

# The Robust and Sleek All-in-One Solution

BenQ 43" 55" Smart Signage



ST430IK/ ST550IK

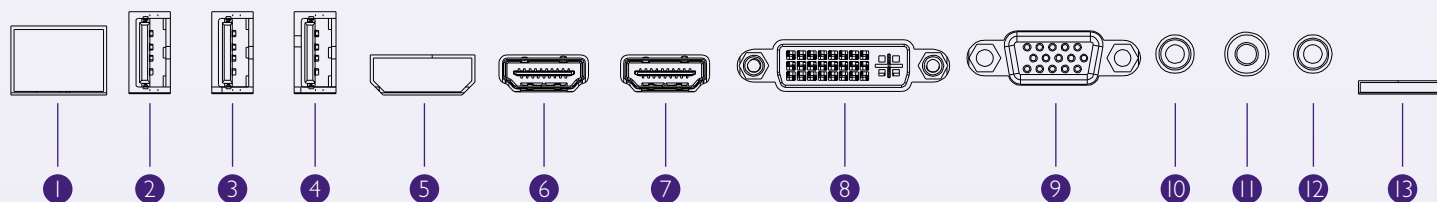


Because it matters

## Specifications

		ST4301K	ST5501K
<b>Panel</b>	Screen Size (inch)	43"	55"
	Backlight/Lightsource	D-LED	D-LED
	Active Area (horizontal x vertical)(mm)	941.2(H)mm x 680.4(V)mm	1209.6(H)mm x 680.4(V)mm
	Resolution (pixels)	UHD 3840 x 2160	UHD 3840 x 2160
	Brightness (typical)	350 nits	350 nits
	Contrast Ratio (typical)	1100:1	1200:1
	Viewing Angle (horizontal/vertical)	178° / 178°	178° / 178°
	Aspect Ratio	16:9	16:9
	Light Life (typical)	30,000hrs	30,000hrs
	Display Orientation	Landscape / Portrait	Landscape / Portrait
<b>Audio</b>	Internal Speaker (Amp)	5W x 2	5W x 2
	Audio Line In/Out (3.5mm)	No / x1	No / x1
<b>Connectivity</b>	VGA In/Out	x1 / No	x1 / No
	DVI In/Out	x1 / No	x1 / No
	HDMI In/Out	x2 / No	x2 / No
	Display Port In/Out	x1 / No	x1 / No
	USB port (Type A)	x3 (2.0)	x3 (2.0)
	RJ45 Port In/Out	x1 / No	x1 / No
<b>Power</b>	AC/DC In	AC	AC
	AC Power Switch	Yes	Yes
	Voltage	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz
	Power Consumption (typical/standby )	65W≤0.5W	93W≤0.5W
<b>Mechanical</b>	Dimension (WxHxD) (mm)	969.9 x 558.3 x 84.8(mm)	1243.2 x 714.0 x 69.6(mm)
	Bezel Width (top/bottom/left/right) (mm)	13.0/13.0/13.0/13.0 mm	13.9/13.9/13.9/13.9 mm
	Weight (w/o Packing/ w/ Packing) (kg)	10.4kg / 12.9kg	15.0kg / 20.8kg
	Wall Mounting (VESA) (mm)	200x400 (4-M6)	400x400 (4-M6)
<b>Environment</b>	Operation Temperature	0°C ~ 40°C	0°C ~ 40°C
	Storage Temperature	-10°C ~ 60°C	-10°C ~ 60°C
<b>OSD</b>	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 / Korean (25L)	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 / Korean (25L)
<b>Software</b>	Device Management Solution (DMS)	Yes	Yes
	X-Sign (please check X-Sign website for detailed compatibility info.)	Yes	Yes
<b>Accessory</b>	Remote Control	Yes	Yes
	Power Cord (by region)	Yes	Yes
	VGA Cable	Yes	Yes
	HDMI Cable	Yes	Yes
	Quick Start Guide	Yes	Yes
	User's Manual Electronic File	Yes	Yes
	RS232 Cable	Yes	Yes

## Input/output terminals



1 RJ45

2 USB(1.5A)

3 USB

4 USB

5 Display Port

6 HDMI

7 HDMI

8 DVI

9 VGA

10 PS AUDIO IN

11 LINE OUT

12 RS232

13 Micro SD

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

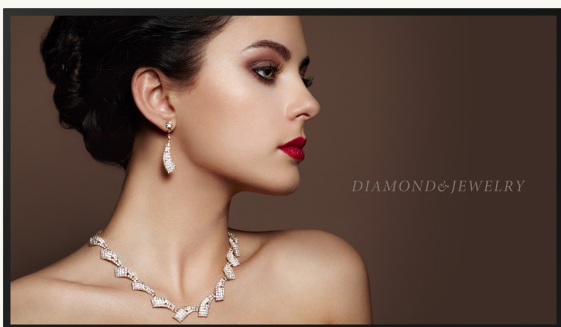


BenQ Smart Signage series is the ideal digital display solution for small businesses and corporations. It brings together a wide variety of features that further elevate the attractiveness of retail and corporate environments.

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 DMS 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

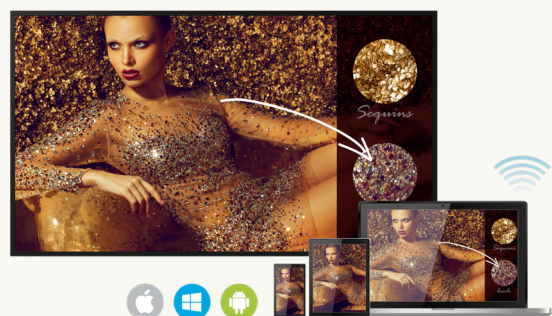
Built-in Android means that BenQ Smart Signage series is ready to work as soon as operators plug it in. There's no need to hook it up to a PC or other device to serve content, and embedded speakers provide for the audio needs. With no cables to hide, the all-in-one Smart Signage fits neatly on shelves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

InstaShare 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

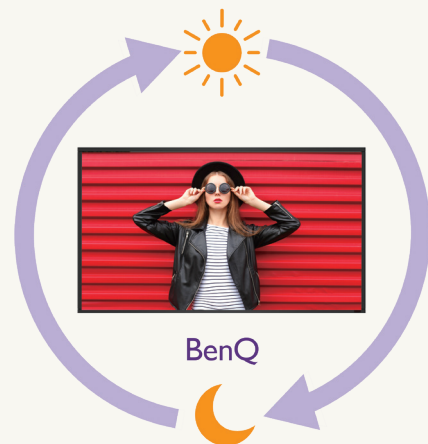
An ultra-high definition resolution of 4K2K (3840 x 2160) offers not only the most exquisite image details for an optimal viewing experience but also four times more information and workspace than a 1080p full HD display, enhancing your efficiency and productivity.

## Powerful Performance & Drive

The combination of 32GB system storage and 2GB RAM memory ensures delivery of smooth, seamless display performance at all times, even while the smart signage is multitasking between applications.

## 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.

# 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.



## 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.



## 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.



## 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



### Device Info and Management

Remotely control your displays with DMS Cloud via Internet. It's an effective way to lower TCO and energy consumption for your operation.



### Apps Management

Install Android™ apps for a selection of displays through our cloud server. DMS Cloud is designed to save you the hassles of repetitive manual installation work.



### OTA (Over-the-Air) Update

Upgrade the latest BenQ firmware for your displays through our OTA Update support and keep them running smoothly at all times.

## More Features

### DMS Local

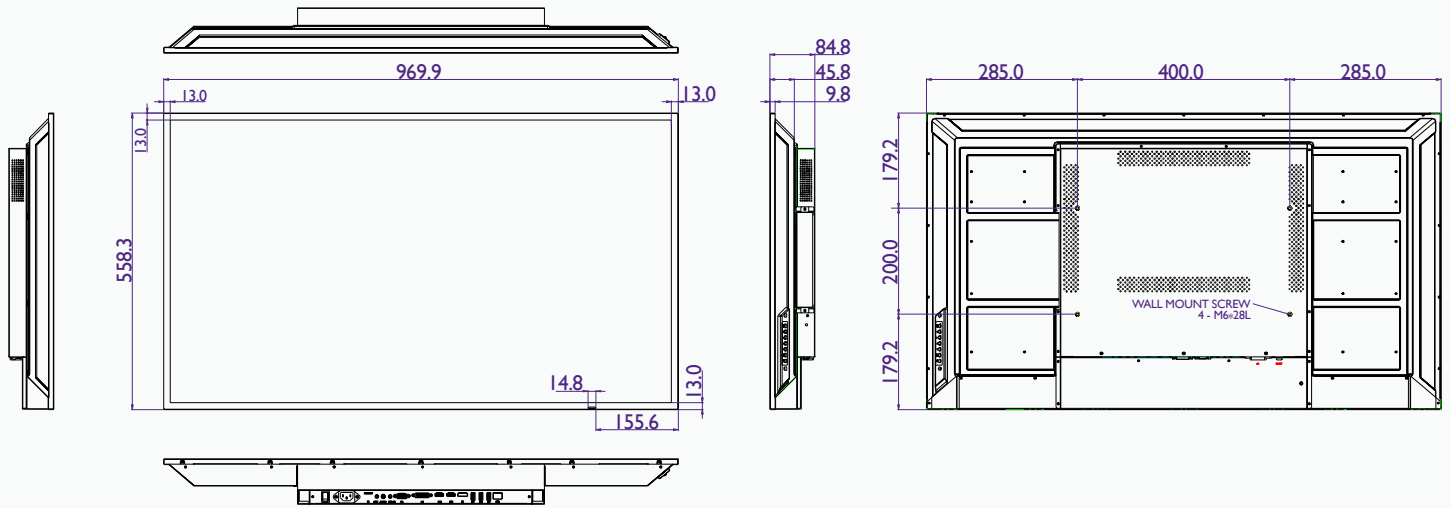
DMS Local is a Device Info and Management software based on windows OS. For users who would like to control your displays remotely via LAN, you can download DMS Local software for your operation.

### MDA (Multiple Display Administrator)

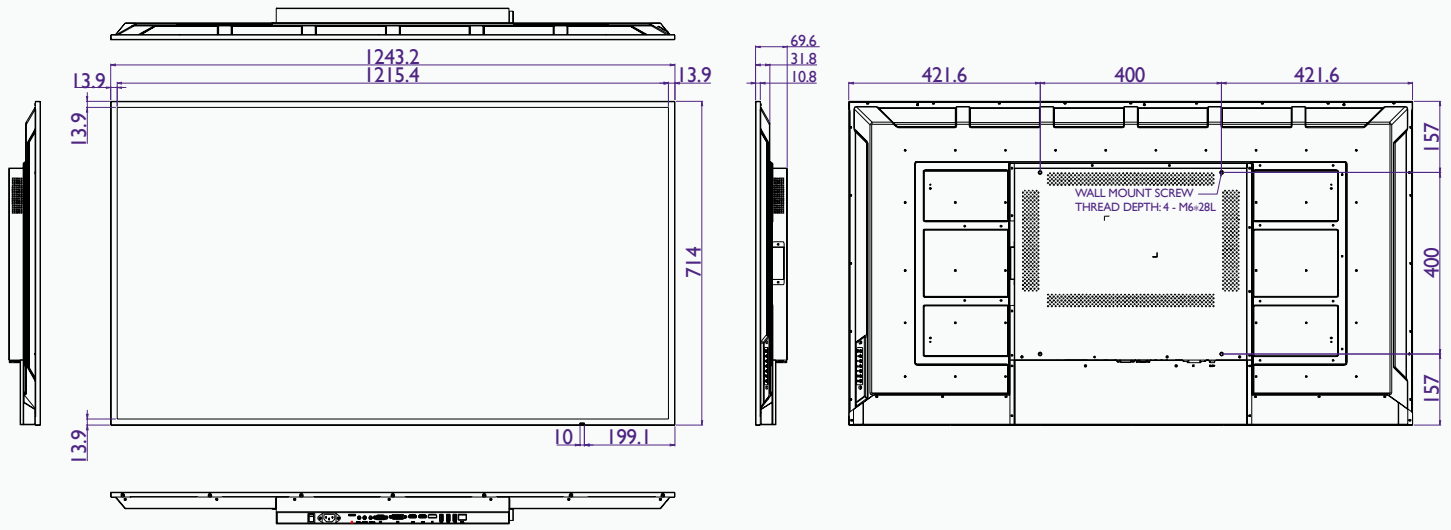
For users who would like to control your displays remotely via RS232, you can download MDA software for your operation.

# Dimension

ST4301K



ST5501K



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