Your One-Stop Display Solution
BenQ 55" Smart Signage

BenQ ST550K Smart Signage

X-Sign  MDA  4K UHD  USB Plug & Play  MHL

**BenQ**
Because it matters

# BenQ
# Smart Signage

## ST550K

## 4K2K UHD Resolution
## Unparalleled Clarity for the Pickiest 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)

The MDA application helps you control and manage multiple displays simultaneously through the local network. In addition to providing great convenience, MDA enables powerful functionality such as integration with centralized monitoring and the ability to easily blank displays that are not in use, saving your business significant power costs.

## 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 | |
| | Resolution | No | |
| Cover glass | Thickness | No | |
| | Hardness | No | |
| | AG coating | No | |
| Speaker | Built-in speaker | 8W x 2 | |
| Interface | Input | Power (AC) in | 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 | HDMI1.4 x 3 (MHL x 1) |
| | | Type A USB (Playback) | x 4 |
| | | S-video | No |
| | | S/PDIF | No |
| | | LAN | x 1 |
| | Output | Audio out | x 1 |
| | | Composite AV | Yes (RCA) |
| | | RS232 | No |
| | | D-sub | No |
| | | Earphone | No |
| | | COAX | x 1 |
| | Others | TV-tuner | No |
| | | slot-in PC | No |
| | | IR receiver | x 1 |
| Mechanical | Dimensions (W x H x D) | 1247×725×80mm/1247×779×80mm without base/with BCFM-50 base | |
| | Weight | 15KG | |
| Power | 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) |
| | | Quick Start Guide | Yes |
| | | Audio cable | No |
| | | VGA (D-sub 15pin) | Yes |
| | | HDMI | Yes |
| | | Stand | Yes |
| | | Wall mount | Optional |

## Input/output terminals

| USB-4 | LAN | HDMI-1 | HDMI-2 | HDMI-3 (MHL) | VGA IN | VIDEO OUT |
|---|---|---|---|---|---|---|
| ❶ | ❷ | ❸ | ❹ | ❺ | ❻ | ❼ |

❶ USB-4 interface

❷ Network connection

❸ HDMI input connection

❹ HDMI input connection

❺ HDMI input connection/ MHL HDMI signal cable

❻ VGA input connection

❼ VIDEO output connection

## ecoFACTS
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• Arsenic-free optical glass
• BFR/PVC-free casing plastics
• Eco-friendly ink printing in packaging box

Dealer's Stamp

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