



# 55BM66AE

## 55" 4K UHD DIGITAL SIGNAGE DISPLAY



Hisense's BM66AE Digital Signage Displays (43"-86") are perfectly fit for public transport and retail locations. Their slim body design will make them blend into their surrounding and make your on-screen messaging stand out. Their vivid and vibrant colors immerse viewers and will effectively provide them with the information they are looking for. All this with the flexibility and reliability that are required for round-the-clock broadcasting locations due to light sensors, intelligent temperature control and dual-core SOC technology for PC-less offline or cloud-based content management. You can rest assure your content will be delivered 24/7 in an elegant, vibrant and reliable way.

### Highlights



#### Smart CMS

Hisense's CMS platform allows you to edit and arrange playlists, making content management easy and user-friendly. It supports all rich media content in synchronous playback over a multitude of commercial displays.



#### Round-the-clock operation

Designed with dual-core System on Chip (SoC) technology the Hisense BM66AE series can be used as reliable digital signage displays for both offline and cloud-based content 24 hours a day, 7 days a week.



#### Landscape & Portrait

Both landscape and portrait orientations are possible, providing you with endless creative and functional possibilities to fulfil your commercial or informative goals.



#### 4K Ultra HD

The 4K Ultra HD picture quality ensures perfect color and rich details in all possible broadcasting surroundings, ranging from shops to restaurants and office buildings.



#### 178° Wide viewing angle

The extra wide 178° viewing angle is a perfect fit for shoppers, employees or visitors that will view BM66AE displays from diverse angles while passing by.



#### 500 nits

With 500 nits maximum brightness the display panels can deliver amazingly vivid imagery anywhere during daytime and nighttime conditions.



#### Customization

Hisense's BM66AE displays support a variety of on-screen customizations such as custom startup logo, startup animation, wallpaper and many more.



#### Automatic time zone

When connected to the Internet each display will automatically synchronize to its local time zone. Making sure scheduled media broadcast is always in sync.

✈️ DEPARTURES				
Time	Destination	Gate	Flight	Remarks
09:20	BERLIN	W4	0028	GATE OPEN
09:50	NEW YORK	T2	5481	BOARDING
10:30	LONDON	R5	2091	GATE OPEN
10:45	PARIS	M3	6271	ON TIME
11:00	MOSKOW	S9	4301	GATE OPEN
11:12	MIAMI	E3	2702	ON TIME
11:25	WASHINGTON	R7	3681	ON TIME
11:25	LONDON	R9	1683	DELAYED
11:25	HONG KONG	R5	2671	ON TIME
11:45	LOS ANGELES	R7	8631	ON TIME



Specification subject to change

**Hisense**

Specifications

Digital Display Panel

Backlight	ELED
Size	55"
Resolution	3840 x 2160
Refresh rate	60Hz
Color	1.07B
Brightness	500nits
Contrast(typ)	1100:1 (typ)
Response time(typ)	8ms
Viewing angle(Min.)	178° /178°
Color gamut	72%
Haze	1%
Orientation	Landscape & Portrait
Lifetime	50,000 hrs
Operation Hours	24/7

Power

Input	AC 100~240V (50/60Hz)
Power Consumption	120W (Max)
Standby consumption	<0.5W

Physical

Bezel Color	Black
Set Dimension(W×H×D )	48.9 × 28.1 × 2.6 in
Bezel width(T/L/R/B)	0.46 in (T), 0.58 in (B), 0.48 in (L/R)
Net Weight	45.2 lbs
Packing Dimension (W×H×D )	54.1 × 33.4 × 5.6 in
Packed Weight	50.7 lbs
VESA	300mm x 300mm

System

OS	Android 7.0
DDR	2G
ROM	16G
Language	English

Connectivity

WIFI	Yes
LAN	1 x RJ45
SD/TF card	Yes
USB	2
Input	1 x HDMI/ 1 x DVI/ 1 x VGA/ 1 x DP/ 1 x USB/ 1 x RS232
Output	1 x Audio/ 1 x HDMI/ 1 x RS232

Speaker

Built in speaker	8W x 2
External	Yes

Control Method

Remote	Yes
RS232	Yes

Environment

Temperature	Storage: -4° - 140°F
	Operation: 32° - 104°F
Humidity	Storage: 10%~90%
	Operation: 10%~80%

Media Player compatibility

OPS Type Compatible	Yes
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What's in the box

Basic	Power cord
	Remote controller
	RS 232 cable
	Battery
	Logo Spacer

Dimensions

