

**Hisense**

43" Digital Signage Display



# 43BM66AE

## 43" 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 colours 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.



#### 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
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
Bezel width(T/L/R/B)	12.1mm (T/B/L/R)
Net Weight	13.5kg
Packing Dimension (W×H×D )	1074mm x 663mm x 160mm
Packed Weight	17.0kg
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

### Certification

Standard Certification	CB,CE,ERP,RCM,ICASA	CB CE
EAN	6973172940884	ERP
Energy Table	43BM66AE	

### 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: 10%~80%

### Media Player compatibility

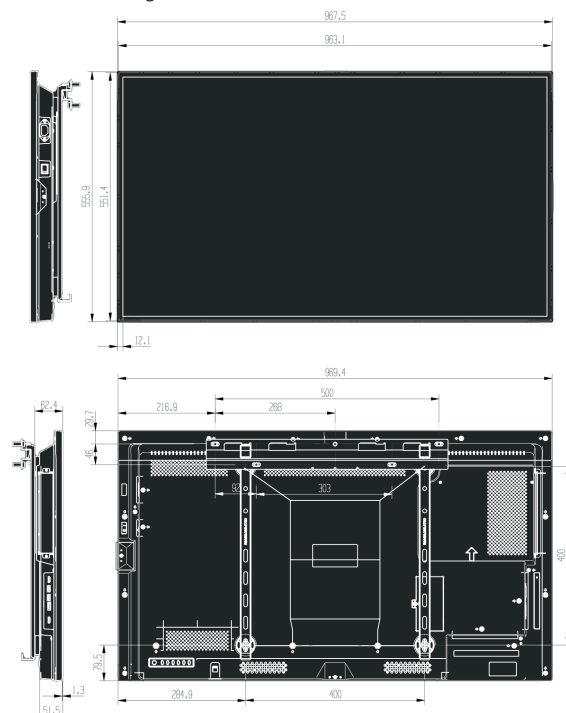
OPS Type Compatible	Yes
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### What's in the box

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

**43"** 968 x 556 x 58.5 mm  
13.3 kg



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## Assured Systems

Assured Systems is a leading technology company with over 1,500 regular clients in 80 countries, deploying over 85,000 systems to a diverse customer base in 12 years of business. We offer high-quality and innovative rugged computing, display, networking and data collection solutions to the embedded, industrial, and digital-out-of-home market sectors.

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