



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

## BenQ Smart Signage Series



Learn more



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 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 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 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

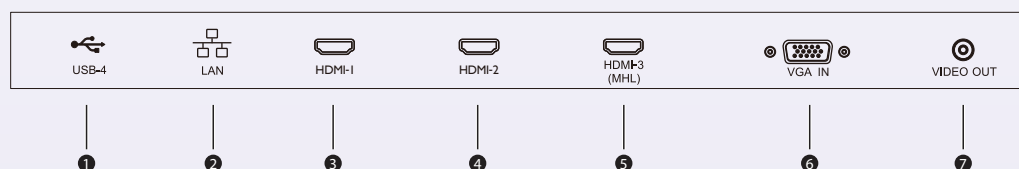
## Multiple Display Administrator (MDA)

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

|              |                                                                       | ST430K                                                                                                                                                                                                                                              | ST550K                                                                                                                                                                                                                                              | ST650K                                                                                                                                                                                                                                              |
|--------------|-----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Panel        | Screen Size                                                           | 43"                                                                                                                                                                                                                                                 | 55"                                                                                                                                                                                                                                                 | 65"                                                                                                                                                                                                                                                 |
|              | Backlight/Lightsource                                                 | D-LED                                                                                                                                                                                                                                               | D-LED                                                                                                                                                                                                                                               | D-LED                                                                                                                                                                                                                                               |
|              | Active Area (horizontal × vertical)(mm)                               | 941.1 × 529.2mm                                                                                                                                                                                                                                     | 1225.2 × 696.7mm                                                                                                                                                                                                                                    | 1428.4 × 803.5mm                                                                                                                                                                                                                                    |
|              | Resolution (pixels)                                                   | UHD 3840 × 2160                                                                                                                                                                                                                                     | UHD 3840 × 2160                                                                                                                                                                                                                                     | UHD 3840 × 2160                                                                                                                                                                                                                                     |
|              | Brightness (typical)                                                  | 380 nits                                                                                                                                                                                                                                            | 350 nits                                                                                                                                                                                                                                            | 450 nits                                                                                                                                                                                                                                            |
|              | Contrast Ratio (typical)                                              | 1200:1                                                                                                                                                                                                                                              | 1200:1                                                                                                                                                                                                                                              | 1200:1                                                                                                                                                                                                                                              |
|              | Viewing Angle (horizontal/vertical)                                   | 178° / 178°                                                                                                                                                                                                                                         | 178° / 178°                                                                                                                                                                                                                                         | 178° / 178°                                                                                                                                                                                                                                         |
|              | Aspect Ratio                                                          | 16:9                                                                                                                                                                                                                                                | 16:9                                                                                                                                                                                                                                                | 16:9                                                                                                                                                                                                                                                |
|              | Light Life (typical)                                                  | 30,000hrs                                                                                                                                                                                                                                           | 30,000hrs                                                                                                                                                                                                                                           | 30,000hrs                                                                                                                                                                                                                                           |
|              | Display Orientation                                                   | Landscape / Portrait                                                                                                                                                                                                                                | Landscape / Portrait                                                                                                                                                                                                                                | Landscape                                                                                                                                                                                                                                           |
| Audio        | Internal Speaker (Amp)                                                | 8W × 2                                                                                                                                                                                                                                              | 8W × 2                                                                                                                                                                                                                                              | 8W × 2                                                                                                                                                                                                                                              |
|              | Audio In/Out (left/right, RCA)                                        | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             |
|              | Audio Line In/Out (3.5mm)                                             | No / x1                                                                                                                                                                                                                                             | No / x1                                                                                                                                                                                                                                             | No / x1                                                                                                                                                                                                                                             |
| Connectivity | VGA In/Out                                                            | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             |
|              | HDMI In/Out                                                           | x3 / No                                                                                                                                                                                                                                             | x3 / No                                                                                                                                                                                                                                             | x3 / No                                                                                                                                                                                                                                             |
|              | USB port (Type A)                                                     | x4 (2.0 x3;3.0 x1)                                                                                                                                                                                                                                  | x4 (2.0 x3;3.0 x1)                                                                                                                                                                                                                                  | x4 (2.0 x3;3.0 x1)                                                                                                                                                                                                                                  |
|              | RJ45 Port In/Out                                                      | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             | x1 / No                                                                                                                                                                                                                                             |
| Power        | AC/DC In                                                              | AC                                                                                                                                                                                                                                                  | AC                                                                                                                                                                                                                                                  | AC                                                                                                                                                                                                                                                  |
|              | AC Power Switch                                                       | N/A                                                                                                                                                                                                                                                 | N/A                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | Voltage                                                               | 100V ~ 240V, 50Hz / 60Hz                                                                                                                                                                                                                            | 100V ~ 240V, 50Hz / 60Hz                                                                                                                                                                                                                            | 100V ~ 240V, 50Hz / 60Hz                                                                                                                                                                                                                            |
|              | Power Consumption (typical/standby )                                  | 53W / ≤ 0.5W                                                                                                                                                                                                                                        | 84W / ≤ 0.5W                                                                                                                                                                                                                                        | 108W ≤ 0.5W                                                                                                                                                                                                                                         |
|              | Dimension (WxHxD) (mm)                                                | 1,969.6 × 564.2 × 73.3 (w/o stand)<br>2,969.6 × 616.0 × 222.0 (w/ stand)                                                                                                                                                                            | 1,1246.9 × 725.2 × 79.9 (w/o stand)<br>2,1246.9 × 790.5 × 322.9 (w/ BCFM-50 base)                                                                                                                                                                   | 1,1461.5 × 844.2 × 87.7 (w/o stand)<br>2,1461.5 × 902.8 × 287.2 (w/ stand)                                                                                                                                                                          |
| Mechanical   | Bezel Width (top/bottom/ left/right) (mm)                             | 11.7/18.1/11.7/11.7                                                                                                                                                                                                                                 | 16.6/24.1/16.6/16.6                                                                                                                                                                                                                                 | 15.6/22.9/15.6/15.6                                                                                                                                                                                                                                 |
|              | Weight (w/o Packing/ w/ Packing) (kg)                                 | 9.5 kg / 12.0 kg                                                                                                                                                                                                                                    | 16.0 kg / 20.0 kg                                                                                                                                                                                                                                   | 20.0 kg / 28.0 kg                                                                                                                                                                                                                                   |
|              | Wall Mounting (VESA) (mm)                                             | 200 × 300 (4 holes)<br>(2 - M6 × 25L:TOP SIDE)<br>(2 - M6 × 10L: BOT SIDE)                                                                                                                                                                          | 200 × 300 (4 holes)<br>4 - M6 × 10L                                                                                                                                                                                                                 | 500 × 400 (4 holes)<br>4 - M6 × 26L                                                                                                                                                                                                                 |
|              | Operation Temperature                                                 | 0° C ~ 40° C                                                                                                                                                                                                                                        | 0° C ~ 40° C                                                                                                                                                                                                                                        | 0° C ~ 40° C                                                                                                                                                                                                                                        |
| Environment  | Storage Temperature                                                   | -20° C ~ 55° C                                                                                                                                                                                                                                      | -20° C ~ 55° C                                                                                                                                                                                                                                      | -20° C ~ 55° C                                                                                                                                                                                                                                      |
|              | On-Screen Display Languages                                           | English / French / Spanish / Portuguese / Simplified Chinese / Traditional Chinese / German / Deutsch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Turkish / Arabic / Japanese (21 Languages) | English / French / Spanish / Portuguese / Simplified Chinese / Traditional Chinese / German / Deutsch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Turkish / Arabic / Japanese (21 Languages) | English / French / Spanish / Portuguese / Simplified Chinese / Traditional Chinese / German / Deutsch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Turkish / Arabic / Japanese (21 Languages) |
| Software     | Multiple Display Control (MDA) Support                                | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | X-Sign (please check X-Sign website for detailed compatibility info.) | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | Remote Control                                                        | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
| Accessory    | Power Cord (by region)                                                | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | VGA Cable                                                             | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | HDMI Cable                                                            | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | Quick Start Guide                                                     | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | User's Manual Electronic File                                         | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 | Yes                                                                                                                                                                                                                                                 |
|              | Stand                                                                 | Yes (also have option for Easy-To-Go mount)                                                                                                                                                                                                         | Yes (also have option for Easy-To-Go mount)                                                                                                                                                                                                         | Yes (also have option for Easy-To-Go mount)                                                                                                                                                                                                         |
|              |                                                                       |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                     |

## 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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