Outdoor Floor-Standing Totem

Technical specifications · 32" to 75" outdoor LCD advertising totems

Outdoor LCD advertising screens and totems are the heart of modern advertising. Dare to shine in the urban landscape, stand out from the crowd and leave a lasting impression on everyone who comes across your message.

Their versatility lets you adapt your message to the occasion. Whether it is an irresistible offer, a special event or simply a warm welcome, these screens carry your voice everywhere, ready to adapt and stand out in any setting.

In short, an outdoor LCD advertising totem is not just a marketing tool: it is a gateway to a new level of impact.

Product features

- **High brightness:** clearly visible in direct sunlight, with brightness of up to 4000 cd/m².
- **Dust-proof and waterproof:** the whole unit is sealed to keep out dust and water. Protection rating IP55.
- **Anti-glare design:** imported anti-glare glass reduces reflections from external light.
- **High reliability:** built-in self-test and storage repair mechanism against power failures and surges. Hot power-off will not damage files.
- **Easy to operate:** the player can switch on, switch off and start playback automatically.
- **Intelligent temperature control:** a temperature control board and fan speed control automatically regulate the internal temperature.
- **Lightweight all-aluminium profile:** good heat dissipation, light, easy to install and transport, with strong corrosion resistance.

Product advantages

- High-brightness LED-backlit LCD panel, 2000/3000/4000 cd/m², clearly visible in sunlight.
- Exclusive wide-temperature liquid crystal processing, rated from –45 °C to 110 °C, with fast start-up and clear images in low temperatures.
- Imported AR glass that blocks UV, infrared and heat with high transparency, only 6–10 mm thick.
- Unique patented heat dissipation technology, with an efficient built-in cooling device and heat-insulating structure.
- High resolution: 2K (1920 × 1080) and 4K (3840 × 2160).
- Built-in standalone (networked) media player, optional industrial PC and optional multi-touch.
- All-aluminium profile structure compliant with national standard GB52372004.

Specifications

Section	Specification	Value
Optional extras	Size	32 / 43 / 55 / 65" (custom colours available)
	Touch module	G+F nano touch, 10 points, 90% touch sensitivity
	Surveillance camera	Logitech C270, 5 megapixels
	Radar detection	Patented radar-based power management
	Heater	Optional heater required below –15 °C
Monitoring	High-temperature protection / low-temperature heating	Automatic shutdown at 60 °C; automatic heating below –5 °C
	Door alarm	Alarm when the door is opened
	Flood alarm	Alarm if the unit is immersed in water
	Vibration alarm	Alarm if the unit is shaken
	Smoke alarm	Internal smoke alarm
	Humidity alarm	Alarm when internal humidity exceeds 98%

Section	Specification	Value
Configuration	Motherboard	Android or x86
	RAM	1 / 2 / 4 / 8 GB DDR3
	Storage	8 / 16 / 32 GB
	Operating system	Android 7.1 / Windows
	Video formats	MPG, MPG-1, MPG-2, MPG-4, AVI, MP4, TS, MKV, WMV, etc.
	Image formats	GIF, JPEG, PNG, BMP
	Audio output	2 × 10 W
	Other formats	MP3, 24-bit linear PCM 7.1, PDF, RSS news, weather forecast
	Networking	LAN, Wi-Fi, 3G/4G
	Content updates	Remote network update, USB drive update
	Display mode	Full-screen and split-screen playback
	Scheduled on/off	Programmable on/off timer
	Interfaces	3 × USB 2.0, 1 × HDMI, 1 × LVDS, 1 × RJ45/LAN, 1 × SD
Panel (standard)	Aspect ratio	16:9
	Backlight	Patented modular LED backlight with constant-current drive
	Resolution	1080 × 1920 or 2160 × 3840
	Colours	16.7 million
	Brightness	2500 cd/m² or 4000 cd/m²
	Contrast ratio	3500:1
	Viewing angle	178° (H) / 178° (V)
	Response time	5 ms
	Colour system	PAL / NTSC / SECAM
	Panel lifetime	60,000 hours
Electronics	Power supply	Stable, long-life industrial power supply
	Electrical protection	Leakage protection, lightning protection and other safety devices
	Audio	8 Ω, 5 W output
	Timer switch	Microcomputer timer switch
	Temperature control	Automatic temperature sensing and fan speed control
	Light sensor	Automatic ambient light detection
Thermal	Cooling	Efficient cooling module with variable-speed fans; self-regulating constant-temperature system
	Ambient temperature range	–45 °C to +108 °C
	Noise	< 58 dB(A)
	Protection rating	IP55
Reliability	Service life	50,000 h
	MTBF	40,000 h
Operating environment	Operating temperature	–45 °C to 98 °C
	Storage temperature	–45 °C to 110 °C
	Operating humidity	10% – 99%
	Storage humidity	10% – 99%

Section	Specification	Value
General	**Exterior colour**	Black, grey, red, white, silver (custom colours available)
	Enclosure material	Aluminium alloy, spray-painted
	Certification	ISO 9001, CCC, FCC, CE, RoHS
	Power input	100–240 V AC
	Standby power	≤ 3 W

Dimensions by size (mm)

Size	A	B	C	D	E	F	G	H	I	Packing (W × D × H)	NW (kg)	GW (kg)	Power (W)
32"	1680	588	118	468	328	698	393	448	847	1800 × 700 × 600	82	105	180
43"	1888	728	118	608	328	943	531	448	810	2000 × 900 × 600	90	115	270
55"	2098	880	118	760	328	1210	680	448	753	2200 × 1000 × 600	100	125	350
65"	2298	1000	118	880	348	1428	804	468	735	2400 × 1100 × 620	175	200	480
75"	2528	1128	118	1008	388	1660	934	508	733	2650 × 1250 × 620	245	270	600

Letters A–I refer to the dimension drawing of the totem. NW = net weight, GW = gross weight.

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.