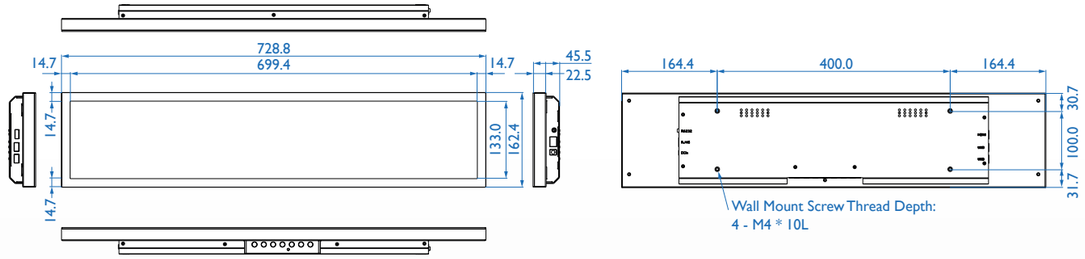
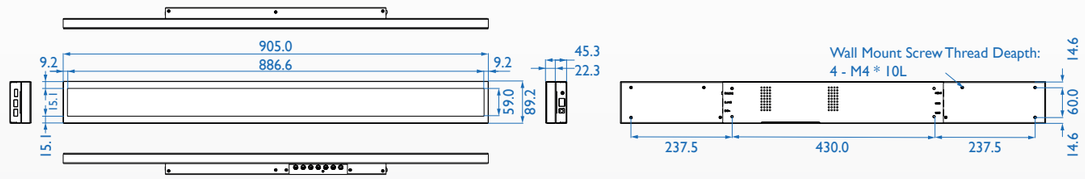
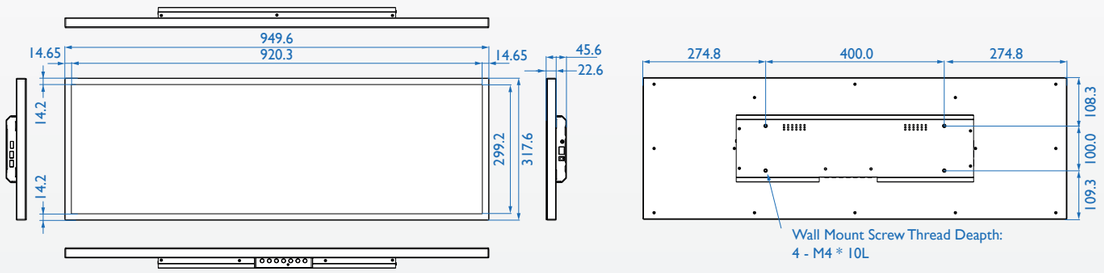
BH2801



BH3501

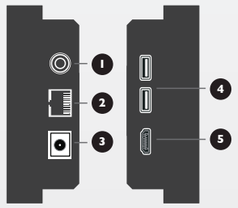


BH3801

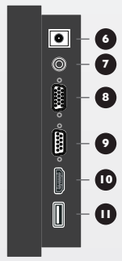


Input/output terminals

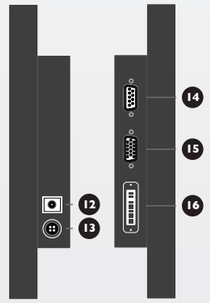
BH2401/ BH2801 / BH3501/ BH3801



BH281



BH380



1 RS232 (3.5mm)
Receives control signals from a computer or another display.

3 6 DC IN
Connects to a power outlet via the supplied power cord and adapter.

5 10 HDMI IN
Receives HDMI signals from an external device.

8 15 VGA
Receives analog RGB signals from an external device (such as a computer).

12 DC 24V Iutput

16 DVI port

2 LAN
Connects to the RJ-45 port on your Ethernet or router.

4 11 USB(2.0)
Accesses multimedia files on USB drives directly.

7 Line IN
Inputs audio signals from an external device.

9 14 RS232
Receives control signals from a computer or another display.

13 DC 12V Output

ecoFACTS
csr.BenQ.com
- Arsenic-free optical glass
- BFR/PVC-free casing plastics
- Eco-friendly ink printing in packaging box

Dealer's Stamp

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BenQ
Because it matters

BenQ Bar-Type Display

Where there is space, there is opportunity for adaptable perfection.

BH281 / BH380 / BH2401 / BH2801 / BH3501 / BH3801

Orientation
X-Sign Embedded
24 HOURS / 7 DAYS
DMS Tools

BenQ
Because it matters

EYE-CATCHING SIGNAGE FOR EVERY SPACE

The Comprehensive On-the-Shelf Marketing Solution

BenQ's Bar Type Displays, ideal for point-of-sale marketing, come in a wide variety of sizes. For the narrowest spaces, such as on front of shelves, BH2401 (63*9 cm) and BH3501 (90*9 cm) are perfect fits. And for advertising above shelves or in other limited spaces, BH281 (73*17 cm), BH2801 (73*12 cm), BH380 (98*30 cm), and BH3801 (95*32 cm) offer maximal screen size and message impact in convenient long-and-narrow form factors.

For retail operators that want to optimize shelf space to increase revenue with last mile promotions, BenQ's Bar Type displays are the leading choice. Every Bar Type display comes packaged with X-Sign, BenQ's exclusive signage management software. X-Sign makes it easy to design, display, and replace dynamic content, such as videos and scrolling text, which are more efficient than static ads. More importantly, BenQ's Bar Type displays provide an ideal combination of hardware features. Especially designed to fit on shelves, BenQ Bar Type signage is a perfect match for numerous retail configurations. Meanwhile, having Android built in means that BenQ Bar Type displays are truly plug-and-play, all-in-one devices – no external media player, external speakers, or unsightly cables required. Furthermore, anti-reflective glass-coated screens lend the Bar Type series of displays a fashionable allure that integrates seamlessly into boutique and high-end retail operations.

All-in-One, Clutter Free Solution

Android Built-In

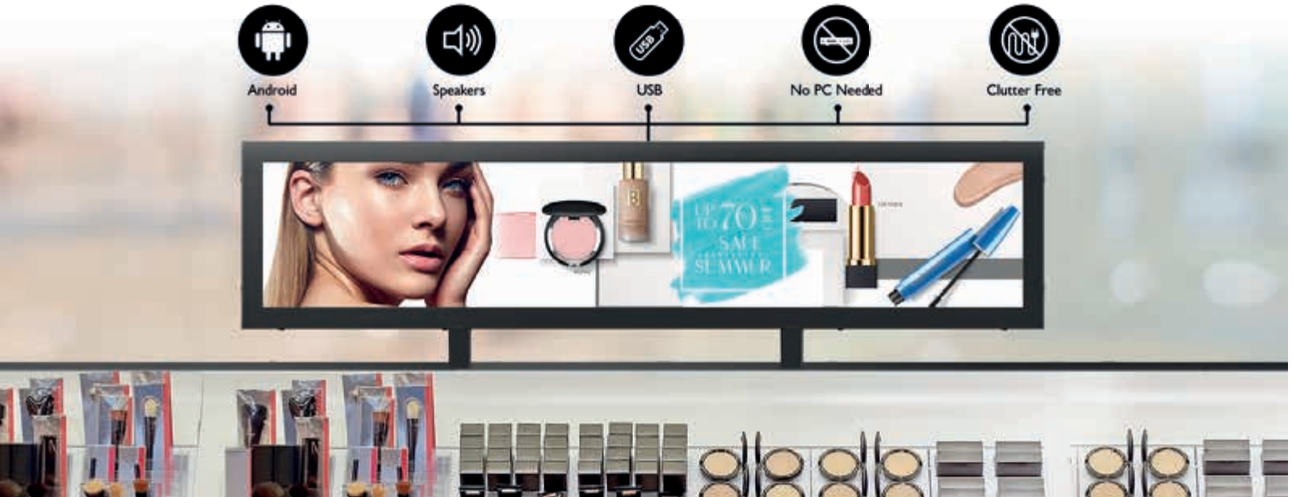
Built-in Android* means that the BenQ Bar Type Display is ready to work as soon as operators plug it in. There's no need to hook it up to a PC or other device to serve content, and embedded speakers provide for the BenQ Bar Type Display's audio needs. With no cables to hide, the all-in-one BenQ Bar Type Display fits neatly on shelves and reduces clutter.

USB Plug & Play

The BenQ Bar Type Display's plug-and-play* simplicity enables you to access and play multimedia files directly from a USB flash drive. Requiring no PC connection or complicated cable setup, the BenQ Bar Type Display ensures a holistic shopping experience with the most hassle-free installation.

Flexible Installation

The BenQ Bar Type Display's special long-and-narrow design lets it fit anywhere on a shelf, making a large impact while using little space. By replacing ordinary paper price tags with audio and video content, the BenQ Bar Type Display is built to attract customers' attention and boost sales.



Elegant, Durable Display Cover

Anti-Reflective Glass

The BenQ Bar Type Display's front panel is covered with high-performance anti-reflective glass* that ensures content is always vibrant and clear. With a beautiful design that looks like an integral part of the shelves it sits on, the BenQ Bar Type Display can confer a distinctive premium atmosphere to retail outlets and boost brand positioning.

24/7 Non-Stop Operation

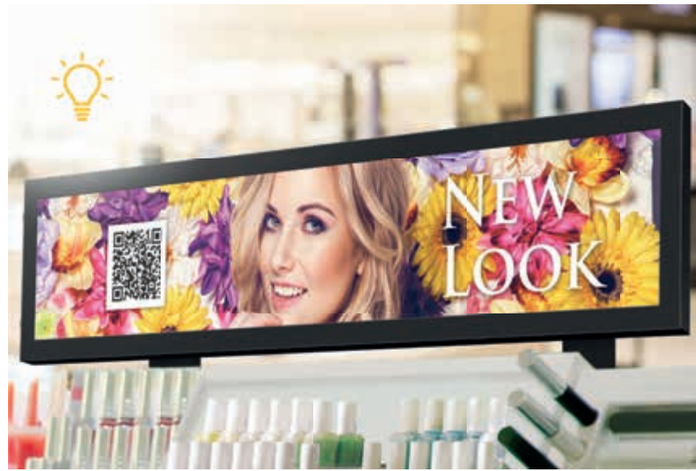
A 55,000-hour* lifespan and industrial-class performance make the BenQ Bar Type Display far more economical than consumer display models. Built especially for business use with advanced panel technology, the BenQ Bar Type Display can provide reliable 24/7 non-stop performance for years and years.

Flawless Display in Portrait and Landscape View

Unlike anything else available on the market, BenQ Bar Type displays are built to ensure flawless portrait and landscape view. This choice between vertical and horizontal installation greatly increases flexibility when operators are designing and arranging their stores.

High Brightness

At 1000 nits brightness*, the BenQ Bar Type Display can provide striking colors and clarity in brightly lit environments, facilitating both indoor and semi-outdoor applications.



Integrated X-Sign 2.0 Software with Bar Type Content Templates

X-Sign Designer

BenQ's X-Sign 2.0* takes the hassle out of designing signage content. Included with the Bar Type Display, BenQ's exclusive X-Sign software provides content templates that are especially designed for long-and-narrow bar-type displays, making it easy for operators to quickly design and roll out new promotional material. The templates also let operators add images, videos, and scrolling text to their marketing materials. The long-size templates let operators create marketing content easily while the ability to enrich materials with media content will boost the store's bottom line.

Real Time Messages

X-Sign lets operators push real-time messages to the display network to create instant excitement.

Instant Price Updates

Updating prices and other fluctuating content is easy. Operators just need to modify a centralized .csv file in the cloud.

Broadcast YouTube Live Streaming across Multiple Displays

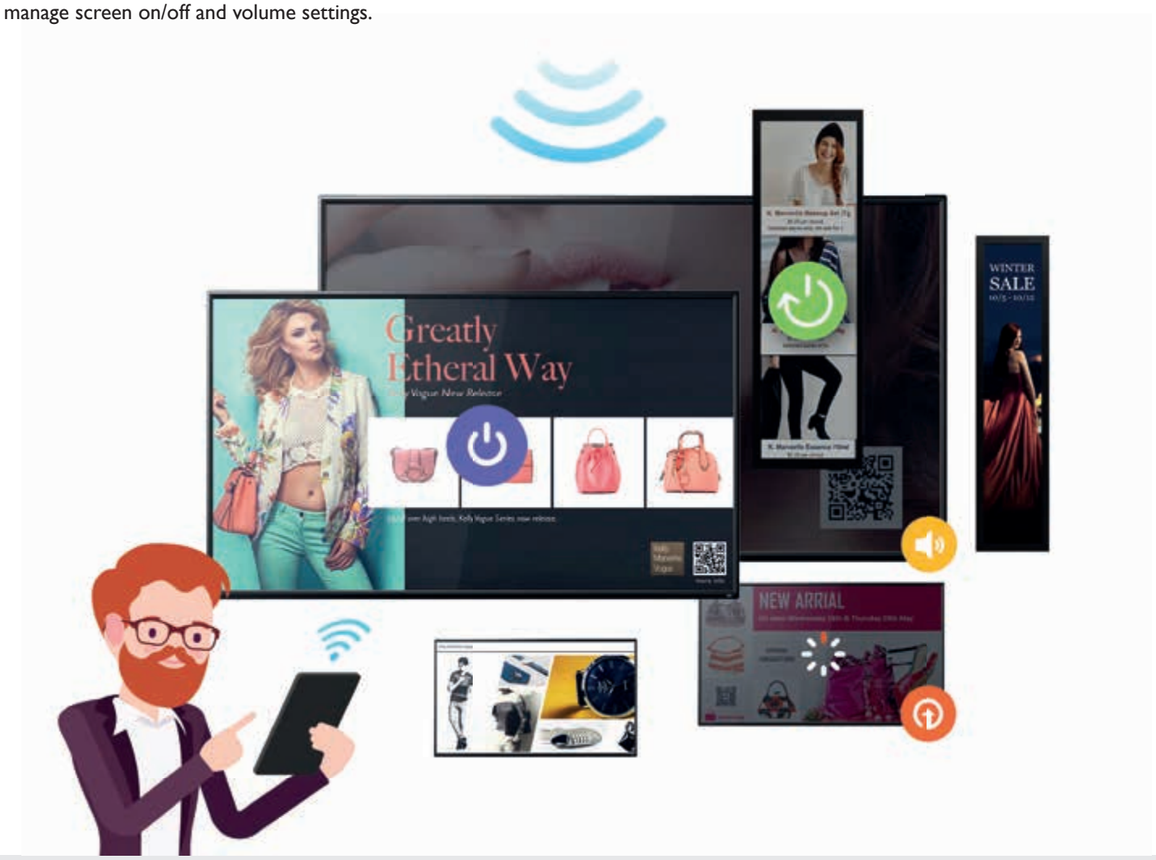
With X-Sign, operators can insert live YouTube broadcasts of product launches on Smart Signage in real time, which makes promoting new products instant and easy.

QR Code Interaction and Analysis

X-Sign allows operators to embed QR Codes that, when scanned, can offer customers the latest promotional information. X-Sign also offers QR Code analysis to let operators see when and where customers are interacting with content. This analysis can help operators quickly adjust their offers to match customer interest.

Centralized Remote Display Management

X-Sign's intuitive interface makes it easy for operators to monitor and manage all remote displays from a central, off-site location. With X-Sign, operators can keep tabs on display performance in real-time and receive instant alerts about any issues. Loaded with functionality, X-Sign also allows operators to see what content is playing on each display, manage updates, restart displays, and manage screen on/off and volume settings.



Hassle-free Display Management

MDA (Multiple Display dministrator)

Operators can remotely control display on/off time or backlight via LAN or RS232.

DMS 1.0 (Display Management System)

Install Android™ apps for a selection of displays through BenQ's cloud server.

OTA (Over-the-Air) Update

Keep all display drivers up-to-date with easy firmware update.

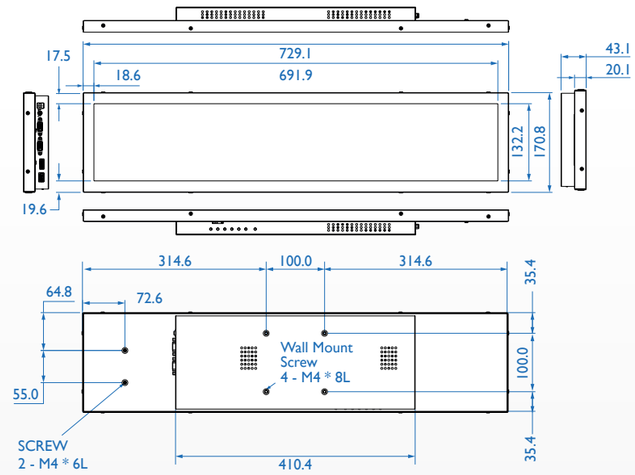
Specifications

Model		BH281	BH380	BH2401	BH2801	BH3501	BH3801
Panel	Screen Size	27.6"	38"	24"	28"	35"	38"
	Backlight/Lightsource	E-LED	E-LED	E-LED	E-LED	E-LED	E-LED
	Active Area (horizontal × vertical)(mm)	688.9 x129.2 mm	919.3 x 257.6 mm	598.6 x 59.0 mm	699.4 x 133.0 mm	886.6 x 59.0 mm	920.3 x 289.2 mm
	Resolution (pixels)	1920 x 360	1920 x 545	1920 x 190	1920 x 360	1920 x 130	1920 x 600
	Brightness (typical)	1,000 nits	800 nits	1000 nits	1000 nits	1000 nits	1000 nits
	Contrast Ratio (typical)	1000:1	4000:1	3000:1	3000:1	3000:1	3000:1
	Aspect Ratio	16:3	32:9	16:1.6	16:3	16:1	16:5
	Light Life (typical)	60,000hrs	50,000hrs	55,000hrs	55,000hrs	55,000hrs	55,000hrs
	Display Orientation	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
System	OS	N/A	N/A	Android	Android	Android	Android
	System Memory (GB)	N/A	N/A	2GB	2GB	2GB	2GB
	Storage (GB)	N/A	N/A	16GB	16GB	16GB	16GB
Audio	Internal Speaker (Amp)	2W x 2	N/A	2W x 2	2W x 2	2W x 2	2W x 2
	Audio Line In/Out (3.5mm)	x1 / No	No / x1	N/A	N/A	N/A	N/A
Glass	Tempered Glass	N/A	N/A	Yes	Yes	Yes	Yes
Connectivity	VGA In/Out	x1 / N/A	x1 / N/A	N/A	N/A	N/A	N/A
	DVI In/Out	N/A	x1(DVI compatible with HDMI) /No	N/A	N/A	N/A	N/A
	HDMI In/Out	x1 / N/A	N/A	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A
	USB port (Type A)	x1 / N/A	N/A	x2 / N/A	x2 / N/A	x2 / N/A	x2 / N/A
	RJ45 Port In/Out	N/A	N/A	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A
Control	RS232 In/Out	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A
Power	AC/DC In	DC	DC	DC	DC	DC	DC
	Voltage	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz
	Power Consumption (typical/standby)	≦45W / ≦0.5W	≦76W / ≦5W	≦30W / ≦0.5W	≦35W / ≦0.5W	≦50W / ≦0.5W	≦65W / ≦0.5W
Mechanical	Dimension (WxHxD) (mm)	729.1 x 170.8 x 43.1mm	980.9 x 303.2 x 43.6mm	629.6 x 90.0 x 45.5mm	728.8 x 162.4 x 45.5mm	905.0 x 89.2 x 45.3mm	949.6 x 317.6 x 45.6mm
	Bezel Width (top/bottom/left/right) (mm)	19.6 / 20.4 / 19.4 / 19.4mm	16.9 / 22.7 / 29.2 / 29.2mm	15.5 / 15.5 / 15.5 / 15.5mm	14.7 / 14.7 / 14.7 / 14.7mm	15.1 / 15.1 / 9.2 / 9.2mm	14.2 / 14.2 / 14.7 / 14.7mm
	Weight (w/o Packing/ w/ Packing) (kg)	4.0kg / 7.0kg	6.4kg / 10.2kg	2.5kg / 3.5kg	5.4kg / 6.4kg	4.0kg / 5.0kg	7.9kg / 8.9kg
	Wall Mounting (VESA) (mm)	100 x 100 (4 holes) 4 - M4 x 8L	200 x 100 mm (4 holes) screw type	430 x 60 (4 holes) 4 - M4 x 10L	400 x 100 (4 holes) 4 - M4 x 10L	430 x 60 (4 holes) 4 - M4 x 10L	400 x 100 (4 holes) 4 - M4 x 10L
Environment	Operation Temperature	0°C ~ 40°C	0°C ~ 45°C	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C
	Storage Temperature	-10°C ~ 60°C	-10°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C
	Usage (Hour/Day)	24/7	24/7	24/7	24/7	24/7	24/7
OSD	On-Screen Display Languages	English,Simplified Chinese (2 Languages)	English, Simplified Chinese , Traditional Chinese (3 Languages)	English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese / Korean (25 Languages)			
Software	Multiple Display Control (MDA) Support	Yes	N/A	Yes	Yes	Yes	Yes
	X-Sign (please check X-Sign website for detailed compatibility info.)	Yes	Yes	Yes	Yes	Yes	Yes
Accessory	Remote Control	Yes	N/A	Yes	Yes	Yes	Yes
	Power Cord(by region)	Yes	Yes	Yes	Yes	Yes	Yes
	HDMI Cable	Yes	Yes (DVI to HDMI Cable)	Yes	Yes	Yes	Yes
	RS232 Cable/RS232 Loop Cable	N/A	N/A	Yes/No	Yes/No	Yes/No	Yes/No
	Quick Start Guide	Yes	N/A	Yes	Yes	Yes	Yes
	User's Manual Electronic File	Yes	Yes	Yes	Yes	Yes	Yes
	Stand	Optional	N/A	Optional	Optional	Optional	Optional

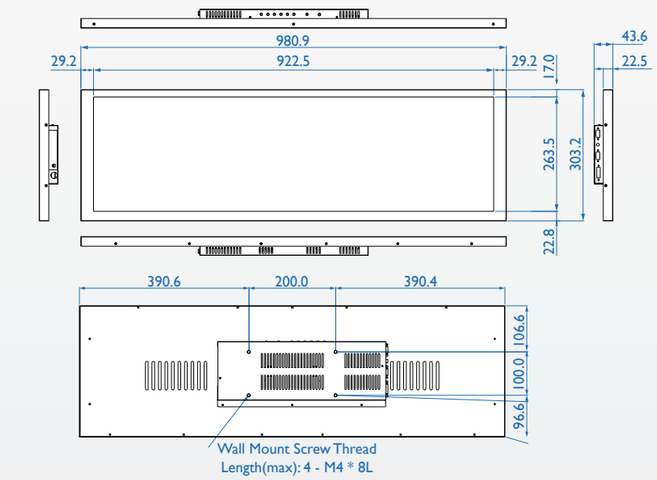
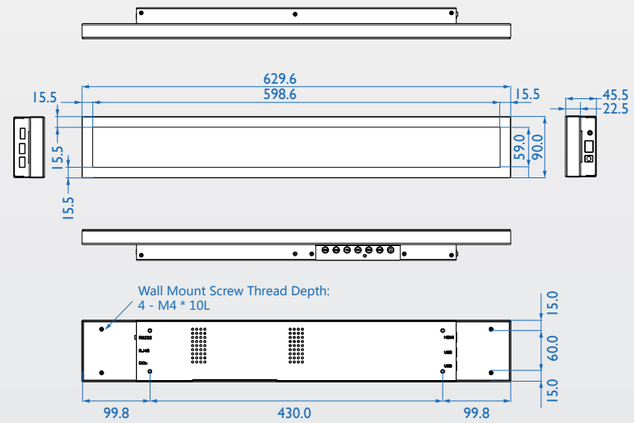
*These features are compatible with selected models. For more information, please refer to BenQ's official website.
** Please check X-Sign website for detailed compatibility info. http://business-display.benq.com/

Dimension(mm)

BH281



BH380



BH2401