MELLON
We lead YOU to the future

50" Billboard Digital Signage (Cloud)

Options
Color : Black

Cloud

wifi | split screen | RSS | schedule | a.i. | 178°view angle

Model Number	NW-BBD50
Display	
Panel Size (Diagonal)	50"
Active Display Area (mm)	617 (H) 1096 (V)
Max Resolution	1920 x 1080
Screen Ratio	16 : 9
Brightness	350 cd/m^2
Contrast	5000 : 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	125W
Standby Power Consimption	< 0.5W
Physical Specification	
Weight	24 kg ± 1.5 kg
Folded-up Dimensions (W x D x H) (mm)	660 x 53 x 1131
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