



## 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.



## 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 |
| MTBF                | 30000hrs             |
| 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      | 2G              |
| ROM      | 16G             |
| Language | English/Chinese |

### Connectivity

|        |                                 |
|--------|---------------------------------|
| WIFI   | Yes                             |
| LAN    | RJ45×1                          |
| INPUT  | 2xUSB 2xHDMI 1xDP 1xVGA 1xRS232 |
| Output | 1xHDMI 1xRS232                  |

### Certification

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



### Speaker

|                  |       |
|------------------|-------|
| Built in speaker | 9W x2 |
|------------------|-------|

### 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 |
|---------------------|-----|

### What's in the box

|       |  |
|-------|--|
| Basic | Power cord, Remote Control, RS232 label, Battery, LOGO, Spacer |
|-------|--|

### Dimensions

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

