W	37W	19W	28W	37W	39W	41W
Energy Label	A++	A++	A+	A+	A+	A++	A++
Ext. Warranty	5 years optional		5 years optional				
Colour cabinet	Black with Titanium finishing		Black				

>	EasySuite HFL3009				Studio HFL2819				
	24HFL3009	28HFL3009	32HFL3009	40HFL3009	20HFL2819	23HFL2819	28HFL2819	32HFL2819	40HFL2819
Screen Size	61cm (24")	71cm (28")	81cm (32")	102cm (40")	51cm(20")	58cm(23")	71cm (28")	81cm (32")	102cm (40")
Resolution	1,366x768p			1,920x1,080p	1,600x900p	1,366x768p, HD			1,920x1,080p
Picture Enhancement	Pixel Plus HD, 200Hz PMR				Digital Crystal Clear, 100Hz PMR				
<b>Features</b>									
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									
Skype Ready									
Welcome page	x				x (png image)				
Cloning	x (USB & RF)				x (USB)				
Instant initial cloning	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				Prison mode				
Anti-theft	RC battery lock, Kensington lock				RC battery lock, Kensington lock				
<b>Connectivity</b>									
Wireless									
Rear Connections	1 HDMI, 1 YPbPr, 1 Scart, SPDIF, Antenna IEC75, VGA + Audio L/R in, RJ48				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								
Tuner	Analog, DVB-T, DVB-C (supporting MPEG 2 & MPEG 4)				Analog, DVB-T, DVB-C (supporting MPEG 2 & MPEG 4)				
<b>Dimensions</b>									
Set dimensions (ex. stand)	550mm x 342mm x 49mm	635mm x 397mm x 81mm	727mm x 442mm x 87mm	904mm x 523mm x 77mm	475mm x 297mm x 34/44mm	542mm x 330mm x 35/61mm	640mm x 387mm x 38/65mm	735mm x 438mm x 77/97mm	923mm x 544mm x 79/98mm
VESA compatible	75x75mm, M4	100x100mm, M4		200x200mm, M4	75x75mm, M4		100x100mm, M4	200x100mm, M4	200x200mm, M6
Product weight (ex. stand)	3.5Kg	4.3Kg	5.0Kg	7.7Kg	2.9Kg	3.7Kg	5.1Kg	5.9Kg	9.9Kg
Stand	Fixed stand included				Fixed stand included				
<b>Caring</b>									
Typical Power Consumption	18W	18W	25W	36W	19W	24W	33W	41W	63W
Energy Label	A+	A++	A+	A+	A	A	A	A	A
Ext. Warranty	5 years optional				5 years optional				
Colour cabinet	Black or White	Black	Black or White	Black	Black	Black	Black	Black	Black

