

55" Dual-Sided In-Window Display



Overview

The 55" double-sided window display is designed for high-impact storefront advertising, providing bright, clear content both outward to the street and inward to customers inside the store. With built-in Android processing, flexible network connectivity, and reliable 24/7 performance, it offers an all-in-one solution for continuous digital signage.

Its slim commercial housing, efficient thermal design, and robust construction make it ideal for retail windows, malls, transport hubs, and any environment that requires highly visible dual-direction messaging.

Key Features



Built-In Android Player

Integrated media system enables standalone playback without external hardware.



High-Brightness Display

Sunlight-ready panel ensures clear visibility through storefront glass.



Slim Housing

Sleek, durable construction suitable for modern retail and public installations.



Flexible Network Options

Supports LAN/Wi-Fi for easy remote content updates and management.



Reliable 24/7 Operation

Engineered for continuous commercial environments with stable heat control.



Energy-Efficient

Optimised power usage for long-term daily operation.

Display

Screen	55" TFT LCD
Resolution	1920 x 1080
Active Area	1209.6 x 680.4mm
Aspect Ratio	16:9
Brightness	3000 + 700nits
Contrast Ratio	1200:1
Display Colours	16.7M
Response Time	8ms
Viewing Angle	178° / 178°
Refresh Rate	60Hz
Backlight	WLED
Operational Timeframe	24/7
Backlight Life	50,000 Hrs

Power

Power	AC 100 – 240V @ 50/60Hz
Typical Consumption	<450W
Standby Consumption	<1W

Connections

HDMI	x1
USB	x1 USB / x1 OTG
RJ45	x1
Antenna	x2
Card Slot	x1 SIM Card / x1 TF Card

Environment

Storage	-20°C – 60°C / 5% – 95% RH
Working	0°C – 50°C
Humidity	10 – 80% RH

Certification

CE, and RoHS

Mechanical

Housing	Metal / Aluminium Profile
Mounting	Ceiling Mount, Freestanding
Colour	Matt Black (optional custom colour)
Dimensions	1282 x 713 x 57mm
Net Weight	<30kg

Optional Embedded Player Features

Computing

CPU	RK3568, Quad-Core, Cortex-A55x4 @ 2.0GHz
RAM	4GB
Storage	32GB
OS	Android 11
Standalone Playback	Enabled

Network

Bluetooth	v4.0
Ethernet	10/100/1000Mbps
Wi-Fi	802.11a/b/g/n @ 2.4GHz
Security	WEP, WPA, WPA2, WPA3

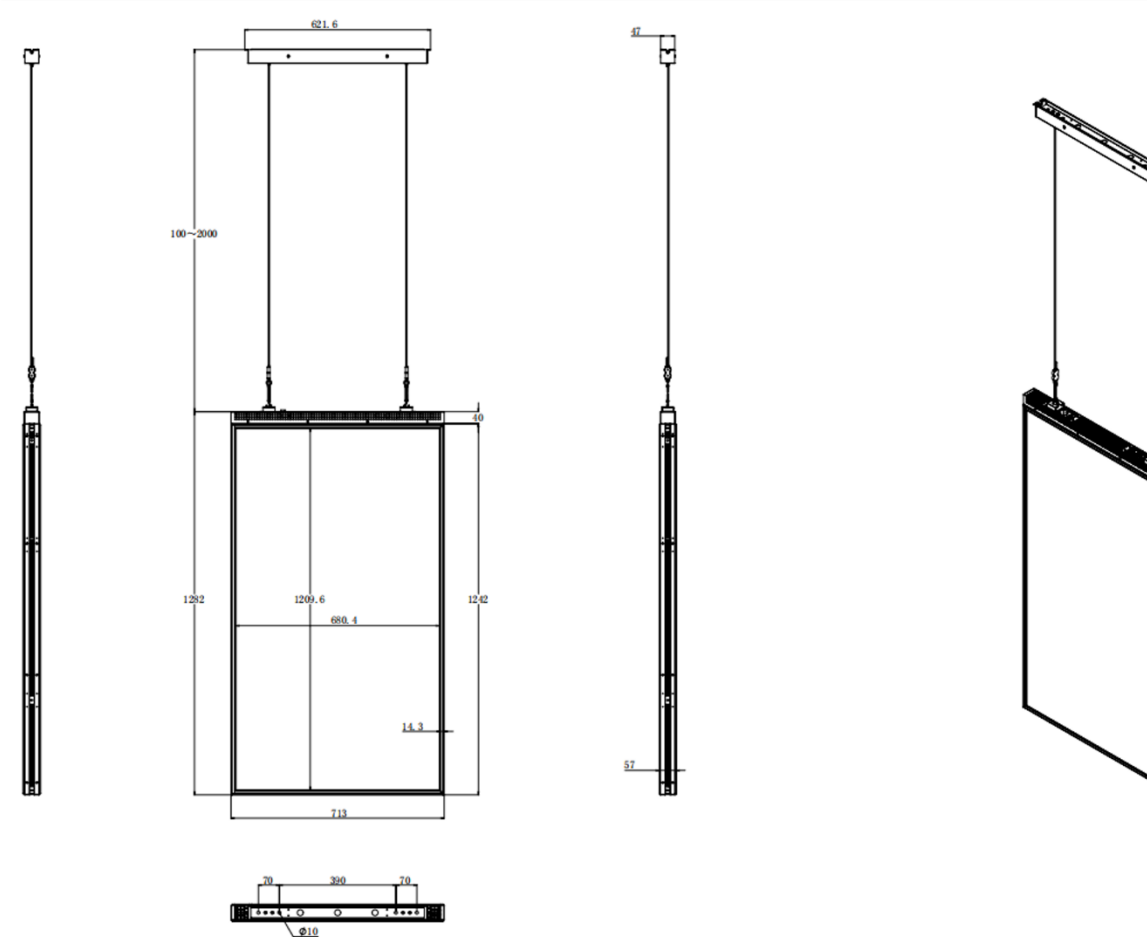
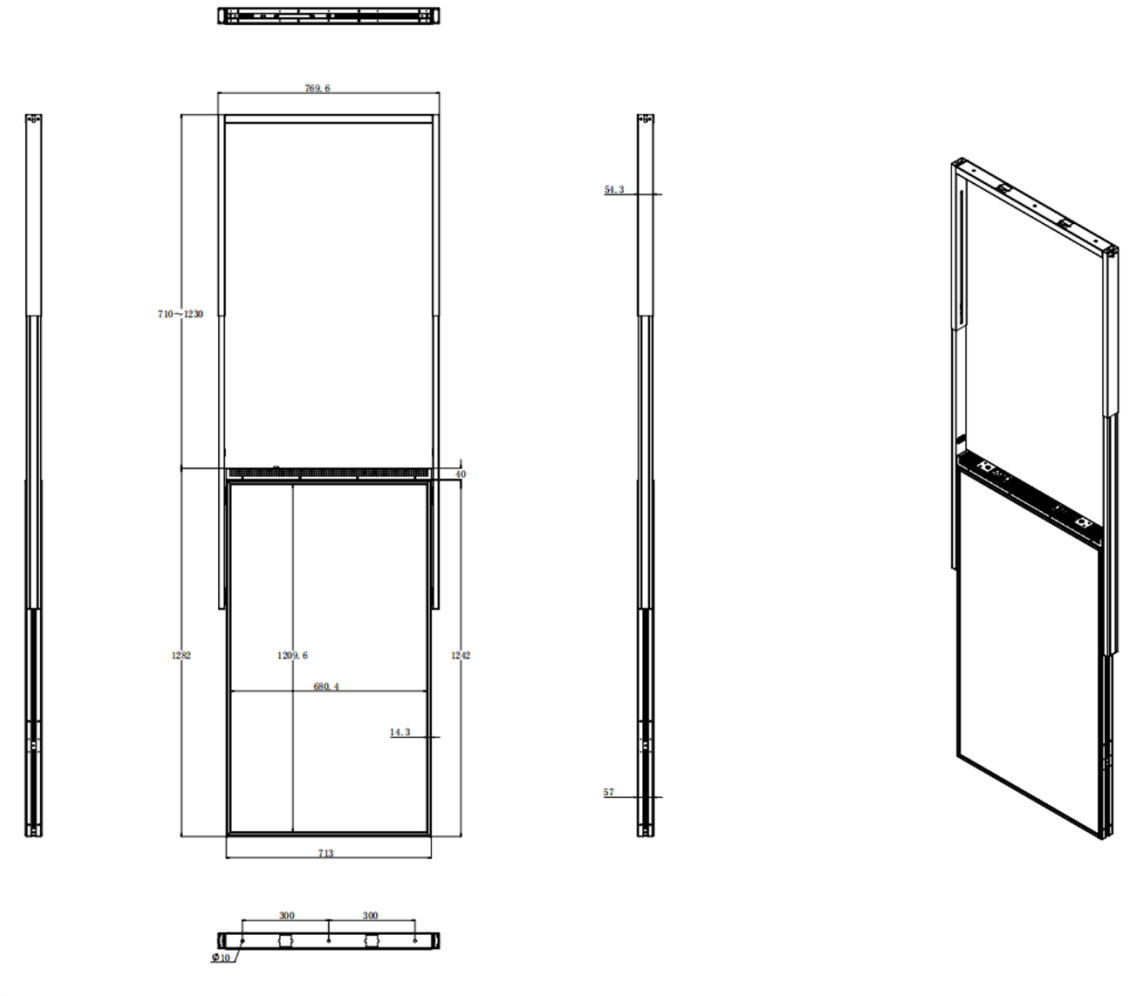
Audio

Internal Speakers	x2 8Ω 5W
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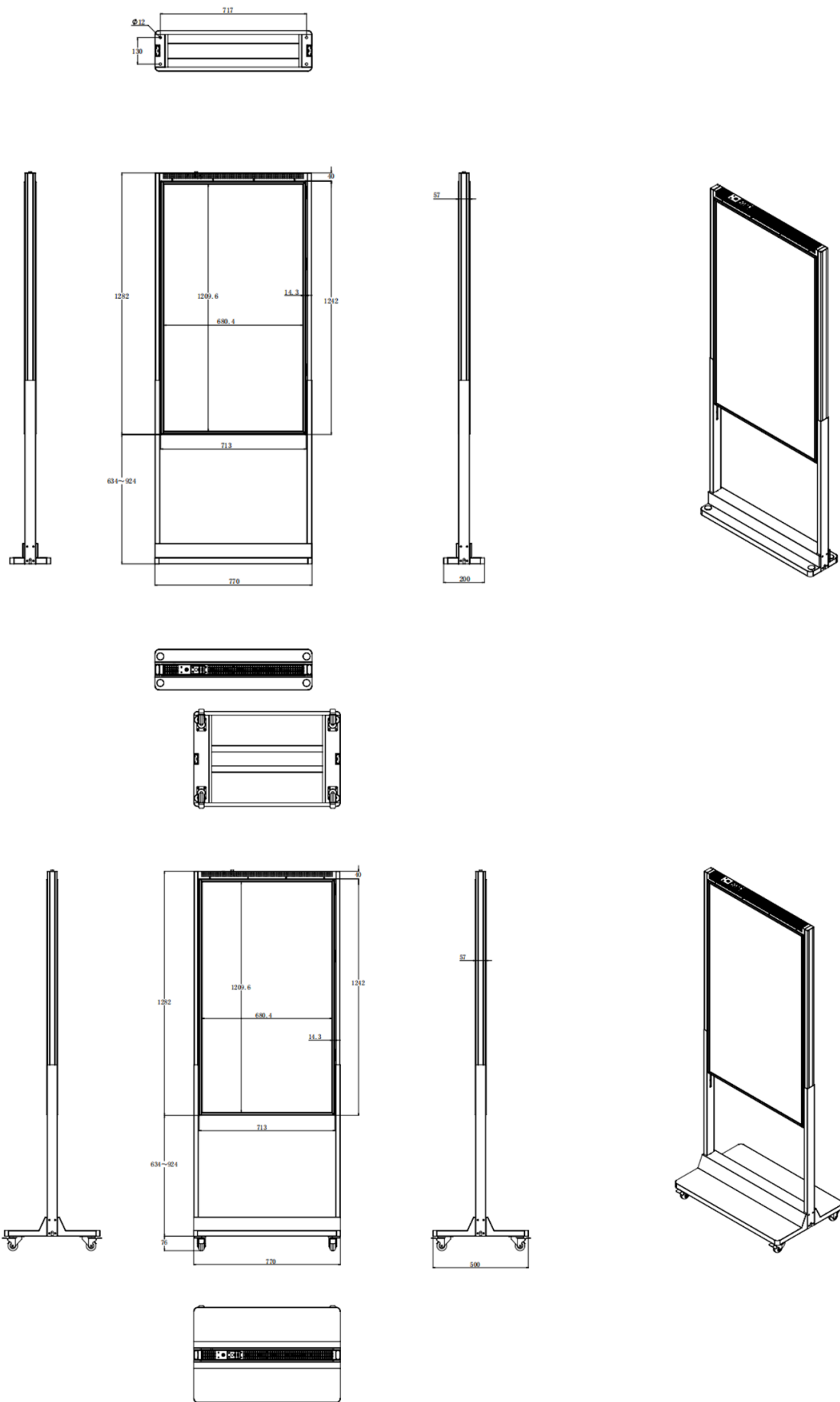
Ordering Information

Part Number	Monitor Only Built-In Media Player	HTL-LCD-TFT-WD55P_01 HTL-LCD-TFT-WD55PMP_01
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Unit Structure



Unit Structure



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