



## 43BM66AE

### 43" 4K UHD DIGITAL SIGNAGE DISPLAY

Hisense Commercial Display solutions are perfect for high volume retail and corporate installation. A combination of seamless design and enhanced brightness ensure digital content vividly stands out from the crowd. The Hisense M Series display delivers 500 nits brightness for enhanced visibility in brightly lit environments. This higher brightness helps Hisense Commercial Displays provide better colour accuracy and vibrancy, meaning colours appear more lifelike and true to their intended experience, creating a more immersive viewing experience. Hisense M Series display are engineered for 24/7 operation, making them ideal for mission critical environments with zero downtime required.

#### 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.



##### Landscape & portrait

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



##### 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.



##### Customization

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



##### 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.



##### 4K Ultra HD

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



##### 500 nits

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



##### Automatic time zone

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



## Specifications

### Digital Display Panel

Backlight	ELED
Panel Type	IPS
Size	43"
Resolution	3840 x 2160
Refresh rate	60Hz
Color	1.07G
Brightness	500nits
Contrast(typ)	1200:1 (typ)
Response time(typ)	8ms
Viewing angle(Min.)	178°/178°
Color gamut	72%
Haze	1%
Orientation	Landscape & Portrait
Lifetime	50,000 hrs
Operation Hours	7Day*24Hour

### Power

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

### Physical

Bezel Color	Black
Set Dimension(W×H×D)	968mm x 556mm x 58.5mm 38.11 x 21.9 x 2.3 inch
Bezel width(T/L/R/B)	12.1mm (T/B/L/R)
Net Weight	13.5kg / 29.77 lbs
Packing Dimension (W×H×D)	1074mm x 663mm x 160mm 42.3 x 26.1 x 6.3 inch
Packed Weight	17.0kg / 37.49 lbs
VESA	400mm x 400mm

### System

OS	Android 9.0
DDR	ARM Cortex-A53 Quad core
ROM	Mali-G52
Language	English/Chinese

### Connectivity

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

### Speaker

Built in speaker	9W x 2
External	Yes

### Control Method

Remote	Yes
RS232	Yes

### Environment

Temperature	Storage: -20°~60°
	Operation: 0°~40°
Humidity	Storage: 10%~90%
	Operation: 20%~80%

### What's in the box

Basic	Power cord, Remote Control, RS232 label, Battery, LOGO, Spacer
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### Certification

Standard Certification	CB/CE/ErP/CTUVus/CEC/FCC/RCM	CB CE
EAN	6973172940884	ERP
Energy Table	43BM66AE	

### Dimensions

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13.3 kg / 29.77 lbs

