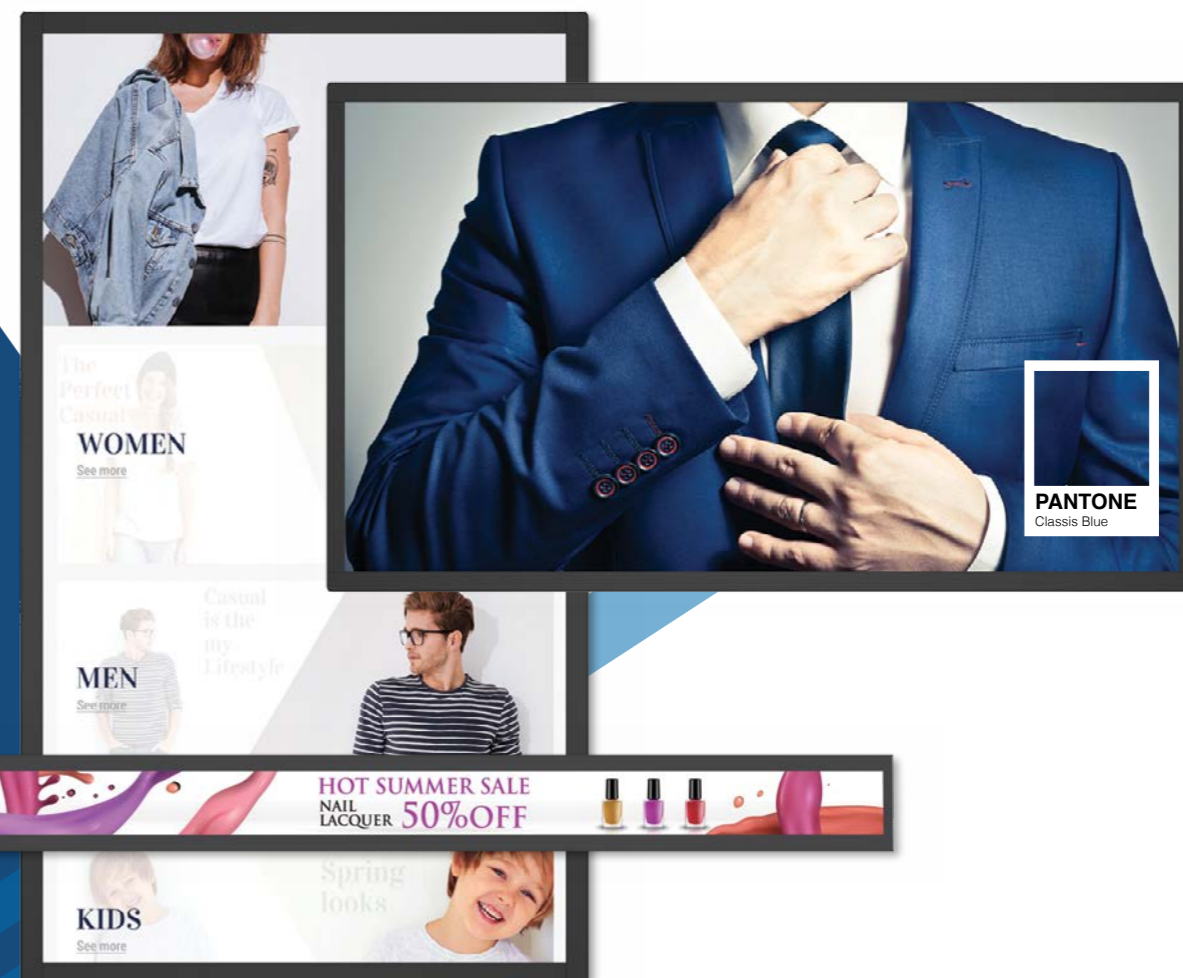


ENDLESS OPTIONS, ENDLESS OPPORTUNITIES

BenQ Digital Signage Solutions 2020

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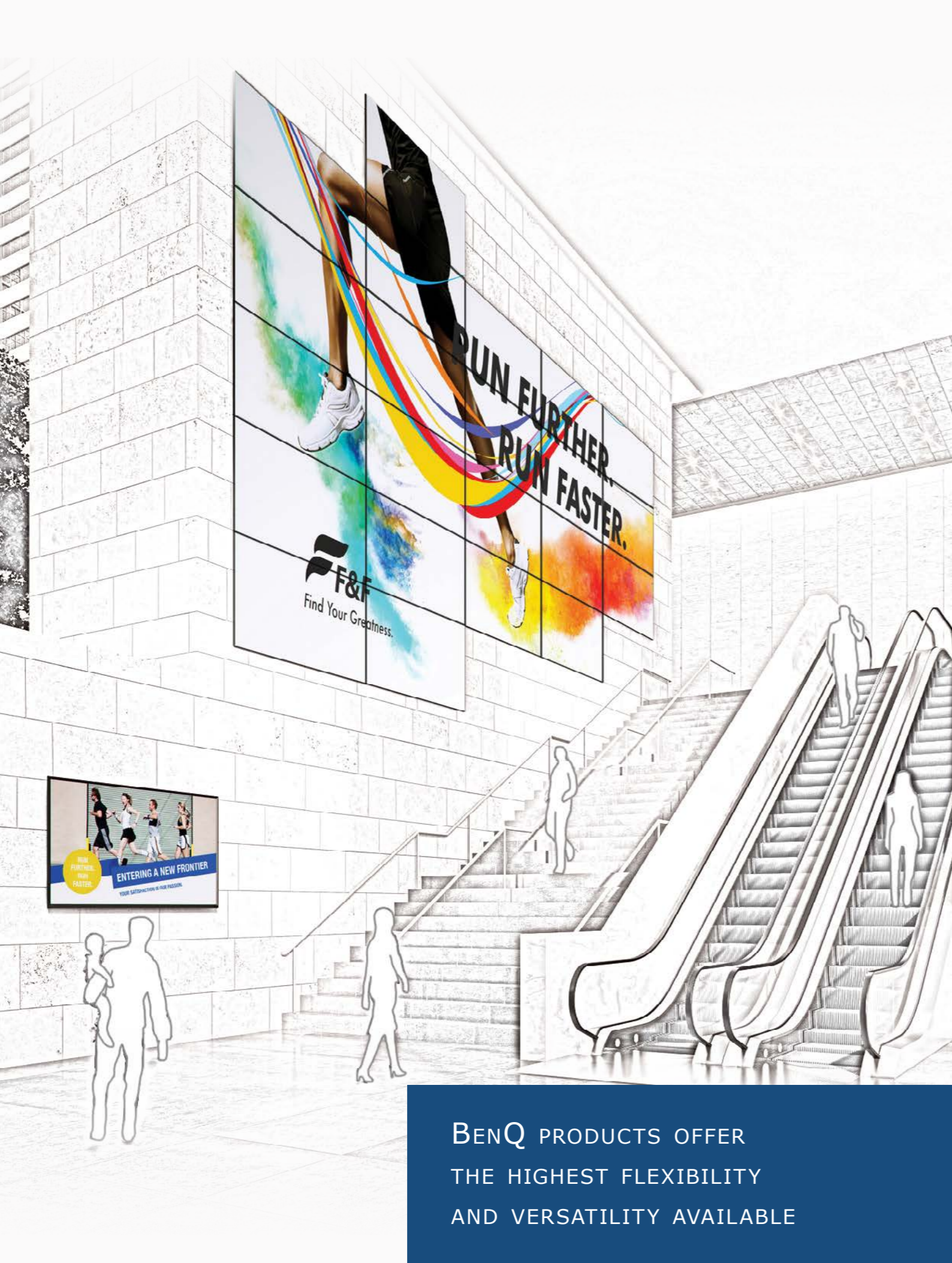
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BENQ PRODUCTS OFFER THE HIGHEST FLEXIBILITY AND VERSATILITY AVAILABLE

DIGITAL SIGNAGE IS ON THE RISE

As a renowned player in the Digital Signage industry, BenQ has seen this market grow consistently over the years and current trend reports show no signs of this growth slowing down any time soon as more and more vertical markets see the benefit of deployment in their industry. This poses its own unique challenge, as each vertical has different requirements.

Digital Signage Today's future trends report notes that Digital Signage is indeed on the rise. Across their 464 end users most had already deployed at least one signage and significant growth is expected:

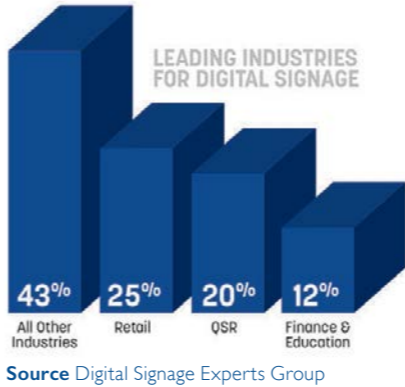
54% of restaurants planned to deploy digital signage to more locations.

40% of retailers planned to deploy digital signage in the future.

63% of banks have deployed digital signage or plan to deploy it.

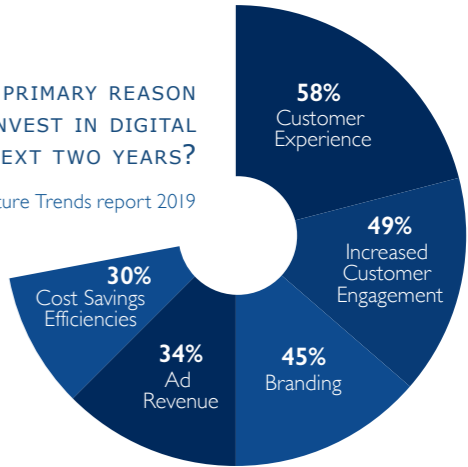
FUTURE TRENDS

As a leading global display provider, BenQ provides Digital Signage products in all shapes and sizes with countless unique features that tailor to the needs of any industry. With worldwide service and intuitive installation software included, BenQ products offer the highest flexibility and versatility available.



WHAT WILL BE THE PRIMARY REASON THAT COMPANIES INVEST IN DIGITAL SIGNAGE OVER THE NEXT TWO YEARS?

Source: Digital Signage Future Trends report 2019



YOUR ONE-STOP SOLUTION FOR SMART BUSINESS DISPLAYS

BenQ Smart Signage is the one-stop all-in-one solution to enhance customer experience for your business. Easy to install, operate, and manage without additional media devices, BenQ Smart Signage series simply makes doing business smarter.

PANTONE® Validated Digital Signage Colour Mode

BenQ's SL02K series is the world's first PANTONE® Validated Digital Signage with its unique ability to offer validated colour accuracy with absolute consistency and precision.

As the world's first PANTONE® Validated Digital Signage, the BenQ SL02K series offers validated colour accuracy, fulfilling the absolute consistency and precision that designers need. Pantone validation offers an extreme intrinsic value to quality conscious professionals that are looking for a system that renders colours reproducibly and faithfully.

The Pantone Validation Certificate is awarded to products that go through rigorous tests of the entire Pantone colour library and prove their ability to render colours accurately.

PANTONE® Mode allows designers to create a gorgeous digital portfolio and the SL02K series will reproduce every detail in the highest clarity and accuracy, making it a dream come true for designers as the first Digital Signage to fully meet their high expectations.



BENQ HAS ALWAYS BEEN A THOUGHT LEADER AND IT'S ALWAYS BEEN ON THE EDGE OF PUSHING THE BOUNDARIES RELATED TO COLOUR



Watch the full interview

Tom Dlugos
X-Rite Pantone
Asia-pacific Sales Manager

SUCCESS STORY

Suzuki Italy were looking to improve visual communication within their showrooms and internal communication in their service centres. The requirements of this project were a reliable Digital Signage product with an easy to use content management software.

The solution was to equip the showrooms and service centres across Italy with the BenQ Smart Signage. BenQ's product quality paired with the powerful, intuitive X-Sign software proved to be the perfect mix for this key player in the global automotive industry.



Watch the Video

	SL02	ST02
Screen Size	43" / 55" / 65" / 75" / 85"	43" / 55" / 65" / 75" / 86"
Backlight Life (hrs.)	50,000	30,000
Resolution	4K / UHD	4K / UHD
Brightness (typical)	500 nits	450 nits
Display Orientation	Landscape / Portrait	43" / 55": Landscape / Portrait 65" / 75" / 86": Landscape
Operating Hour	24 hrs. / 7 days	18 hrs. / 7 days
Contrast Ratio	1200 : 1	1200 : 1

Specification may vary by model and region

Highly Reliable and Versatile Smart Signage

24/7 Non-stop Operation

With its impressive 50,000 hour life span, enjoy years of non-stop display service and reliable performance far more economical than consumer models.

Flawless, Stylish Display in Portrait and Landscape View

Unlike anything else available on the market, BenQ Smart Signage 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. Its stylish design and even bezel (less than 13 mm for 43", 55" and 65") completes the eye-catching package perfectly.



Flexible Colour Adjustment for Different Modes

In addition to offering PANTONE® validated colour accuracy, SL02 series features additional colour adjustment flexibility with exclusive Cinema, Photo, and M-Book modes. Fine-tuned to accentuate motion video, vibrant still images, and precision design work, these custom modes help to create impactful content and deliver engaging interactions.

X-Sign Compatibility

All BenQ Smart Signage comes with a pre-installed version of BenQ's exclusive X-Sign Content Management Software. X-Sign fully supports 4K content.

Centralized Control over Multiple Displays

BenQ DMS allows you to simultaneously and remotely manage multiple displays via internet connection. Save precious time on adjusting individual units, monitoring how they work and making sure your displays are all in prime shape.



Watch the video for Optimum Colour Performance

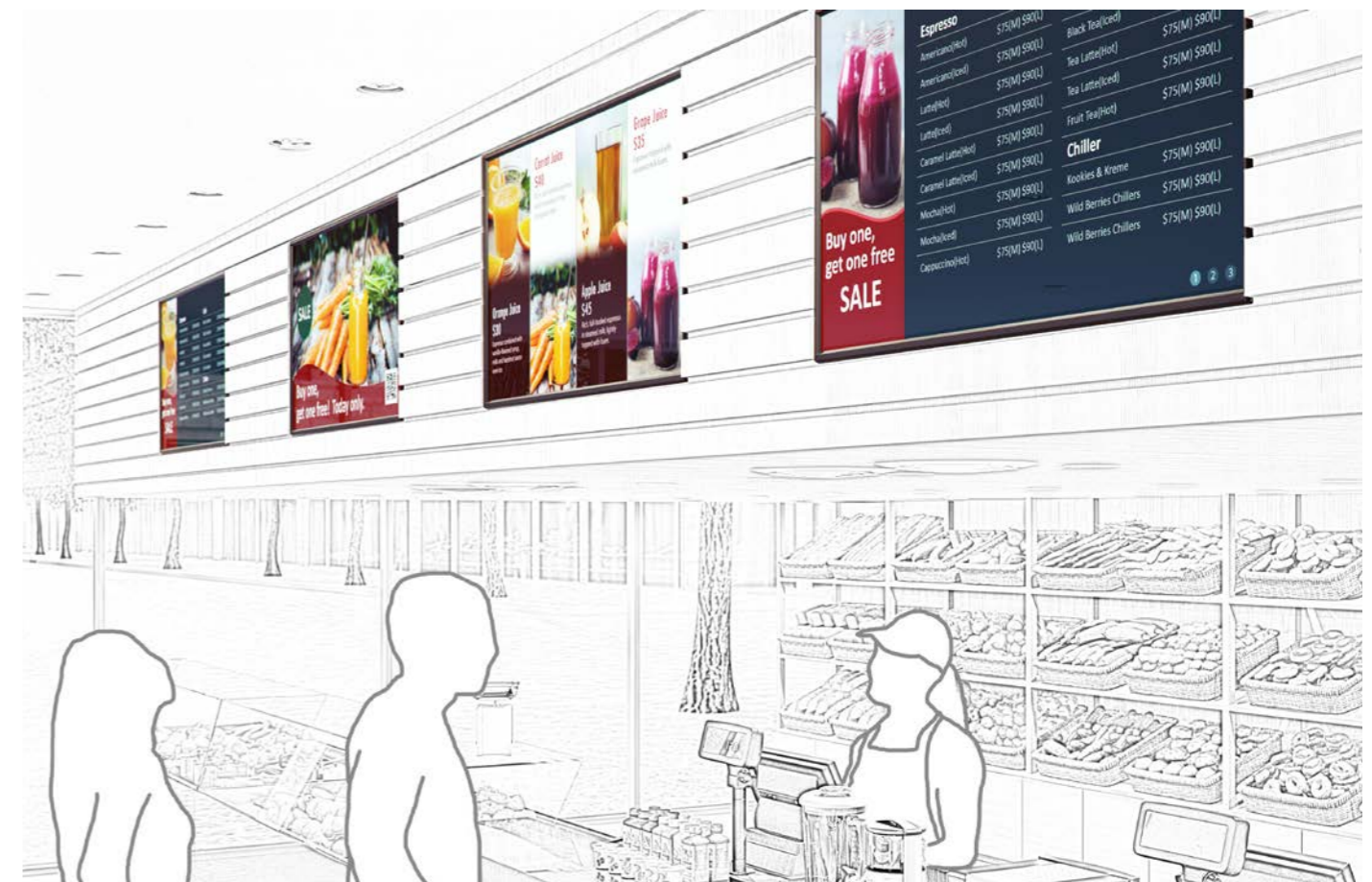
SUCCESS STORY

THE FRENCH MINISTRY OF THE INTERIOR BECOMES THE FIRST AMONGST THE GLOBAL SECURITY CENTERS TO CREATE SUCH A STATE-OF-THE-ART FACILITY FOR CIVIL PROTECTION AND MANAGEMENT TRAINING.

The Ministry of the Interior (France) wanted a state-of-the-art training facility for the coaching of European civil protection actors. In order to experience real world simulations in preparation for potential catastrophes in the South of France and the Mediterranean area. They implemented digital projectors and smart signage to provide quality training simulations for both domestic and foreign pilots. The Ministry of Interior (France) was absolutely stunned by the all-in-one solution provided by BenQ. Upon its initial test runs, the Interior wrote to BenQ to express its elation with the new digital training center.



Read More



EYE-CATCHING SIGNAGE FOR EVERY SPACE

Featuring an extended length design rarely seen in the market, BenQ Stretch Displays allow you to make use of diverse in-store spaces in new and exciting ways, offering greater flexibility in messaging and advertising.

Multi-format Display

Creating delightful eye-catching visual displays, Stretch Displays offer extended-length design in 28" or 38" sizes to meet unique spatial needs. The variety of display sizes and layout configurations make Stretch Displays ideal for unusual areas such as fitting rooms or near the cash register to promote add-on sales directly to consumers wherever they turn.

24/7 Non-stop Operation

An amazing 55,000-hour life translates to years of non-stop signage service and reliable industrial-grade performance far more economical than consumer models.



ENGAGE CUSTOMERS WITH THE ALL-NEW INTERACTIVE STRETCH DISPLAY, FULLY COMPATIBLE WITH X-SIGN

Optimized for Landscape and Portrait Modes

BenQ Stretch Displays deliver equally superb and consistent picture quality in both horizontal and vertical positions. Landscape view is ideal for displaying scrolling text and information. In a retail setting, portrait mode supports the use of full length images and inspires shopper to try new products.

High Brightness up to 1000 Nits

BenQ Stretch Displays produce crystal clear content with accurate colours and crisp images that are vivid in dark and bright environments alike. Stretch Displays are perfect for entrances because they support both indoor and semi-outdoor applications.

X-Sign Included

Boutiques using the stretch display series can enjoy creating and editing content in X-Sign with more than 100 templates all compatible with the unique display size of the stretch series.



AN IDEAL DOUBLE SIDED FEATURE

BH3801D provides an ideal double sided feature. It's especially designed to fit on both sides of shelves and is a perfect match for numerous retail configurations. With a beautiful double sided design that looks like an integral part of the shelves it sits on, this stretch display offers flexibility to confined spaces for promotions in a retail setting.



HIGHLY PRESTIGIOUS AWARD FOR THE STRETCH DISPLAY

BH3801 Voted as Best Digital Signage Product in Germany
The strength and popularity of the stretch display has been shown recently in Germany where 15,000 Readers of the German magazine Funkschau (consisting of CEOs, CIOs, CTOs as well as IT managers, SI and distributors) have chosen the BH3801 as best Digital Signage product of 2019.

	Double-sided	BH01/N	Touch
Screen Size	38"	24" / 28" / 35" / 38"	24" / 35"
Backlight Life (hrs.)	55,000	55,000	55,000
Resolution	1920 x 600	38": 1920 x 600 / 35": 1920 x 190 / 28": 1920 x 360 / 24": 1920 x 130	35": 1920 x 190 / 24": 1920 x 130
Brightness (typical)	700 nits	1000 nits	1000 nits
Display Orientation	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
Operating Hour	24 hrs. / 7 days	24 hrs. / 7 days	24 hrs. / 7 days
Contrast Ratio	1000 : 1	3000 : 1	3000 : 1

Specification may vary by model and region

GRAB ATTENTION AND EMPOWER SHOPPERS WITH INTERACTIVE SIGNAGE

In today's world, interacting with touch content has become second nature. Shoppers want signage that's intuitive, reactive, and engaging. Physically engage your audience with BenQ interactive series, designed to involve customers in your content to discover information and make their own choices, creating synergistic growth for businesses.

Durable 10-point Multi-touch Screen

Based on infrared (IR) technology, the interactive series eliminates most of the "dead zones" and boosts pointing precision significantly, while BenQ's sensors are dust-proof and highly reliable for heavy usage.

Flexible Installation Options

Unlike consumer models, BenQ interactive signage works flawlessly in portrait orientation to ensure perfect display of menu boards, listings and even webpages, for any content where a vertical position is required.

BENQ'S SENSORS ARE DUST-PROOF AND HIGHLY RELIABLE FOR HEAVY USAGE

Easy Interactive Content Creation

Although many retailers are eager to make interactivity a part of the buyers journey, they don't feel confident about designing interactive content that's both professional looking and user friendly. After conducting a thorough study of consumer behavior, BenQ has released a selection of interactive templates through X-Sign that are specifically designed to handle various retail scenarios. BenQ is continually introducing new content within its selections.

- ✓ 10-POINT MULTI-TOUCH
- ✓ CONTINUOUS INTERACTIVITY WITH 24/7 OPERATION
- ✓ FLEXIBLE INSTALLATION OPTIONS
- ✓ MULTIPLE SIZES AVAILABLE TO SUIT ANY DISPLAY NEED
- ✓ ELEGANT, THIN AND LIGHTWEIGHT DESIGN
- ✓ EASY INTERACTIVE CONTENT CREATION



SUCCESS STORY



"THAT THE BENQ DISPLAYS WOULD MAKE OUR BUSINESS BETTER AND EASIER WAS EXPECTED, HOWEVER THAT THEY MADE IT SO MUCH BETTER AND EASIER WAS A POSITIVE SURPRISE FOR US."

Franje Ceke - Sales Manager WOF Group

World of Fitness (WOF), consisting of 15 sport clubs around Germany, needed a better system to provide information to their customers. In order to deliver a better service, they installed a total of 26 IL550 Interactive Signage models which are used 24/7 to provide relevant content to visitors such as course plans. The installation has been well received by employees and members alike due to user friendly design and flexibility. BenQ's interactive signage has improved productivity for WOF staff by dropping the time spent updating content from 72 hours to just 5 minutes.



More info in German

	IL
Screen Size	43" / 49" / 55"
Backlight Life (hrs.)	50,000
Resolution	FHD 1920 x 1080
Brightness (typical)	450 nits
Display Orientation	Landscape / Portrait
Operating Hour	24 hrs. / 7 days
Contrast Ratio	1100 : 1

Specification may vary by model and region

AS CLOSE AS IT GETS

BenQ Super Narrow Bezel series is designed to build among the world's slimmest bezel-to-bezel video walls with a wide array of connectivity options. Captivate your customers with the most seamless viewing experience on a grand scale.



Ultra-Narrow Bezel Design for Immersive Experience

BenQ super narrow bezel signage creates video wall installations free of visual distractions for seamless viewing experiences that delight and captivate your customers.

DP Daisy Chain for Stunning 2x2 4K Clarity

With industry-leading DisplayPort 1.1a daisy chain technology, BenQ super narrow bezel displays are designed to display stunning 4K UHD images across a 2x2 video wall installation.

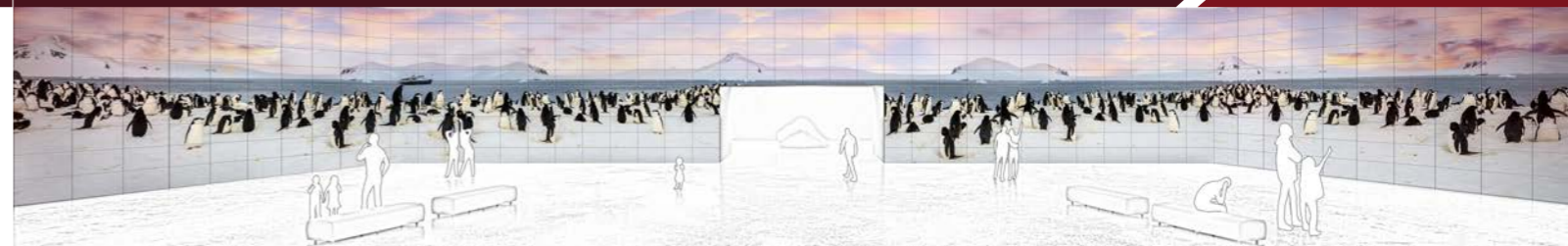
SUCCESS STORY

Hillewaere Group, a real estate agency with 9 offices in Flanders, Belgium, wanted to upgrade their facilities at their headquarters in Turnhout to better serve their customers. They wished to modernize how they welcomed new customers into the store and also sought to boost the effectiveness of their customer meetings.

An eye-catching video wall was installed by the main entrance in order to better attract customers, and high-resolution smart displays were introduced to meeting rooms and offices in order to facilitate smoother, more effective business dealings.



[Read More](#)



Device Management Solution (DMS)

Device Management Solution (DMS) helps IT staff to manage hardware remotely and saves both time and costs of on-site troubleshooting.

BENQ SUPER NARROW BEZEL DISPLAYS ARE DESIGNED TO DISPLAY STUNNING 4K UHD IMAGES ACROSS A 2x2 VIDEO WALL INSTALLATION

Colour Calibration Application Support

BenQ colour calibration software saves valuable time by efficiently unifying a video wall's precise colour profile. Complete calibration takes just three easy steps. The whole video wall can be calibrated in seconds, and BenQ colour calibration is among the select few software applications available able to perform simultaneous WRGB calibration.

Flexible Colour Temperature Adjustment for Captivating Images

BenQ's evolutionary perfect view allows the signage display to adjust colour temperature in a flexible way. Images on the smart panels will become an eye-catcher for your customers in no time.

Auto ID Setting Prompts Quick Display ID Configuration

BenQ PH models are equipped with Auto ID Setting to facilitate simple and quick ID configuration. It detects and configures a display ID as no.1 and the rest of the displays will be automatically configured in numeric order to greatly save time and manpower.

Display and Distribute Content with Ease

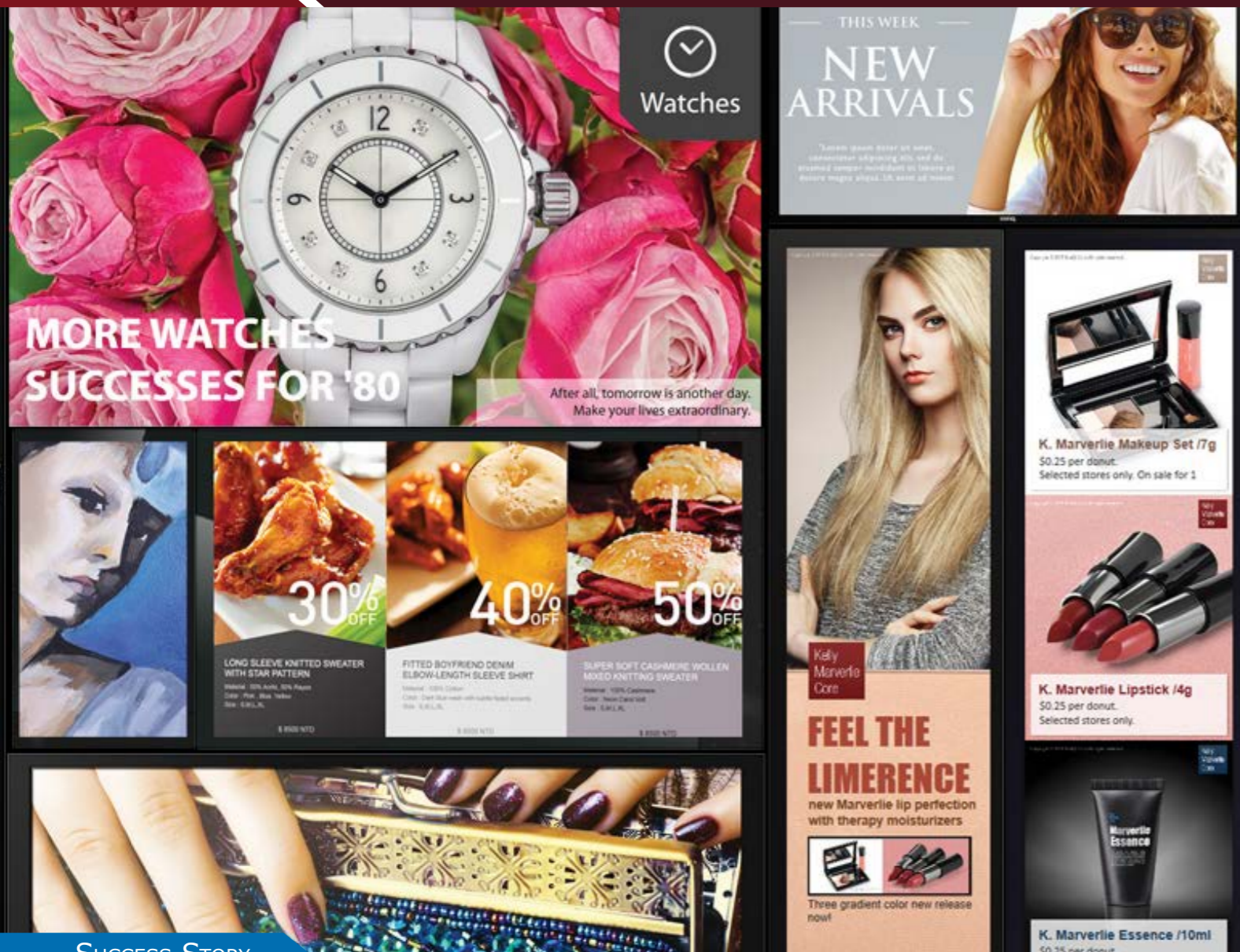
Plug a USB flash drive into the signage to instantly play multimedia content. After inserting the USB flash drive, you can precisely arrange a playlist and schedule content playback times so they fit your business's needs.



ULTRA SLIM BEZEL-TO-BEZEL GAP

	PH	PL
Bezel Width (BTB)	PH5501: 3.5 mm PH5502: 1.8 mm	PL490 / PL552: 3.5 mm PL553: 1.8 mm
Screen Diagonal	55"	49" / 55"
Backlight Life (hrs)	40,000	40,000
Resolution	FHD 1920 x 1080	FHD 1920 x 1080
Brightness (typical)	700 nits	450 / 500 nits
Display Orientation	Landscape / Portrait	Landscape / Portrait
Operating Hour	24 hrs / 7 days	24 hrs / 7 days
Contrast Ratio	PH5501: 1400 : 1 PH5502: 1200 : 1	PL490: 1300 : 1 PL552: 1400 : 1 PL553: 1200 : 1

Specification may vary by model and region



SIMPLIFY CONTENT CREATION AND DISTRIBUTION FOR ANY BUSINESS LARGE OR SMALL



EASY TO CREATE, SCHEDULE, AND DISPLAY TRAFFIC-STOPPING SIGNAGE CONTENT

X-Sign Content Management Software

BenQ exclusive X-Sign cloud-based content management software makes it easy to create, schedule, and display traffic-stopping signage content. For a single display in a coffee shop or an extensive display network in a worldwide business franchise, X-Sign lets shop owners create content from hundreds of templates, schedule distribution, and monitor display performance in real time. Requiring no server set up, X-Sign is the one-stop solution to begin conversing with customers – with reduced manpower and resources.

X-Sign Content Management Software includes:



Over 100 pre-installed templates to create custom content for any business.



Schedule, distribute and manage content across single or multiple displays.



Display content effortlessly through a USB flash drive, local delivery or BenQ's cloud-based server.

SUCCESS STORY

THE POSITIVE EXPERIENCE INSPIRED THE CLUB TO ADD BENQ SOLUTIONS TO BOTH THEIR SQUASH AND TENNIS SECTIONS IN THE NEAR FUTURE

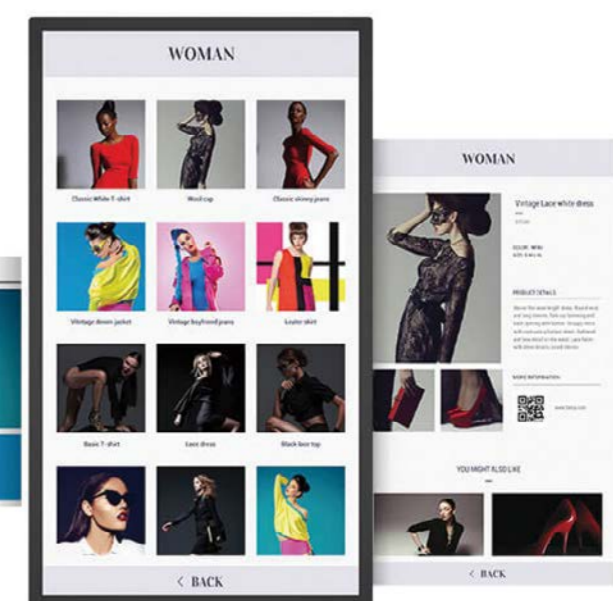
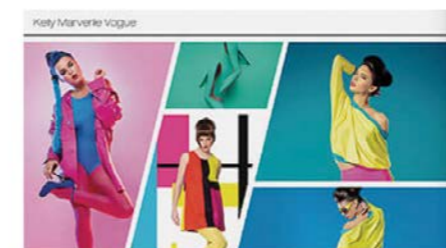


Read More

SV Kampong, a major sports club in the Netherlands, needed Digital Signage Solutions which could provide visual menus and venue announcements for visitors in their newly build club house.

BenQ's exclusive X-Sign Content Management software provides the team at SV Kampong Sports Club with 140 customizable templates that can easily be edited and display embedded videos and images in crystal clear 4K2K UHD. System administrators can use X-Sign to distribute assets easily across multiple displays both local and remote. In addition, content can be assigned to display in specific sequences and even specific times.

The team at SV Kampong reported back that they loved the BenQ Digital Signage Solutions with X-Sign as the displays offered them a platform to highlight club sponsors which helped with their investment tracking.



Centralized Control

Monitor and Manage Displays in Remote Locations

Remotely control all of your displays from a centralized, off-site location. X-Sign's intuitive interface lets operators:

- monitor display performance in real-time
- control functions such as screen on/off, volume, restart, manage updates

Network Distribution via the Cloud

Centralized Management of Multiple Displays in Multiple Locations

X-Sign's cloud-based calendar-view web interface allows operators to manage their displays remotely.

Local Delivery via LAN

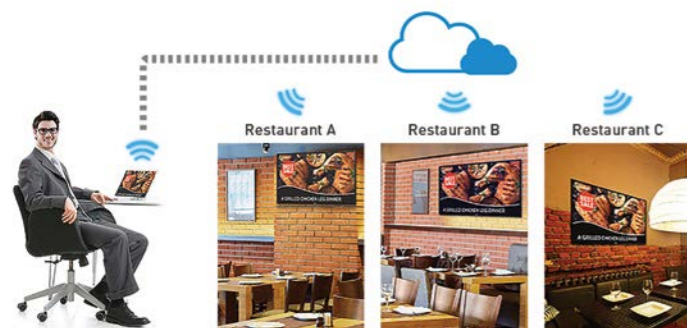
One-Stop Management of All In-Store Displays

By connecting a PC and the digital signage to the same LAN, operators can distribute and control content for up to 16 displays.

Plug and Play with USB Flash Drive

Simple Single-Display Management

Operators without a network can save scheduled content to a USB flash drive and plug it into the interactive signage for playback.



Cloud-Based Server for Enhanced Reliability and Scalability

X-Sign software leverages the Amazon Web Service (AWS) cloud server to remotely schedule, distribute and monitor custom digital signage content, helping shop owners with:

Resource Savings

Significantly reduce total cost of ownership for businesses by eliminating the costs of server installation, license keys, and manpower required for long-term maintenance.

High-Level Security

By enhancing Amazon-class cloud security with HTTPS encryption, X-Sign ensures data protection in compliance with rigorous security standards at no additional upfront expense.

Enhanced Scalability

No matter the size of business, AWS cloud service ensures that security scales with growth requirements as the display network expands.



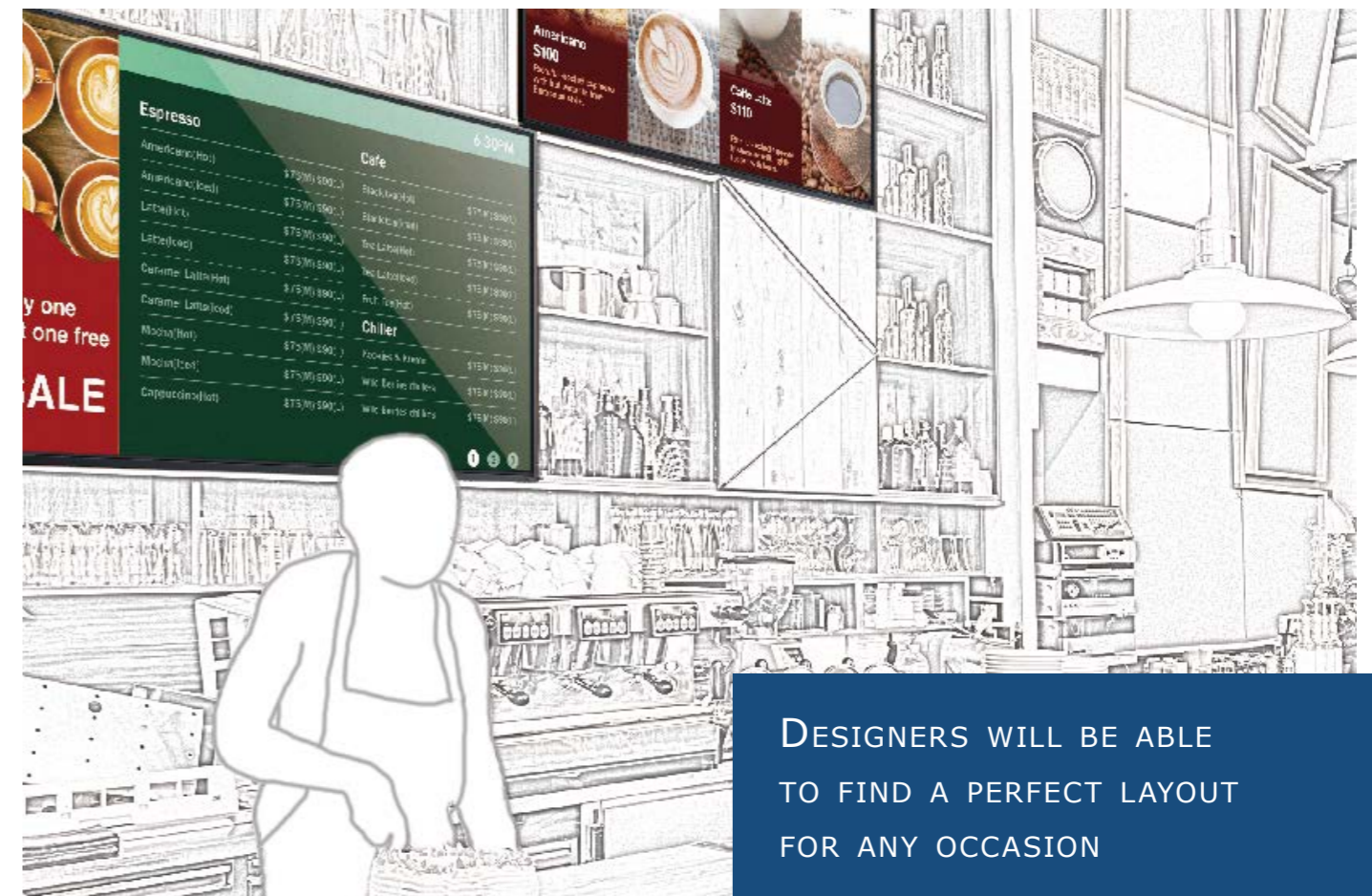
Watch the Tutorial Video

Easy Content Management

The X-Sign API Widget makes it easy to build a connection between the ERP (Enterprise Resource Planning) system with X-Sign content, to check and update in real time. Just link the X-Sign Manager to the database generated by any ERP system and designers can easily create content without manually editing data, significantly reducing the risk of making mistakes. The API Widget also enables the shop owner to launch a promotion easily for the ERP system and create engaging signage content.

X-Sign 2 Make Promotions Interactive

X-Sign 2 makes creating interactive content quick and easy. Using one of X-Sign's built-in interactive templates, designers will be able to find a perfect layout for any occasion. And by streamlining content design and scheduling, X-Sign can reduce store overhead and slash redecoration expenses. Furthermore, while customers browse interactive content, X-Sign will analyze customer behavior and create reports that allow organizations to create effective marketing campaigns.



DESIGNERS WILL BE ABLE TO FIND A PERFECT LAYOUT FOR ANY OCCASION

Applications for X-Sign Coffee Shops and Quick-Serve Retail

To engage customers at cafes and casual eateries, BenQ digital signage with X-Sign software provides a one-stop digital menu board solution that's easy to create, update and manage. Choosing from hundreds of professionally designed templates, proprietors can insert dynamic elements such as images, text or video to create engaging menu content within minutes. Making content distribution super flexible and cost-effective, shop owners can simply use plug-and-play USB sticks to locally schedule rich display content and updated menus to drive sales without costly Internet setup and maintenance, or through local deliver to upload content easily to up to 16 screens without effort.

How X-Sign Standalone Solution Helps Independent Shops

- Over 100 built-in templates professionally designed for easy content creation
- Local scheduling to distribute timely content even without an Internet connection
- Update and enhance menu presentation with minimal maintenance costs

Supermarket Franchises

For an ever-expanding supermarket franchise, BenQ X-Sign software lets franchisors create digital signage networks for smooth content management at all franchised stores. With X-Sign's network scheduling and real-time management, franchisors can schedule and control franchise-wide content from a central hub, ensuring consistent, timely messages across all business sites. X-Sign software also allows franchise-level system accessibility, allowing franchisees to use built-in templates, real-time messages, and QR code analysis to create and track localized promotional content that engages customers at the right time. With API Widget all content can be connected to ERP system to automatically refresh data like price and significantly reduce the effort to manually edit all content.

How X-Sign Manager Solution Helps Supermarket Franchises

- API Widget to connect content data to ERP system to have timely refresh data
- Network scheduling for easy content distribution across all franchises
- Centralized monitoring system to manage content and displays in real time
- Instant real-time message for limited-time promotions at the right moment



International Luxury Brands

Driving success of luxury brands by creating a magnetic, fashionable in-store atmosphere, X-Sign's 4K video support sets a luxurious tone for customers by showcasing finely crafted products and broadcasting the latest fashion shows with stunning visuals. Creative marketers can also embed existing HTML5 webpages such as the brand's official site into signage content to maximize brand communication and eliminate extra content design costs. With X-Sign 2 Interactive templates, luxury brands can create interactive and attractive content to enhance in-store user experience with more engagement.

How X-Sign Manager Solution Helps International Luxury Brands

- 4K video and HTML5 support to leverage existing brand marketing content
- Live monitoring system for the smoothest display operation
- Interactive templates and functions offer better user experience
- Reduced costs for display and server maintenance

DRIVING SUCCESS OF LUXURY BRANDS BY CREATING A MAGNETIC, FASHIONABLE IN-STORE ATMOSPHERE

