



# 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		
AG coating	AG coating	No		
	Speaker	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)	
	Type A USB (Playback)	x 4		
	Output	S-video	No	
		S/PDIF	No	
		LAN	x 1	
		Audio out	x 1	
		Composite AV	Yes (RCA)	
		RS232	No	
		D-sub	No	
	Others	Earphone	No	
		COAX	x 1	
TV-tuner		No		
Mechanical	Dimensions (W x H x D)	1247x725x80mm/1247x779x80mm without base/with BCFM-50 base		
		Weight	15KG	
	Power supply	100v~240V		
		Power consumption	<155W	
	OSD	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



Android is a trademark of Google Inc. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.



Because it matters