GEEPHON

7/24 Digital Signage
700nit BNC-M Series

Geephon's BNC series smart displays feature a equal narrow bezel design, elevating aesthetics while maintaining clarity. Perfect for retail product and information displays, they adopt a higher-haze panel, reducing reflection and glare for a clear, immersive viewing experience. With vibrant colors and a slim profile, they effortlessly draw attention in any retail setting.

Versatile and widely applicable, they are ideal for supermarkets, banks, offices, malls, hotels, hospitals, and more.

BNC5523B-AA-07M

· Optimal Visual Clarity
· High-performance image processor.
· Delivers true color expression and high resolution.
· Offers adjustable picture quality and white balance.

· Seamless Wall Mounting (optional)
· Geephon's special mounting brackets kit (optional) ensures seamless and visually appealing equipment installation on walls.
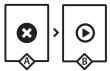
· Enhanced Component Design
· Lightweight design for easy handling.
· Constructed with high-strength aluminum alloy for durability.
· Modular components facilitate maintenance and replacement.

· Anti-reflection Anti-glare Surface
· Higher haze panel
· Anti-reflection and anti-glare effects.

· Fail Over Support

· GPlay Convenient U disk
· Simply insert the U disk for automatic content copying and playback on the device upon booting

· CMS / Remote Management Support (optional)
· Cloud-based remote management (CetusMSC) and CMS platform (GalaxyASC) support.
· Real-time monitoring of display status, parameters adjustment, and content distribution.
· Remote control via PC and Smart phone.

· Built-in Speaker

· Open API & SDK Support and RS232 Compatible

· Landscape/Portrait Compatible
· Portrait and landscape display orientations.

· OTA Firmware Update
· Enables remote firmware and application updates.
· Designed for seamless upgrades.

· Fire Protection Certification

· Extended Product Warranty
· Engineered for long-term durability.
· Guarantees reliable 24/7 operation.
· Comprehensive warranty ensures customer satisfaction and confidence.

GEEPHON

Specification

Hardware Specification

Panel	IPS
Display Size	55 inch
Protection Glass	N/A
Protection Level	IP 5X (Front Panel)
Front Color	Black
Set Dimension (L*W*D)	1233.4 x 704.7 x 46.6mm
Bezel Width Width(mm)	9.9mm
Active Display Area(H*V)	1209.6 x 680.4mm
Resolution	3840 x 2160
Type	60Hz E-LED BLU
Brightness(Typ.)	700 cd/m²
Contrast Ratio(Typ.)	1200:1
Haze	25%
Viewing Angle(H/V)	178°(H) X 178°(V)(CR≥10)
Display Colors	1.07 G (8bits + FRC)
Color Gamut	72%
Response Time	8ms (Typ)
Operation Hour	24/7
Smart Solution	PTC.DT1AHE-BAB
Connectivity	USB2.0*2, HDMI In*1, Ethernet(RJ45)*1, RS232(RJ45)*1, Line Out*1, Sensor*1, IR In*1
Power Input Supply	100-240V AC，50/60Hz
Power Consumption	160W
Speaker	5W/8Ω *2
IR	External connection
Touch Technology	N/A
Camera	N/A
Installation	Wall mount
VESA Mount	400 x 400mm
Package(W*H*D)	1350 x 830 x 145mm
Weight (kg)	N.W: 18.3Kg G.W: 22.2Kg
Operating Temperature	0℃~+40℃
Storage Temperature	-10℃~+60℃

System Specification

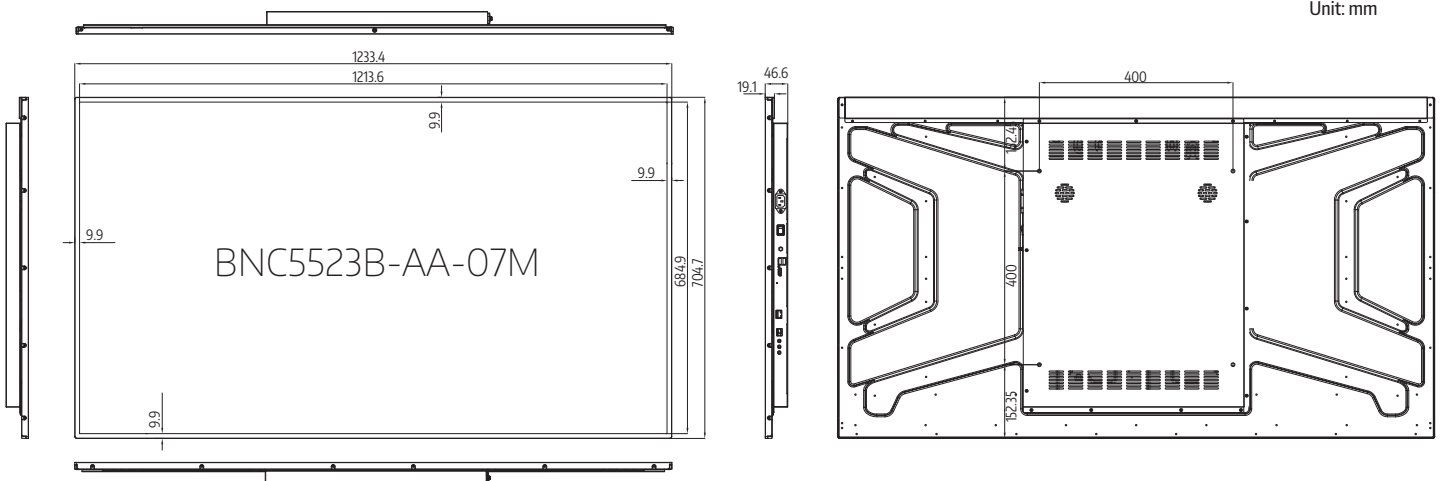|	
CPU	ARM Quad Core Cortex-A53 1.5G
GPU	ARM Mali-G52 2EE MC1
Operating System	Android 9
Cloud Advertising Distribution System	Optional
Cloud Splice System	Optional
Memory	DDR 2G
Storage	EMMC 16GB
Ethernet	Ethernet (RJ45) WiFi 802.11b/g/n 4G LTE(FDD/TDD)(Optional)
Panel Image Rotation	0/90/180/270/360 Angle Rotation
Video Decoder	MPEG-1/2/4,H.264,HEVC,VP8,VP9,AVS+,AVS2.AV1
Audio Decoder	MPEG-1.MPEG-2(layerl/ll),MP3,AAC-LC,HE-AAC
Picture Decoding	JPG,JPEG ,PNG ,BMP

What's in the box

Power Cable	x 1 Power cord (based on region)
Remote Controller	x 1
RS232 Adaptor	x 1

Warranty

Warranty	Three year or by contract

Dimensions

Unit: mm

1233.4
1213.6
9.9
9.9
9.9
9.9
BNC5523B-AA-07M
684.9
704.7

46.6
19.1

400
22.4
400
152.35

* Compatibility may differ by equipment.
* Software compatibility may change over time. Please contact your regional sales representative for details.
* Specifications are subject to change without notice, so please contact sales team to verify before ordering.