



# Your One-Stop Display Solution BenQ 43"/55"/65" Smart Signage

BenQ Smart Signage Series



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Because it matters

# BenQ Smart Signage Series

ST430K/ST550K/ST650K



## 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 content. 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 Smart Signage Series' 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 ST430K, ST550K, ST650K, 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 content from MHL-equipped smart devices
- QCast-Supported Wireless Display\* for mirroring digital content stored in computing and smart devices onto the big screen

\*Available with the optional purchase of the QCast dongle

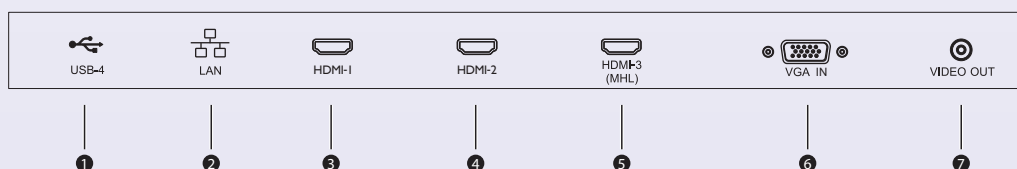
## Multiple Display Administrator (MDA)

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	ST430K	ST550K	ST650K	
Panel	Screen diagonal	43"	55"	65"
	Backlight	Direct LED	Direct LED	Direct LED
	Resolution	3840 x 2160, 4K	3840 x 2160, 4K	3840 x 2160, 4K
	Aspect ratio	16:9	16:9	16:9
	Brightness	380 nits	350 nits	450 nits
	Contrast ratio	1200:1	1200:1	1200:1
	Viewing angle	178° (H) / 178° (V)	178° (H) / 178° (V)	178° (H) / 178° (V)
	Frame rate	60Hz	60Hz	60Hz
	Response time	8ms	6ms	8ms
	Panel bit	10 bit	10 bit	10 bit
	Light life	30,000 hrs	30,000 hrs	30,000 hrs
	Usage (hrs / days)	18 / 7	18 / 7	18 / 7
	Orientation	Landscape / Portrait	Landscape / Portrait	Landscape
	Speaker	Built-in speaker	8W x 2	8W x 2
Interface	Audio in	Yes (RCA)	Yes (RCA)	Yes (RCA)
	Composite video	Yes (RCA)	Yes (RCA)	Yes (RCA)
	Component video	Yes (YPbPr in)	Yes (YPbPr in)	Yes (YPbPr in)
	D-sub	x 1	x 1	x 1
	Type A HDMI	HDMI 1.4 x 3 (MHL x 1)	HDMI 1.4 x 3 (MHL x 1)	HDMI 1.4 x 3 (MHL x 1)
	Type A USB (Playback)	x 4	x 4	x 4
	LAN	x 1	x 1	x 1
	IR receiver	x 1	x 1	x 1
	Audio out	x 1	x 1	x 1
	Composite AV Out	Yes (RCA)	Yes (RCA)	Yes (RCA)
Mechanical	Dimensions with stand (W x H x D)	970 x 616 x 222 mm	1247 x 791 x 324 mm	1462 x 903 x 286 mm
	Dimensions without stand (W x H x D)	970 x 564 x 74 mm	1247 x 725 x 80 mm	1462 x 844 x 88 mm
	Weight (without / with packing)	9.5 / 12 kg	16 / 20 kg	20 / 28 kg
Power	Power supply	100v~240v	100v~240v	100v~240v
	Power consumption	<98	<155	<200
Accessories	Remote control	Yes	Yes	Yes
	Power cord	Yes	Yes	Yes
	Quick start guide	Yes	Yes	Yes
	VGA (D-sub 15pin)	Yes	Yes	Yes
	HDMI	Yes	Yes	Yes
	Stand	Yes	Yes	Yes
	Wall mount	Optional	Optional	Optional

## 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



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