



Your One-Stop Display Solution BenQ 55" Smart Signage

BenQ ST550K Smart Signage



Because it matters

BenQ Smart Signage

ST550K



4K2K UHD Resolution Unparalleled Clarity for the Pickyest Eyes

An ultra high definition resolution of 4K2K (3840x2160) offers not only the most exquisite image details for the best viewing experience but also four times more information and workspace compared to a 1080p full HD display to boost efficiency and productivity.

X-Sign: Content Management Made Smarter

The X-Sign signage app helps you customize, edit, manage and play what's to be showcased on your own, from your latest advertisement to captivating contents. So you can engage your customers in an instant.

- Instant plug-and-play with built-in X-Sign app
- Various templates for hassle-free content editing
- Remote control included for easy control

Custom Android™ OS Display by Plug-and-Play

The ST550K's custom Android OS comes with various useful apps for content display, from WPS Office to Web Browser and Media Player. This closed platform puts you in full control over the ST550K, ensuring the proper use of the display by preventing downloads and use of unauthorized apps. This in turn minimizes unanticipated damages or breakdowns.

- USB Playback to access and play back multimedia files directly from USB flash drives, no need for PC connection or complex cable hassles
- Mobile High-Definition Link (MHL) for flawless streaming of mobile contents from MHL-equipped smart devices
- QCast-Supported Wireless Display* for mirroring digital contents stored in computing and smart devices onto the big screen

*Available with the optional purchase of the QCast dongle

Multiple Display Administrator (MDA) Remote Control with Failure Alert System

Control and manage multiple displays simultaneously through your local network or serial port. Besides offering great convenience, MDA also enables powerful functions such as scheduling system integration and email notifications of arising issues.

Specifications

Model		ST550K	
Panel	Screen Diagonal	55"	
	Backlight	LED	
	Resolution	3840 x 2160	
	Aspect Ratio	16:9	
	Brightness	350 nits	
	Contrast Ratio	1200:1	
	Viewing Angle	176 degree (H) / 176 degree (V)	
	Color Gamut (x% NTSC)	65%	
	Frame Rate	60Hz	
	Response Time	6ms	
	Panel Bit	10 bit	
	Light Life	30,000 hrs (min.)	
	Orientation	Landscape	
Touch solution	Touch tech.	No	
	Number of touches	No	
	Touch interface	No	
Cover glass	Resolution	No	
	Thickness	No	
	Hardness	No	
Speaker	AG coating	No	
	Built-in speaker	8W x 2	
Interface	Input	Power (AC) Inlet	x 1
		Audio in	Yes (RCA, R/W)
		Composite video	No
		Composite audio	No
		Component video	Yes (YPbPr in)
		D-sub	x 1
		Type A HDMI	HDMI 1.4 x 3 (MHL x 1)
	Output	Type A USB (Playback)	x 4
		S-video	No
		S/PDIF	No
		LAN	x 1
		Audio out	x 1
		Composite AV	Yes (RCA)
		RS232	No
	Others	D-sub	No
		Earphone	No
		COAX	x 1
Mechanical	TV-tuner	No	
	slot-in PC	No	
	IR receiver	x 1	
	Dimensions (W x H x D)	1247x725x80mm/1247x779x80mm without base/with BCFM-50 base	
Power	Weight	15KG	
	Power supply	100V~240V	
OSD	Power consumption	<155W	
	On-Screen Display Languages	English / European French / European Spanish / European Portuguese / Simplified Chinese / Traditional Chinese / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Turkish / Arabic / Japanese (21 Languages)	
Accessories	Standard	Remote Control w/Battery	Yes
		Power Cord (by region)	Yes (x4)
		Touch pen	No
		Quick Start Guide	Yes
		Audio cable	No
		Touch Cable (USB to USB)	No
		VGA (D-sub 15pin) Cable / HDMI	Yes / Yes
Wall mount	No		

Input/output terminals



- 1 USB-4 interface
- 2 Network connection
- 3 HDMI input connection
- 4 HDMI input connection
- 5 HDMI input connection/MHL HDMI signal cable
- 6 VGA input connection
- 7 VIDEO output connection

