LCD Shop Window Advertising Display 32" to 65"

Technical specifications · high-brightness window-facing displays

What is an LCD shop window display?

LCD advertising screens have transformed the way businesses showcase their products and engage with customers.

A shop window display is a dedicated screen usually placed behind the glass of shops, centres and other businesses. It is specially designed for optimal viewing in any outdoor lighting, with brightness of up to 2500 cd/m², so it remains clearly visible even when sunlight would wash out an ordinary screen.

It also has additional ventilation to lower the screen temperature in very warm weather and when facing outwards, reducing the risk of faults caused by heat in the display hardware.

Advantages of an LCD shop window display

- A visually appealing, dynamic way to attract customers looking at the window from the street or from inside a shopping centre.
- Shows products, promotions and adverts in bright, high-resolution colour, in real time.
- Includes a free app to customise and update your content easily.
- This versatility keeps the display eye-catching, modern and attractive.
- Increases visual appeal.
- Offers flexible content and interactive experiences.
- Improves business results.
- Lets you tailor content to specific customer segments or demographics.
- Helps build a connection between customer and brand, making a purchase more likely.
- Saves paper.
- Automatic brightness adjusts to the morning sun and changing daylight.

Specifications (55" model)

Section	Specification	Value
Panel	Screen size	55" (54.65" diagonal)
	Panel technology	IPS
	Aspect ratio	16:9
	Native resolution	1920 × 1080 (FHD)
	Brightness	2500 cd/m²
	Contrast ratio	1000:1
	Dynamic contrast ratio	500,000:1
	Viewing angle (H × V)	178° × 178°
	Orientation	Portrait / landscape
Connectivity	Connections	HDMI, USB, Bluetooth, Wi-Fi
	External control	IR receiver, automatic dimming sensor
Physical	Bezel colour	Black
	Bezel width	18 mm (top/bottom/left/right)
	Monitor dimensions (W × H × D)	1249.60 × 720.40 × 85.00 mm
	Weight (display only)	33.0 kg
	VESA mounting	400 × 400
	Packed weight	To be confirmed

Section	Specification	Value
Environment	**Operating temperature**	0 °C to 45 °C (no direct sunlight); 0 °C to 35 °C (direct sunlight)
	Operating humidity	10% to 80%
Power	**Power supply**	100–240 V, 50/60 Hz
	Power type	Built-in power supply
	Power consumption	Typical 300 W, maximum 330 W
Certification	**EMC**	CE
Accessories	**Included**	Remote control (batteries not included)

Connections

12 V DC · HDMI out · VGA · 3.5 mm audio jack · USB 2.0 · Wi-Fi · RJ45

Compared with a standard TV (around 250 cd/m²), the 2500 cd/m² panel stays readable in bright, sunny weather, in a slim 85 mm deep enclosure.

Dimensions by size (mm)

Size	Outer dimensions (W × H)	Active area (W × H)	Depth
43"	980.0 × 568.0	941.2 × 529.4	85.0
49"	1114.0 × 644.0	1073.8 × 604.0	85.5
55"	1249.6 × 720.4	—	85.0
65"	1468.6 × 843.6	1428.5 × 803.5	85.0

Rear VESA mounting with 4 × M8 screws.

Dimensions for the 32" model are available on request.

Please contact us for current lead times and pricing. Specifications may change without prior notice as products are continuously improved. Images are for illustration only.