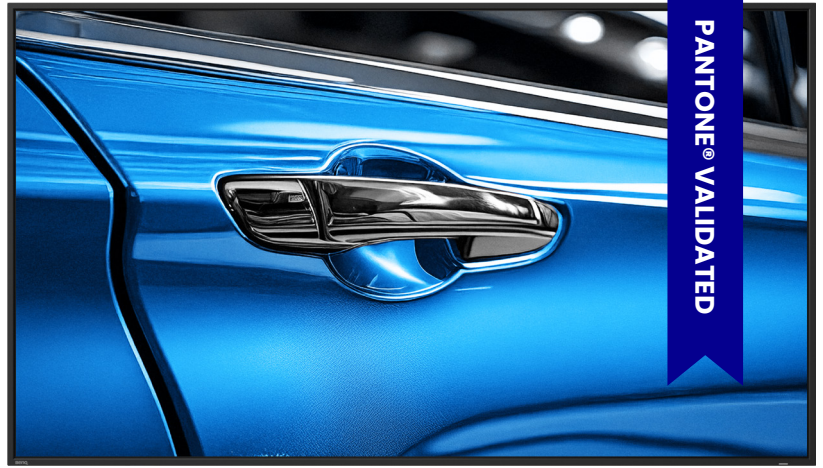


BenQ

SH5504

Digital Signage



Certified colour performance

The SH5504 Series is the first signage to carry both **Pantone®** and **Pantone SkinTone™** validation, ensuring corporate brand palettes and human skin tones are rendered faithfully. Ideal for brand messaging, employer branding, executive communications, and inclusivity-focused campaigns.



Diverse display modes for every corporate scenario

Deliver content with outstanding colour accuracy and **99% sRGB** coverage across versatile display modes, including **M-Book, High-Detail, Sketch, and Cinema**. Perfect for presentations, client-facing materials, and team collaboration, with high brightness that keeps visuals vivid even in sunlit environments.



Centralised content management

Streamline communications across offices and retail stores with **X-Sign software**. Remotely create, schedule, and distribute content using **160+ customisable templates**—whether it's internal announcements, company updates, or in-store promotions—ensuring consistent messaging across every screen.



Google core services with enterprise-grade security

The EDLA-certified SH5504 comes with **Google core services**, including the **Play Store**, for easy app installation. BenQ's proprietary security controls combined with **Google Play Protect** block harmful apps and remove malicious content, keeping your network safe

→ Specifications subject to change without notice.

Panel	Screen size	55"
	Resolution	UHD 3840 × 2160
	Brightness	800 nits
	Contrast ratio (typ.)	1200:1
	Viewing angle (H/V)	178°/178°
	Response time	8 ms
	Backlight life	50,000 hrs
	Panel surface	AG, Haze 25%
	Operating hours	24 hours / 7 days
	Display orientation	Landscape / Portrait
System	Colour gamut	CIE 1976: 95% DCI-P3, 99% sRGB, 85% NTSC
	Active area (H × V)	1209.6 × 680.4 mm
	CPU	Arm Cortex-A73 × 4 + A53 × 4
	GPU	Arm Mali-G52 MP8
	System memory	8 GB
	Storage	64 GB
	OS	Android 13 EDLA
Power	Power supply	AC 100–240V, 50/60Hz
	Power consumption (typ.)	110.3 W
	AC power switch	Yes
	ENERGY STAR®	Yes
Environment	Wake up	HDMI / LAN
	Operating temperature	0°C ~ 40°C
Connectivity	Operating humidity	10% ~ 80% RH non-condensing
	Input	HDMI 2.0 × 2
	Output	Earphone × 1
	USB	Type-A × 2 (2.0)
	RS-232 (In)	Yes
Built-in peripherals	RJ45 (LAN)	10 / 100 Mbps (Android) × 1
	Wi-Fi 6 and Bluetooth® 5.2	Optional WD02AT Wi-Fi dongle
	Speaker	12W × 2
Mechanical	IR sensor	Yes (w/ lock)
	Dimensions (W × H × D)	1237.3 × 709.8 × 56.4 mm
	Weight (product shipping)	14.7 kg 19.1 kg
	Bezel width (T B L R)	12 12.8 12 12 mm
Accessories	Mount (screws)	VESA 400 × 400 mm (4 × M6 × 12L)
	Remote control	× 1
	Cables	HDMI (1.5 m) × 1, RS-232 (1.8 m) × 1

SOFTWARE



X-Sign 3.0

Create, schedule, and publish content across your displays to share announcements, dashboards, alerts, videos, and much more.



DMS

Device Management Solution centrally oversees all displays to get real-time status information, deploy OTA updates & more.



AMS

Account Management System to conveniently load and access your account and cloud storage from any BenQ display.



InstaShare 2.0

Wireless screen sharing & casting from any device. Share several screens simultaneously, with different types of content.



Because Earth Matters



ENERGY STAR® 8.0

Our certified displays help you save power by up to 40% and lower operational costs.



Sustainable packaging

We've increased the loading rate by 60%, reducing our footprint in transport and logistics.

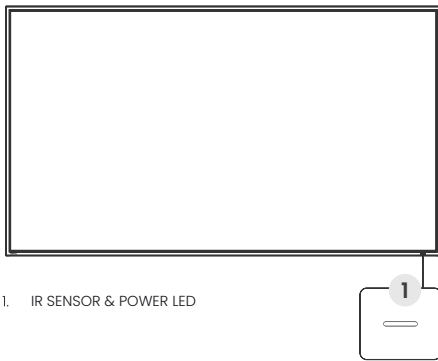


Remote energy control

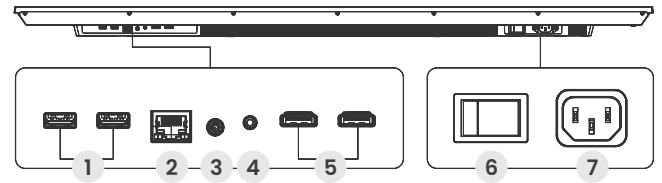
Avoid unnecessary power use with DMS by powering on/off your displays remotely and setting schedules.

INPUT AND OUTPUT TERMINALS

FRONT PANEL

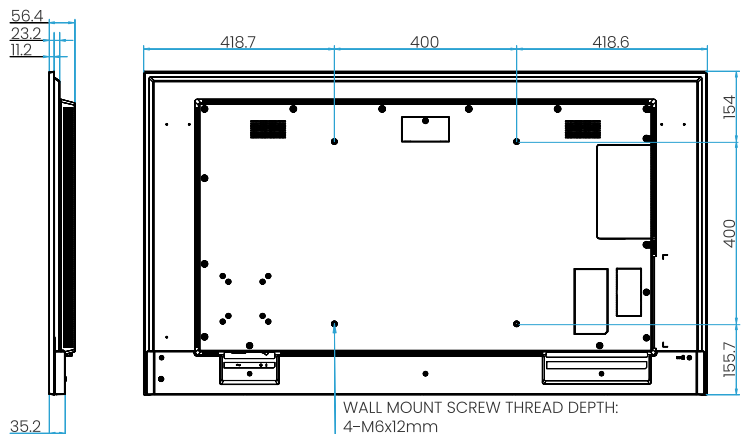
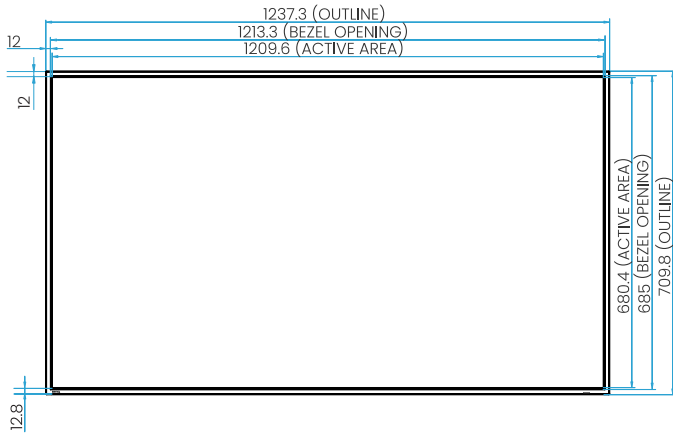


BOTTOM PANEL



- | | |
|---------------------------|------------------|
| 1. USB 2.0 TYPE A PORTS | 5. HDMI IN PORTS |
| 2. GIGABIT ETHERNET PORTS | 6. POWER SWITCH |
| 3. 3.5 MM AUDIO OUT JACK | 7. POWER INPUT |
| 4. RS-232 IN PORT | |

DIMENSIONS (MM)



Warranty terms and conditions may change based on the country of purchase and local regulations.



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