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.

55BM66AE
55” 4K UHD DIGITAL SIGNAGE DISPLAY

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Specifications:

- **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.

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Specifications

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

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

**Physical**
- **Bezel Color**: Black
- **Set Dimension**: 1241mm x 714.5mm x 66mm / 48.86 x 28.13 x 2.6 inch
- **Bezel width**: 11.7mm(T), 14.8mm(B), 12.2mm(L/R)
- **Net Weight**: 20.5kg / 45.2lbs
- **Packing Dimension**: 1374mm x 143mm x 847mm / 54.09 x 5.63 x 33.35 inch
- **Packed Weight**: 23kg / 50.7lbs
- **VESA**: 300mm x 300mm

**System**
- **OS**: Android 9.0
- **DDR**: 2G
- **ROM**: 16G
- **Language**: English/Chinese

**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**: 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, Battery, Logo

**Certification**
- **Standard Certification**: CB/CE/ErP/UL/c TUVus/CEC/FCC/RCM
- **EAN**: 6973172940303
- **Energy Table**: 5SBM66AE

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