

The Robust and Sleek All-in-One Solution

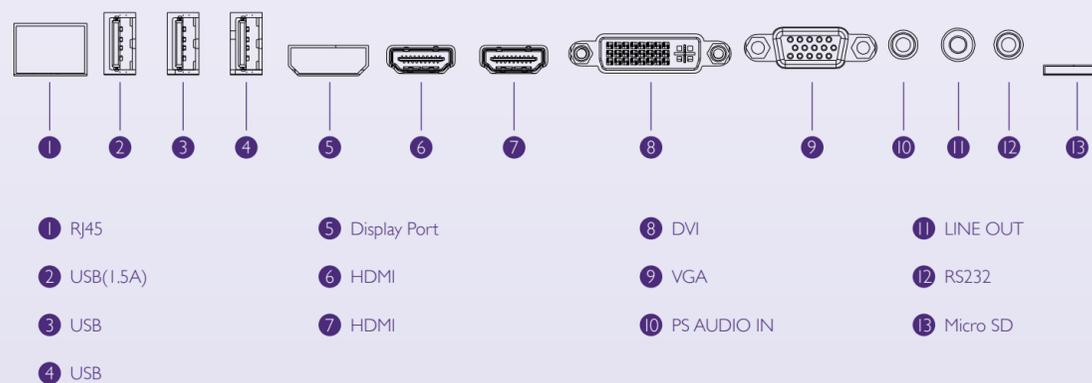
BenQ 43" 55" 65" Smart Signage



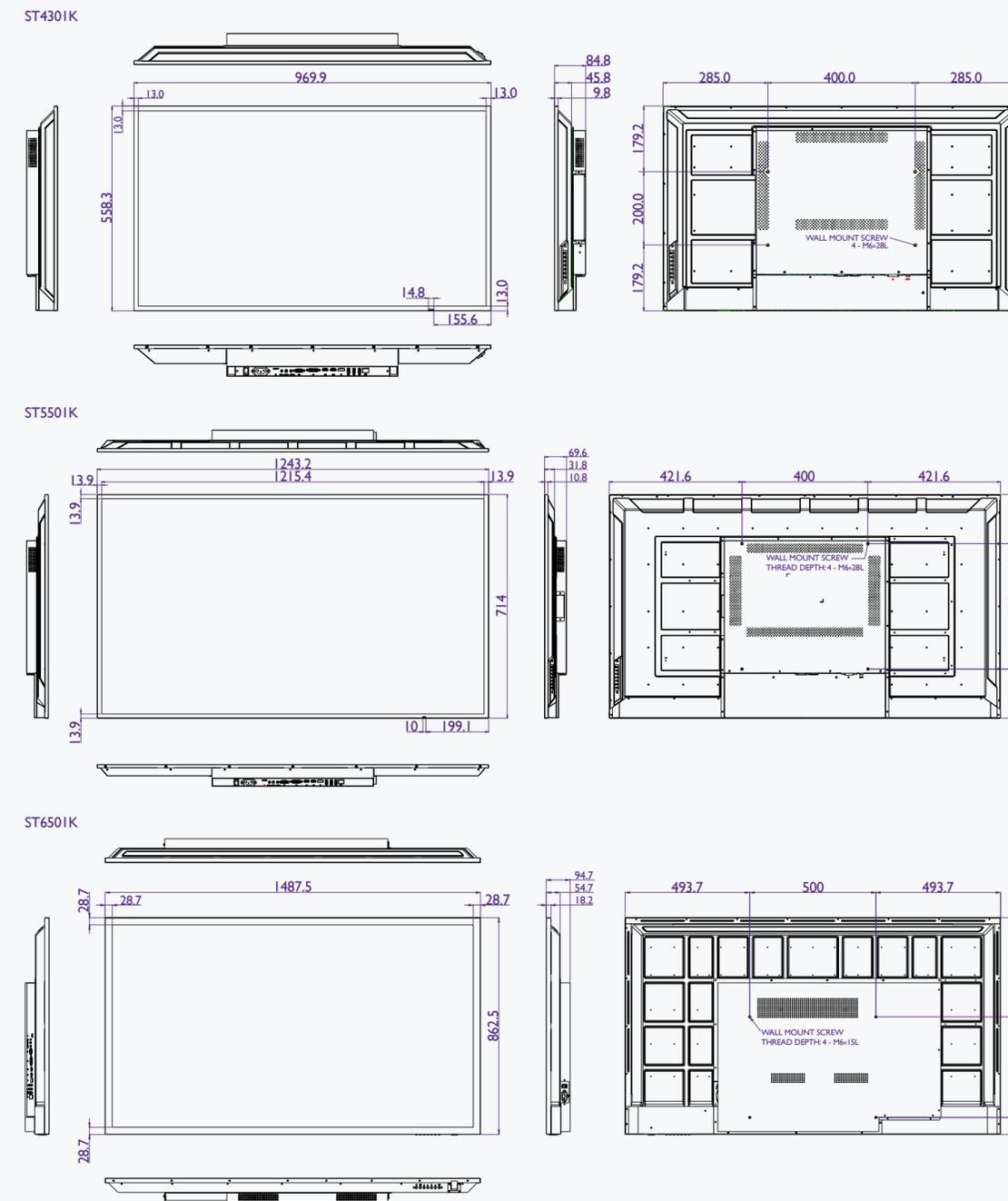
Specifications

		ST4301K	ST5501K	ST6501K
Panel	Screen Size (inch)	43"	55"	65"
	Backlight/Lightsource	D-LED	D-LED	D-LED
	Active Area (horizontal x vertical)(mm)	941.184(H)mm x 529.416(V)mm	1209.6(H)mm x 680.4(V)mm	1432.5(H)mm x 807.5(V)mm
	Resolution (pixels)	UHD 3840 x 2160	UHD 3840 x 2160	UHD 3840 x 2160
	Brightness (typical)	350 nits	350 nits	450 nits
	Contrast Ratio (typical)	1200:1	1200:1	1200:1
	Viewing Angle (horizontal/vertical)	178° / 178°	178° / 178°	178° / 178°
	Aspect Ratio	16:9	16:9	16:9
	Light Life (typical)	30,000hrs	30,000hrs	30,000hrs
	Display Orientation	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
Audio	Internal Speaker (Amp)	SW x 2	SW x 2	SW x 2
	Audio Line In/Out (3.5mm)	No / x1	No / x1	No / x1
Connectivity	VGA In/Out	x1 / No	x1 / No	x1 / No
	DVI In/Out	x1 / No	x1 / No	x1 / No
	HDMI In/Out	x2 / No	x2 / No	x2 / No
	Display Port In/Out	x1 / No	x1 / No	x1 / No
	USB port (Type A)	x3 (2.0)	x3 (2.0)	x3 (2.0)
	RJ45 Port In/Out	x1 / No	x1 / No	x1 / No
Power	AC/DC In	AC	AC	AC
	AC Power Switch	Yes	Yes	Yes
	Voltage	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz
Mechanical	Power Consumption (typical/standby)	65W/0.5W	TBD	TBD
	Dimension (WxHxD) (mm)	969.9 x 558.3 x 84.8(mm)	1243.2x714x69.6(mm)	1487.5x862.5x94.7 (mm)
	Bezel Width (top/bottom/lef/right) (mm)	13.9/13.9/13.9/13.9 mm	13.9/13.9/13.9/13.9 mm	28.7/28.7/28.7/28.7 mm
	Weight (w/o Packing/ w/ Packing) (kg)	10.4kg / 12.9kg	10.4kg / 12.9kg	TBD
Environment	Wall Mounting (VESA) (mm)	200x400 (4-M6)	400x400 (4-M6)	200x400 (4-M6)
	Operation Temperature	0°C ~ 40°C	0°C ~ 40°C	0°C ~ 40°C
	Storage Temperature	-10°C ~ 60°C	-10°C ~ 60°C	-10°C ~ 60°C
OSD	Usage (Hour/Day)	18 / 7	18 / 7	18 / 7
	On-Screen Display Languages	English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese (24L)	English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese (24L)	English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese (24L)
Software	Multiple Display Control (MDA) Support	Yes	Yes	Yes
	X-Sign (please check X-Sign website for detailed compatibility info.)	Yes	Yes	Yes
Accessory	Remote Control	Yes	Yes	Yes
	Power Cord (by region)	Yes	Yes	Yes
	VGA Cable	Yes	Yes	Yes
	HDMI Cable	Yes	Yes	Yes
	Quick Start Guide	Yes	Yes	Yes
	User's Manual Electronic File	Yes	Yes	Yes
	RS232 Cable	Yes	Yes	Yes

Input/output terminals



Dimension



ST4301K/ ST5501K/ ST6501K



Because it matters



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The All-in-One Solution for Retail Spaces of All Kinds



BenQ Smart Signage series is the ideal digital display solution for small businesses and corporations. It brings together a wide variety of features that further elevate the attractiveness of retail and corporate environments.

The stunning 4K resolution helps to enhance customer engagement, while the iron frame that covers all sides of the signage provides a robust and sleek design that blends well into modern retail and corporate spaces. Additionally, the powerful X-Sign software facilitates effortless content creation and management, and MDA application guarantees hassle-free display control.

The wide range of sizes and sleek design ensure that businesses and corporations can enjoy a consistent look that helps them establish strong brand or corporate images. Combining all the aforementioned features and benefits, Smart Signage series is an all-in-one solution for modern businesses and corporations.

All-in-One, Clutter Free Solution



Android Built-In

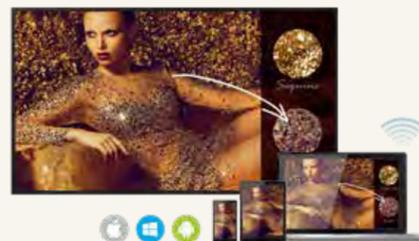
Built-in Android means that BenQ Smart Signage series is ready to work as soon as operators plug it in. There's no need to hook it up to a PC or other device to serve content, and embedded speakers provide for the audio needs. With no cables to hide, the all-in-one Smart Signage fits neatly on shelves and reduces clutter.

USB Plug & Play

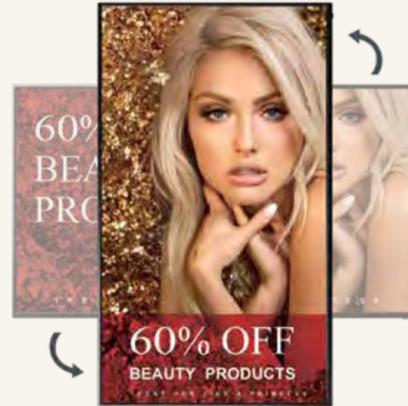
The plug-and-play simplicity enables you to access and play multimedia files directly from a USB flash drive. Requiring no PC connection or complicated cable setup, BenQ Smart Signage ensures a holistic shopping experience with the most hassle-free installation.

Wireless Solution for Seamless Collaboration

InstaQShare is the software designed for seamless wireless presentation and collaboration during lectures. It allows the smooth streaming of visual, audio files and Full HD quality videos. Users can also mirror content from mobile devices, and invite up to 16 participants for seamless collaboration.



Display Performance Excellence



Flexible and Sleek Design for All Retail and Corporate Environments

BenQ Smart Signage series comes with a wide range of sizes, and an iron frame that covers all sides of the signage, ensuring a sleek and robust design that can provide a consistent look for retail and corporate spaces.

Flawless Display in Portrait and Landscape View

Unlike anything else available on the market, BenQ Smart Signage displays are built to ensure flawless portrait and landscape view. This choice between vertical and horizontal installation greatly increases flexibility when operators are designing and arranging their stores.

4K2K UHD Unparalleled Clarity

An ultra-high definition resolution of 4K2K (3840 x 2160) offers not only the most exquisite image details for an optimal viewing experience but also four times more information and workspace than a 1080p full HD display, enhancing your efficiency and productivity.

Powerful Performance & Drive

The combination of 16G system storage and 2G RAM memory ensures delivery of smooth, seamless display performance at all times, even while the smart signage is multitasking between applications.

18/7 Reliable Operation

An amazing life of 30,000 hours translates to years of reliable display service and industrial-class performance far more economical than consumer models. Built with better cooling techniques reaching longer runtimes for at least 18 hours a day that is safer.



Easy to Install

Lightweight Design

Our smart signage displays can be easily mounted or rearranged to suit diverse uses, which saves you plenty of costs and manpower on signage installation, and eventually facilitates different display configurations in stores, offices, and other commercial establishments.

Slim & Stylish Design

A narrow bezel and slim design boasts a stylish outlook befitting any in-store environment, whether it's a trendy café or a sophisticated boutique store.

*Only ST4301K and ST5501K come with narrow bezel design.

Integrated X-Sign 2.0 Software with Smart Signage Content Templates



X-Sign Designer

BenQ's X-Sign 2.0 takes the hassle out of designing signage content. Included with the Smart Signage displays, BenQ's exclusive X-Sign software provides content templates, making it easy for operators to quickly design and roll out new promotional material. The templates also let operators add images, videos, and scrolling text to their marketing materials. The long-size templates let operators create marketing content easily while the ability to enrich materials with media content will boost the store's bottom line.



Instant Price Updates

Updating prices and other fluctuating content is easy. Operators just need to modify a centralized .csv file in the cloud.



Broadcast YouTube Live Streaming across Multiple Displays

With X-Sign, operators can insert live YouTube broadcasts of product launches on Smart Signage in real time, which makes promoting new products instant and easy.



QR Code Interaction and Analysis

X-Sign allows operators to embed QR Codes that, when scanned, can offer customers the latest promotional information. X-Sign also offers QR Code analysis to let operators see when and where customers are interacting with content. This analysis can help operators quickly adjust their offers to match customer interest.



Real Time Messages

X-Sign lets operators push real-time messages to the display network to create instant excitement.

Centralized Remote Display Management

X-Sign's intuitive interface makes it easy for operators to monitor and manage all remote displays from a central, off-site location. With X-Sign, operators can keep tabs on display performance in real-time and receive instant alerts about any issues. Loaded with functionality, X-Sign also allows operators to see what content is playing on each display, manage updates, restart displays, and manage screen on/off and volume settings.



Hassle-Free Display Management



MDA (Multiple Display Administrator)

Operators can remotely control display on/off time or backlight via LAN or RS232.



DMS 1.0 (Display Management System)

Install Android™ apps for a selection of displays through BenQ's cloud server.



OTA (Over-the-Air) Update

Keep all display drivers up-to-date with easy firmware update.