

Hisense

COMMERCIAL
DISPLAY

TEXAS WAGYU STACK

Introducing our
Wagyu Stacker Meal.

€15



FULL OUTDOOR

FULL OUTDOOR HIGH BRIGHTNESS DISPLAY

550P90FE



BRIGHT, TOUGH, AND COST-SAVING OUTDOOR DISPLAY.

Transform your drive-thru lanes, high-brightness kiosks, and high-impact outdoor advertising with Hisense UHD outdoor digital signage, engineered to deliver vibrant, crystal-clear visuals even under direct sunlight thanks to its unmatched brightness; its ultra-tough build ensures unwavering reliability 24/7, effortlessly withstanding extreme weather conditions at demanding locations like transit hubs and retail storefronts, while advanced energy-saving technology significantly slashes operating costs, empowering you to captivate audiences with stunning, impactful content day and night through robust, low-maintenance performance.

Learn More: www.hisense-b2b.com | Contact Us: sales@hisense-b2b.com

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55" FULL OUTDOOR HIGH BRIGHTNESS DISPLAY

550P90FE



UHD Display

Experience stunning Ultra HD resolution with Hisense's premier outdoor signage. Featuring advanced Mini-LED backlighting with multi local dimming zones, the display delivers stunning, impactful visuals that captivates audiences with exceptional detail, maximizing brand impact and information retention even at distance.



4,000 Nits Brightness

Boasting a brightness of 4,000 nits for 24/7 performance, the UHD outdoor display transforms your drive-thru lanes, digital kiosks, and high-impact outdoor advertising into captivating digital experiences.



VisionInfo

Fully integrated with VisionInfo, it supports Hisense's self-developed CMS and MDM control system, enabling remote control and content distribution from cloud. VisionInfo from Hisense is our cloud-based digital signage software which is flexible, cost-effective, and infinitely scalable for users.



HDBaseT™ Simplifies Long-Range AV

HDBaseT technology provides a reliable, cost-effective solution for high-quality AV distribution over long distances. With its ability to transmit video, audio, and Internet over a single cable, HDBaseT™ is the ideal choice for modern AV installations

KEY FEATURES



IP56 weather proofing

Featuring robust IP56-rated protection, the display effectively resists dust accumulation and heavy rainstorms while maintaining performance in harsh outdoor environments with sand, wind-blown particles, and humidity.



IK10* Impact Resistance

The display features IK10-rated impact resistance, delivering robust durability against vandalism, collisions, and harsh environments. Enjoy dependable, long-lasting performance for continuous operation.

* IK10 indicates resistance against mechanical impacts up to 20 joules, as defined by IEC 62262.



SMART DISPLAY FEATURES



Anti-Graffiti Coatings

This display features an integrated AF anti-microbial coating and durable anti-graffiti surface, effectively resisting stains from paint markers, coffee, and cola for easy cleanup and lasting clarity.



Local Dimming Energy-Saving

Featuring a multi-zone Mini-LED backlight with local dimming, this display achieves significant energy savings 340W(typ.) while enhancing contrast and color uniformity.



Built-in Ambient Light Sensor

The light sensor settings are customizable, allowing users to define backlight brightness levels under varying ambient lighting conditions, thereby seamlessly aligning the display performance with the diverse and dynamic needs of various users.

Images and accessories shown are for illustration purposes only and may differ from the actual product.

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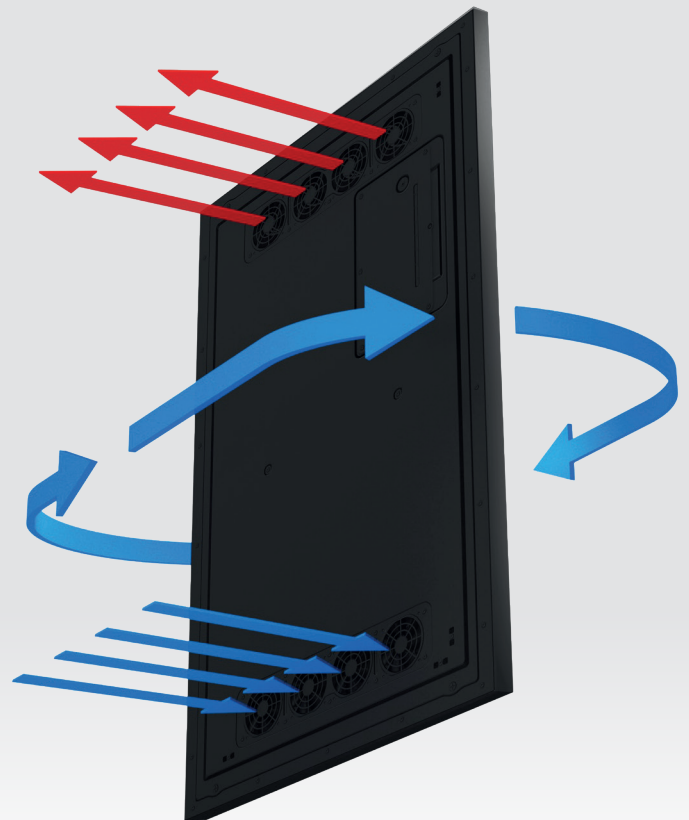
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KEY FEATURES

Thermal Stability Cooling System

Hisense's thermal architecture features dual-directional active circulation with four intake fans positioned at the bottom and four exhaust fans positioned at the top – eight synchronized blowers maintaining steady airflow, significantly enhancing reliability in extreme environments while eliminating maintenance needs through IP56-rated dust/water resistance, simplifying installation and maintenance processes for a hassle-free experience.



Minimalist Design

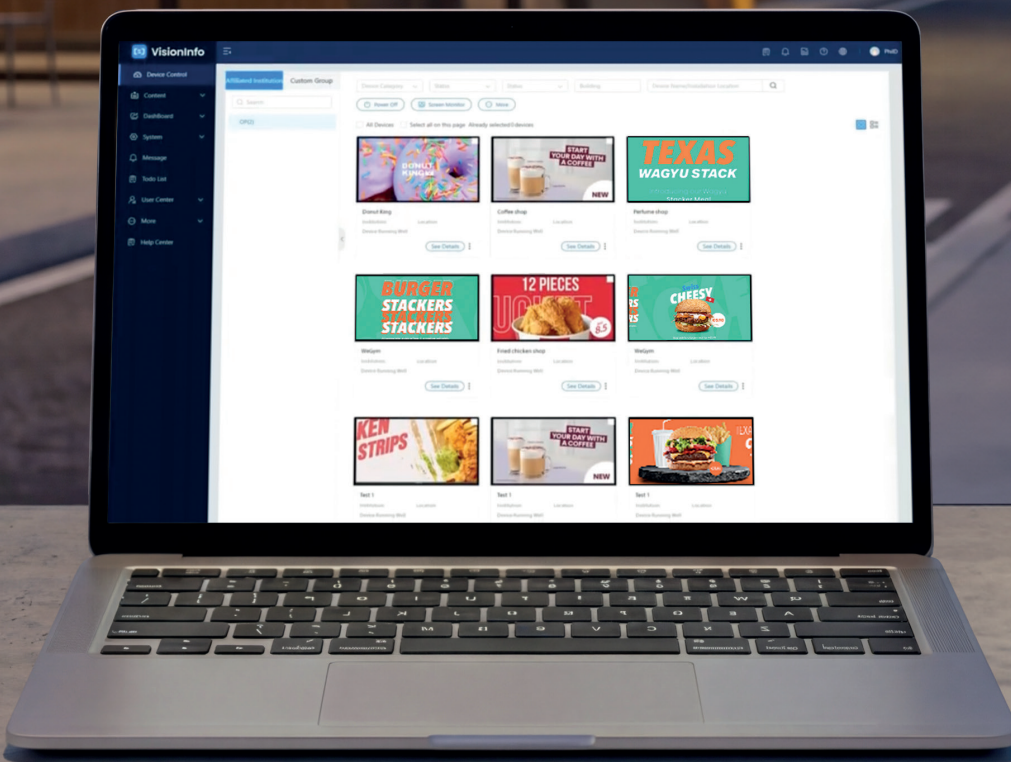
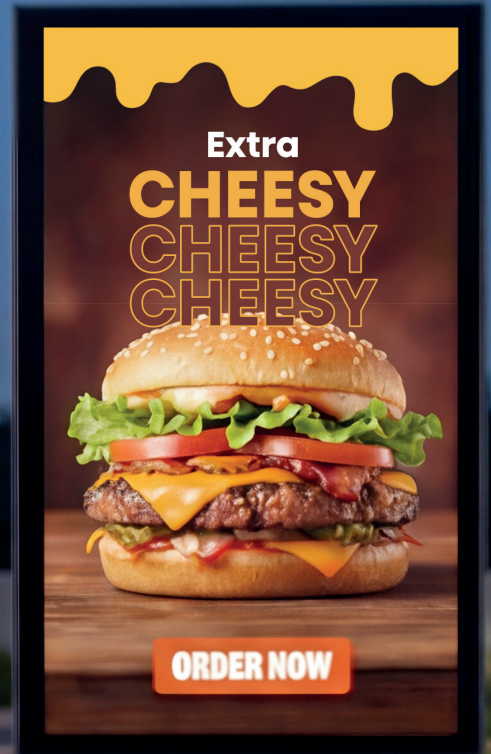
With a pioneering 70mm ultra-slim depth and narrow even bezel design, the display achieves seamless environmental integration.

Smart Android 14 Platform

Powered by Android 14 with 4G+32GB storage, the display enables seamless multi-app operation and live content updates. Integrated with Hisense's VisionInfo CMS & MDM platform for secure remote management and real-time monitoring.



VisionInfo



VisionInfo CMS

Fully integrated with Hisense VisionInfo, a self-developed CMS and MDM control system, the solution enables centralized, cloud-based remote control and content distribution. VisionInfo enables remote control, monitoring, and content distribution across the entire network. The platform is flexible, cost-effective, and highly scalable, offering comprehensive content management and advanced remote display management capabilities. Together, the seamless integration of durable hardware and intelligent software allows users to easily create, edit, and publish content while ensuring consistent, high-quality performance across all outdoor displays. Powerful yet intuitive, the solution supports reliable operation and efficient management anytime, from anywhere.

Specifications

Digital Display Panel

Backlight Type	DLED
Type	ADS
Size	55"
Resolution	3,840 x 2,160 (16:9)
Refresh rate	60 Hz
Color Depth	1.07G (8 Bits+FRC)
Brightness(Typ.)	4,000 nits
Static Contrast Ratio (Typ.)	1,200:1
Dynamic Contrast Ratio (Typ.)	1,000,000:1
Response Time (Typ.)	8 ms
Viewing Angle (Min.)	178° / 178°
Color Gamut (Typ.)	72% NTSC
Glass	4T Glass with UV, IR Protection, IK10, Anti-Graffiti Coating
Orientation	Landscape & Portrait
Lifetime	up to 50,000 hrs
Operation Hours	7 Days x 24 Hours

Hardware

Operating System	Android 14
Processor CPU	ARM Cortex-A73 Quad Core
Memory	4GB DDR4
Storage	32GB EMMC
WiFi	External
Bluetooth	External
Temperature Sensor	Yes
Auto Brightness Sensor	Yes
Fan (Built-in)	Yes
Speaker (Built-in)	N/A

Input

HDMI 2.0	x 2 (HDCP 2.3)
USB 2.0	x 1
USB 3.0	x 1
RS232 (3.5mm mini-jack)	x 1
HDBaseT (RJ45)	x 1 (LAN Common)
IR (2.5mm mini-jack)	x 1
Ambient Light Sensor (2.5mm mini-jack)	x 1

Output

LAN (RJ45)	x 1
Audio (3.5mm mini-jack)	x 1
RS232 (3.5mm mini-jack)	x 1

Environment

Operating Temperature	-30°C~50°C (w/o direct sunlight) -30°C~40°C (direct sunlight)
Operating Humidity	10%~80%, non-condensing

Power

Power Supply	AC 100~240 V, 50/60 Hz
Power Consumption (Typ.)	310 W
Power Consumption (Max.)	500 W

Structure

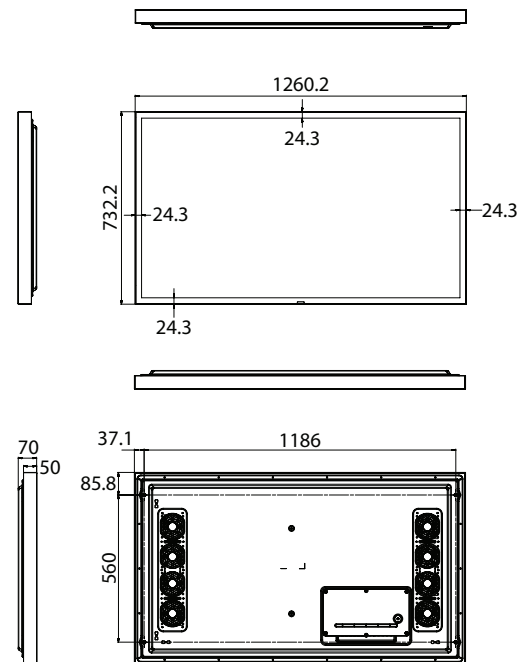
Bezel Color	Black
Dimension (W x H x D)	1,260.2 x 732.2 x 70 mm
Bezel Width (T/L/R/B)	24.3 mm (even)
Net Weight	41 kg
Packing Dimension (W x H x D)	1,424 x 909 x 189 mm
Gross Weight	48.5 kg
VESA Mount	1,186 x 560 mm
Handle	N/A

Accessory

Standard	Remote Control & Battery, Power Cord, Quick Setup Guide, RS232 Adaptor
Optional	Remote & Ambient Light Sensor

Certification

EMC	Class A
IP Rating	IP56



Product specifications may vary per region, and specifications are subject to change. This material may include corporate names and trademarks of third parties which are the properties of the third parties respectively.

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