



MELLON

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43" Billboard Digital Signage (Cloud)

Options
Color : Black



Model Number	NW-BBD43
Display	
Panel Size (Diagonal)	43"
Active Display Area (mm)	530 (H) 942 (V)
Max Resolution	1920 x 1080
Screen Ratio	16 : 9
Brightness	350 cd/m ²
Contrast	3000 : 1
Brightness Uniformity	> 70%
Response Time	8 ms
Max Frame Rate	30 frm/s
Display Colors	24 bit
Viewing Angle	178 / 178
Light Source	LED
Operational Life Time	> 50,000 hours
System	
Operating System	Android 7.0
CPU	RK 3288 Cortex-A17 Quad Core 1.8 GHz
GPU	ARM Mali-T764
RAM	4GB DDR3
Storage	16 GB
Input Terminals	HDMI USB x 2
Supported Format	
Video	mpeg2 avi mp4 div ts tp trp mkv mov dat asf wmv rm
Images	jpeg png (Max Resolution : 15,000 x 15,000)
Audio	mp2 mp3 wma wav
Power Consumption	
Power Source	100 V ~ 240 V, 50 ~ 60 Hz
Operational Power Consumption	94W
Standby Power Consumption	< 0.5W
Physical Specification	
Weight	19 kg ± 1.5 kg
Folded-up Dimensions (W x D x H) (mm)	569 x 53 x 975
Expanded Dimensions (W x D x H) (mm)	N/A

*Product specifications are subject to change without notice

- Embedded with powerful cloud-based signage system, supporting Android, IOS, and windows content player
- Central management of the entire digital signage network including user control, live server status, network health reports, application management, user privileges control
- Support landscape and portrait content broadcast
- Support screen-split
- Watchdog function has the power to restart the SignagePlayer and put it back into normal operation
- Broadcast toolkits to support scheduling, campaign group, weather broadcast
- Real-time trace and track to monitor the status of all player stations
- Support Really Simple Syndication (RSS) to receive and play dynamic news feeds
- Support website plug-in to allows users to drag in a website page by full screen or split-screen
- Support QR Code generation