BT-55AC8-D

55” High Brightness Double-Sided Window Display

Dual-Sided Window Display

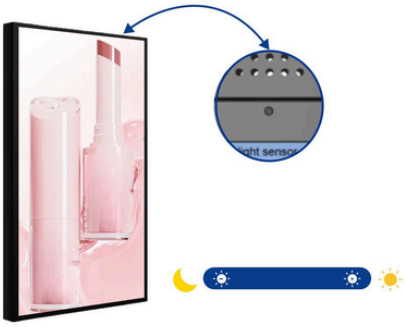
The 3,000-nit outward-facing display captures the attention of passersby, while the 700nit inward-facing display delivers clear indoor promotions.

Direct-Sunlight Readable

Designed for store windows, the Digital Window Display delivers 3000 cd/m² brightness-nearly ten times brighter than standard Smart TVs for superior readability.

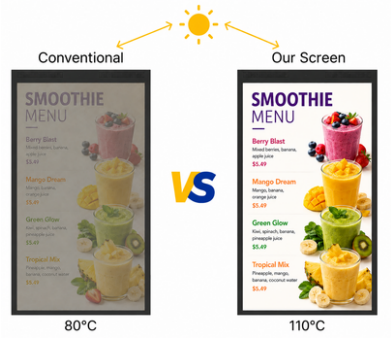
Automatic Brightness Adjustment

A built-in ambient light sensor automatically adjusts brightness for clear visibility in changing sunlight, even with polarised sunglasses.



Ultra Blackening Resistance

Industrial ultra-bright panels withstand surface temperatures up to 110°C, ensuring stable, blackening-free performance in direct sunlight.



Advanced Temperature Control

An integrated air flow system with silent fans maintains optimal temperatures for stable, continuous operation and extended display lifespan.

24/7 Commercial Use

Built with a commercial-grade IPS LCD panel, this display is designed for 24/7 operation wit h a lifespan of over 50,000 hours, and has no external buttons to prevent unauthorised access.

Independent Content on Each Screen

With our easy CMS, you can show different content on each side and tailor messages for indoor and outdoor audiences to maximise advertising impact.

Clean & Flexible Installation

Install on a floor stand or suspend from the ceiling. Slim design, concealed cables and clean aesthetics maximise space while keeping focus on products.

Power Timer

The energy-efficient power timer enables scheduled daily or weekly on/off control, optimising energy use and ensuring the display operates only when required.

Commercial-Grade IPS Technology

Commercial-grade IPS technology delivers accurate image quality and rich, consistent colours in both landscape and portrait orientations.

Specification Table

General

Model	BT-55AC8-D
Screen Size	55"
Screen Active Area (mm)	1073.8 x 604mm (H*V)
Resolution	3840 X 2160
Aspect Ratio	16:9
Brightness(nit)	3000/700nits
Contrast Ratio	1200:1
Power Consumption	450W (Max.)
Viewing Angle(H/V)	178°/178°
Backlight Life Cycle	50,000 Hrs
Operation Hours	24/7
Response Time	5ms

System

Chip	Amlogic RK3576
CPU	Octa-core (4×A72 + 4×A53) , 2.2 GHz
GPU	OpenGL ES 1.1–3.2, OpenCL 2.0, Vulkan 1.1
RAM	2/4/8GB DDR5
ROM	16/32/64 GB eMMC
OS	Android 14
DDR	LPDDR5
Language	Chinese/English

Connection Interfaces

Input	USB3.0 x2, HDMI IN x1, Ethernet RJ45 x1, IR in x1, Sensor x1
Output	Audio out x1

Network Connection

Wifi or LAN	Yes
3G/4G Connection	Optional

Speaker

Built-in Speaker	Yes
Line-out Support	Yes
BT Speaker Support	Yes

Multimedia

Video	H.265, H.264, VP9, AVS2, AV1
Audio	MP3, WAV, APE, FLAC, OGG, M4A, 3GPP
Image	JPG, BMP, PNG

Physical

Glass	Anti-glare Glass
Shell	Aluminium
Standard Colour	Black
Dimensions	1305 (H) × 734 (W) × 80 (D) mm
Net Weight	58 kg
Gross Weight	62 kg
Installation Options	Hanging or floor standing

Bluetooth

Bluetooth	5.2

Operation

Working Environment	Indoor/window facing
Auto Brightness Control	Light Sensor
Operational Altitude	Up to 5,000 meters
Operating Temperature	0-40°C
Storage Temperature	0-60°C
Relative Humidity	20%-80%

Electrical

Voltage	AC 100 - 240V 50/60Hz built in power socket
Loud Speaker	10W x2

Thermal Management

Smart Backlight Control	Yes
Smart Temperature Control	Yes
Overheating Protection	Yes

Power

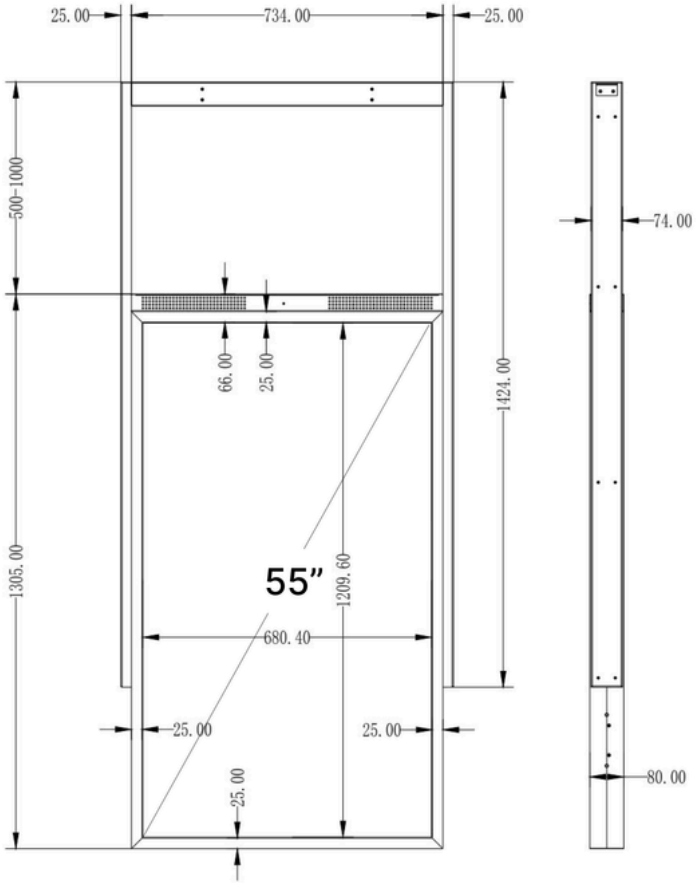
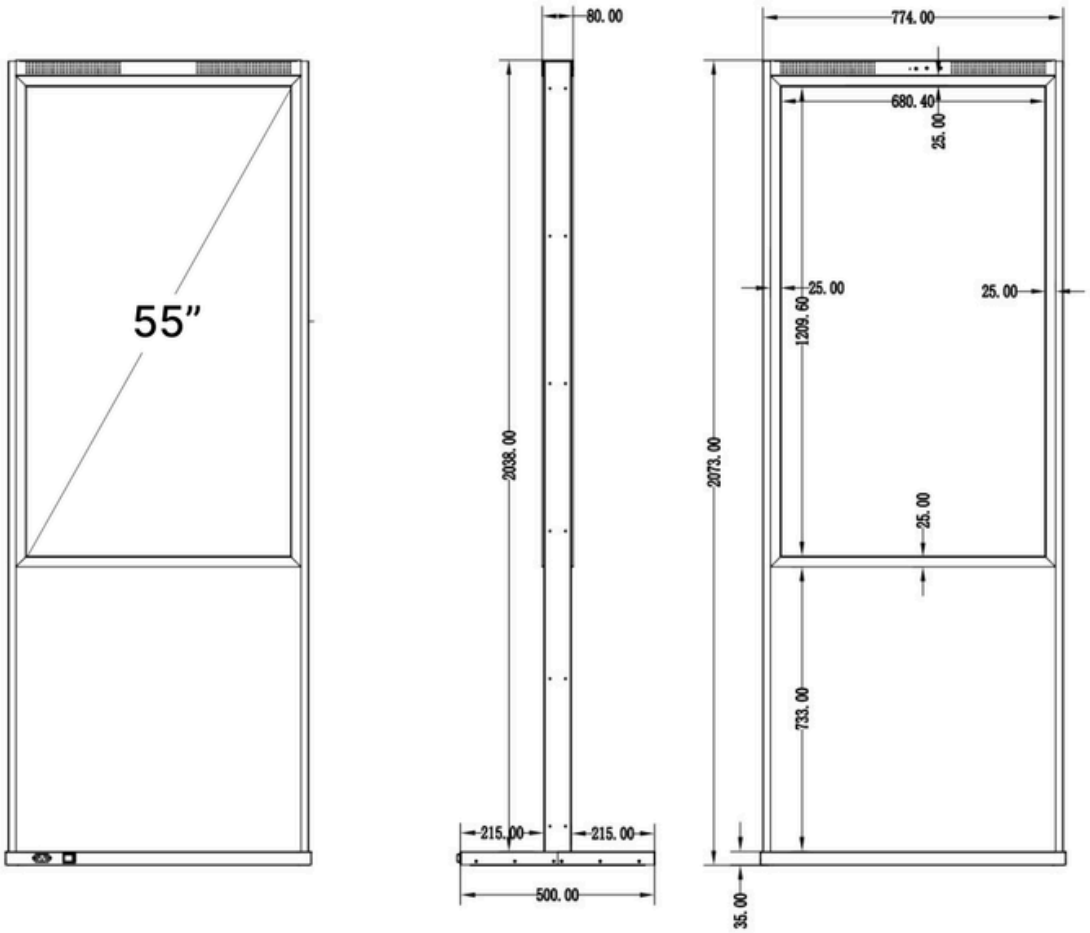
Power Supply	AC 110/220V, 50/60Hz
Power Type	Built-In Power

Package Contents

Accessories	Power Cord
	Remote Control
	WiFi Antenna
	Lifting Ring (M6) x 2
	Filler Pad (M6) x 2
	Spring Pad (M6) x 2
	User Manual (Electronic Version)

*Specifications are subject to change without notice.

Ceiling Mounted



Floor Mounted