

BenQ

ST5504

Digital Signage



Impactful Visual Communication

Deliver clear, engaging messages with stunning **4K UHD** visuals that ensure **bright, vibrant visuals** and capture attention in both **portrait and landscape modes** across office and retail environments. From executive communications to in-store promotions, brand storytelling, and wayfinding, ensure every message is visually compelling and easy to understand.



All-Day, Reliable Performance

Built for **18/7 operation** and powered by **Android 14**, this display supports the demands of both busy workplaces and high-traffic retail environments. Keep corporate teams informed throughout the workday while ensuring retail locations consistently deliver promotions, updates, and customer messaging without interruptions.



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.



Instant Sharing and Hybrid Connectivity

Easily share any content with **InstaShare 2**, enabling seamless wireless casting across devices for quick and efficient presentations in any meeting space. The option to add a camera for **hybrid meetings** helps teams stay connected and collaborate effectively between in-person and remote participants.

→ Specifications subject to change without notice.

Panel	Screen size	55"
	Resolution	UHD 3840 × 2160
	Brightness	350 nits
	Contrast ratio	1200:1
	Viewing angle (H/V)	178°/178°
	Response time	8 ms
	Backlight life	30,000 hrs
	Panel surface	AG, Haze 25%
	Operating hours	18 hours / 7 days
	Display orientation	Landscape / Portrait
System	Colour gamut	CIE 1976: 99% sRGB, 72% NTSC
	Active area (H × V)	1209.6 × 680.4 mm
	CPU	4 × Arm Cortex-A73
	GPU	Mali-G52 MC1
	System memory	4 GB
	Storage	32 GB
Power	OS	Android 14
	Power supply	AC 100–240V, 50/60Hz
	Power consumption (typ.)	71 W
	AC power switch	Yes
Environment	ENERGY STAR®	Yes
	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
	RJ45 (LAN)	10 / 100 Mbps (Android) × 1
Built-in peripherals	Wi-Fi 6 and Bluetooth® 5.2	Optional WD02AT Wi-Fi dongle
	Speaker	12 W × 2
	IR sensor	Yes (w/ lock)
Mechanical	Dimensions (W × H × D)	1234.2 × 706.7 × 58.9 mm
	Weight (product shipping)	12 kg 17.4 kg
	Bezel width (T B L R)	10.8 10.8 10.8 10.8
	Mount (screws)	VESA 400 × 200 mm (4 × M6 × 15L)
Accessories	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.



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.

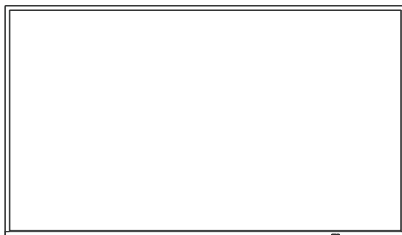


Remote energy control

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

INPUT AND OUTPUT TERMINALS

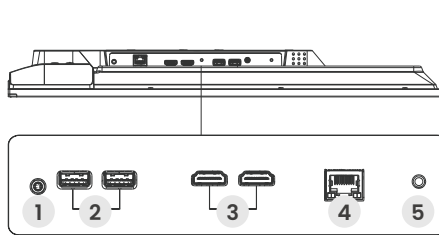
FRONT PANEL



1. IR SENSOR
2. POWER STATUS LIGHT

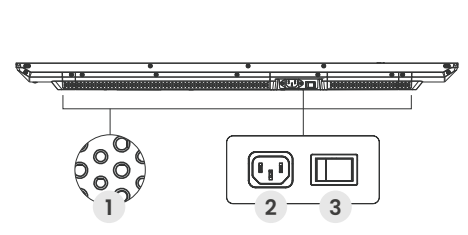


RIGHT PANEL



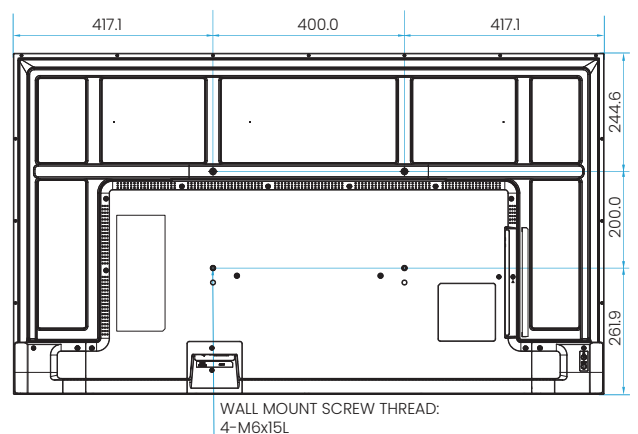
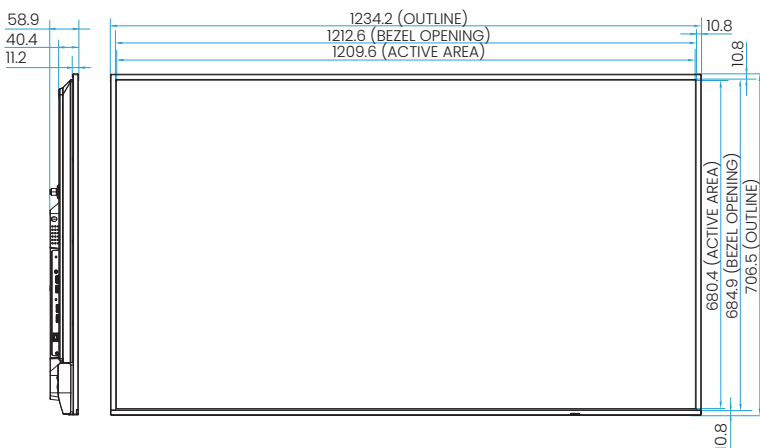
1. 3.5 MM AUDIO OUT JACK
2. USB 2.0 TYPE-A PORTS
3. HDMI-IN PORTS
4. GIGABIT ETHERNET PORTS
5. RS-232 IN PORT

BOTTOM PANEL



1. SPEAKERS
2. POWER INPUT
3. POWER SWITCH

DIMENSIONS (MM)



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



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