



Because it matters

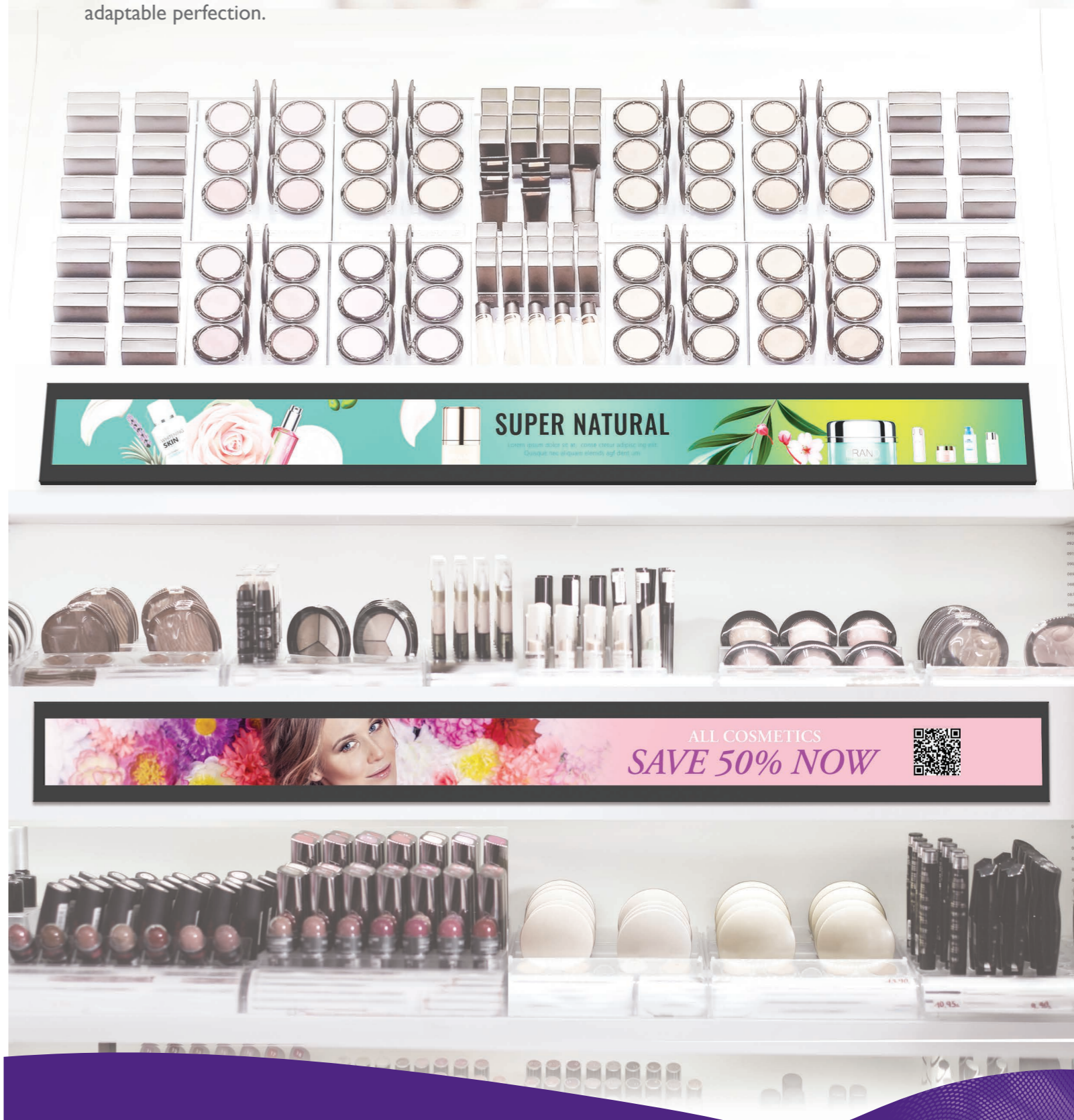
Dealer's Stamp

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# BenQ Stretch Display Series

Where there is space, there is opportunity for adaptable perfection.



BH240I / BH280I / BH350I / BH380I / BH380ID / BH280IN / BH380IN



Because it matters

# The Ultimate Promotion Solution for Shelves



## Plug and Go

X-Sign Player and built-in Android let stretch displays show promotions almost immediately after they're plugged in.



On-shelf promotions are the final piece of information customers see before making purchasing decisions. By switching from uninspiring paper shelf labels to dynamic BenQ Stretch Displays, retail operators can enhance their stores' last mile promotions to positively influence customers' decisions and boost sales. Because shelves are usually crowded and have little room for cables, an advertising solution should be self-contained. That's why the BenQ's Stretch Display Series is an all-in-one media solution with a built-in Android operating system. Every BenQ Stretch Display Series model also comes with X-Sign, BenQ's exclusive signage management software. X-Sign includes templates that are optimized for Stretch Display's long-and-narrow screen size, making it easy to design and display dynamic content, such as videos and scrolling text. Furthermore, BenQ's Device Management Solution (DMS) allows administrators to remotely manage displays, update firmware, and control power on/off from a centralized location, thereby saving the time and labor needed to visit each individual display.

**Best of Show InfoComm**

The largest professional AV event in the world, which attracts over 950 leading audio visual technology exhibitors from more than 108 countries annually.

## Choose the Right Stretch Display Series models for You

Model Name	Dimension (W*H)	Application	Android Embedded
BH2801N	73x16 cm	Top-shelf Displays	Yes
BH3801N	95x32 cm		
BH2801	73x16 cm		
BH3801	95x32 cm		
BH2401	63x9 cm	In-shelf Displays	
BH3501	90x9 cm		
BH3801D	97x33 cm	Double-sided Displays	

## Elegant, Durable Display Cover

### Anti-Reflective Glass

The BenQ Stretch Display's front panel is covered with high-performance anti-reflective glass that ensures content is always vibrant and clear. With a beautiful design that looks like an integral part of the shelves it sits on, BenQ Stretch Display Series can confer a distinctive premium atmosphere to retail outlets and boost brand positioning.

\*BH2801N/ BH3801N/ BH3801D do not feature anti-reflective glass.



## All-in-One, Clutter Free Solution

### Android Built-In

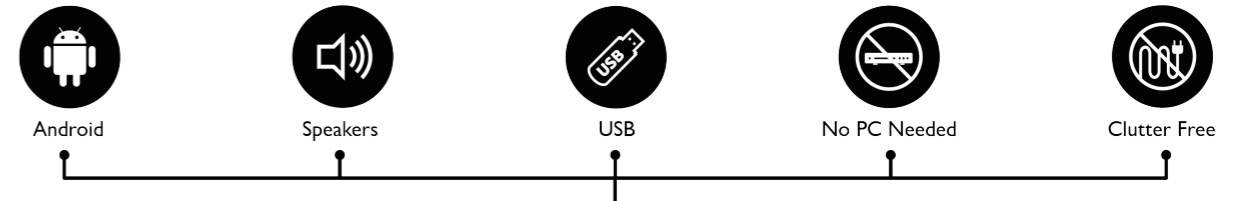
Built-in Android means that the BenQ Stretch Display Series is ready to work as soon as it's plugged in. There's no need to hook it up to a PC or other device to serve content, and embedded speakers provide for the BenQ Stretch Display's audio needs. With no cables to hide, the all-in-one BenQ Stretch Display Series fits neatly on shelves and reduces clutter.

### USB Plug & Play

The BenQ Stretch Display Series' plug-and-play simplicity enables you to access and play multimedia files directly from a USB flash drive. Requiring no PC connection or complicated cable setup, the BenQ Stretch Display Series ensures a holistic shopping experience with the most hassle-free installation.

### Last Mile Promotion

The BenQ Stretch Display's special long-and-narrow design lets it fit anywhere on a shelf, making a large impact while using little space. By replacing ordinary paper price tags with audio and video content, the BenQ Stretch Display Series is built to attract customers' attention and boost sales.



# The Easy Content Solution for Stretch Displays

## Integrated X-Sign 2.0 Software with Stretch Display Series Content Templates

BenQ's X-Sign 2.0 takes the hassle out of designing signage content. Included with Stretch Display Series, BenQ's exclusive X-Sign software provides content templates that are especially designed for long-and-narrow displays, making it easy for operators to quickly design and roll out new promotional material. The templates also let operators add images, videos, and scrolling text to their marketing materials. The long-size templates let operators create marketing content easily while the ability to enrich materials with media content will boost the store's bottom line.



### Specially Designed Long-and-Narrow Templates

X-Sign offers templates especially designed to fit the screens of Stretch Display Series. After choosing a template, users can make the perfect advertisement simply by adding images and text.



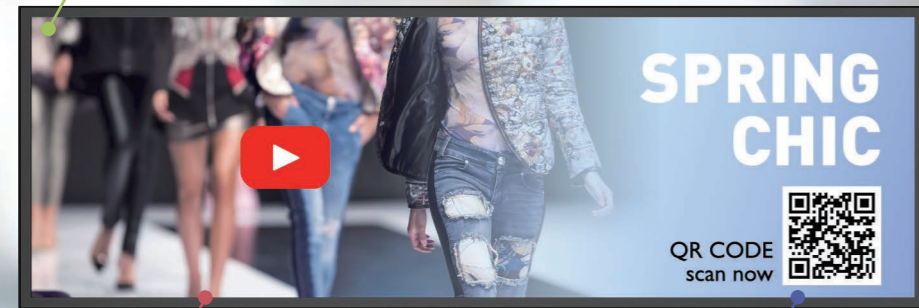
### Real Time Messages

X-Sign lets operators push real-time messages to the display network to create instant excitement.



### Instant Price Updates

Updating prices and other fluctuating content is easy. Operators just need to modify a centralized .csv file in the cloud.



### Broadcast YouTube Live Streaming across Multiple Displays

With X-Sign, operators can insert live YouTube broadcasts of product launches on Smart Signage in real time, which makes promoting new products instant and easy.



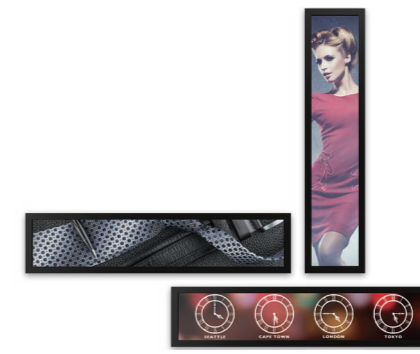
### QR Code Interaction and Analysis

X-Sign allows operators to embed QR Codes that, when scanned, can offer customers the latest promotional information. X-Sign also offers QR Code analysis to let operators see when and where customers are interacting with content. This analysis can help operators quickly adjust their offers to match customer interest.



### 24/7 Non-Stop Operation

A 55,000-hour lifespan and industrial-class performance make BenQ Stretch Display Series models far more economical than consumer display models. Built especially for business use with advanced panel technology, the BenQ Stretch Display Series can provide reliable 24/7 non-stop performance for years and years.



### Flawless Display in Portrait and Landscape View

Unlike anything else available on the market, the BenQ Stretch Display Series is built to ensure flawless portrait and landscape view. This choice between vertical and horizontal installation greatly increases flexibility when operators are designing and arranging their stores.



### High Brightness

At 1000 nits brightness, the BenQ Stretch Display Series can provide striking colors and clarity in brightly lit environments, facilitating both indoor and semi-outdoor applications. \*BH3801D is limited to 700 nits of brightness.

### Centralized Remote Content Management

X-Sign simplifies content management. It can be used to update content for all displays within a store, or even to manage content in multiple stores across the nation or anywhere in the world.



### Hassle-free Display Management



#### DMS Local

Operators can remotely control display on/off time or backlight via LAN. \*For RS232 control, please use MDA.



#### DMS Cloud (Device Management Solution)

Gives operators control of all BenQ Digital Signage in the store and lets them install Android™ apps via BenQ's cloud server.



#### OTA (Over-the-Air) Update

Keep all display drivers up-to-date with easy firmware update.

# Eye-catching Signage for Every Space

## ❖ Cosmetics & Jewelry

Available in a variety of shapes and sizes suited for different shelves



In-shelf Displays BH2401 / BH3501



Top-shelf Displays BH2801



Counter Displays BH2401

## ❖ Fast Fashion & High Fashion

Advertise in any long and narrow space with vertical, horizontal, and double-sided options



Double-Sided Stretch Displays BH3801D



Promotional Display BH3801



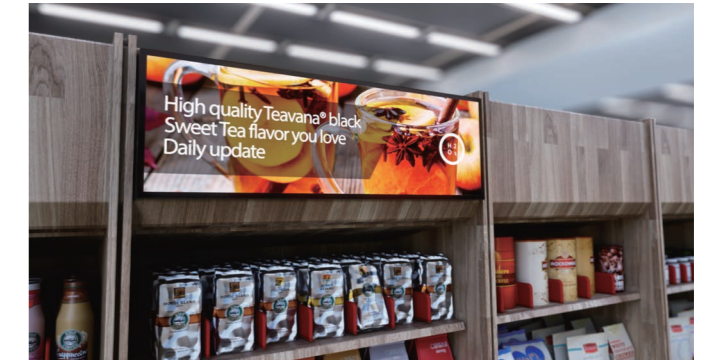
Promotional Display BH2801

## ❖ Supermarket

Customers can see the latest discounts and promotional information



Top-shelf Displays BH2801



Top-shelf Displays BH3801



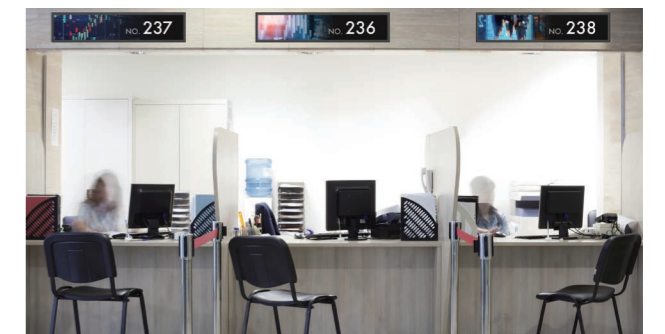
Top-shelf Displays BH2401

## ❖ Malls, Banks, Offices, and Public Transportation

Suitable for wide applications in a variety of spaces



Informational Displays BH3801



Informational Displays BH2401



Informational Displays BH3801



Informational Displays BH3801

# Specifications

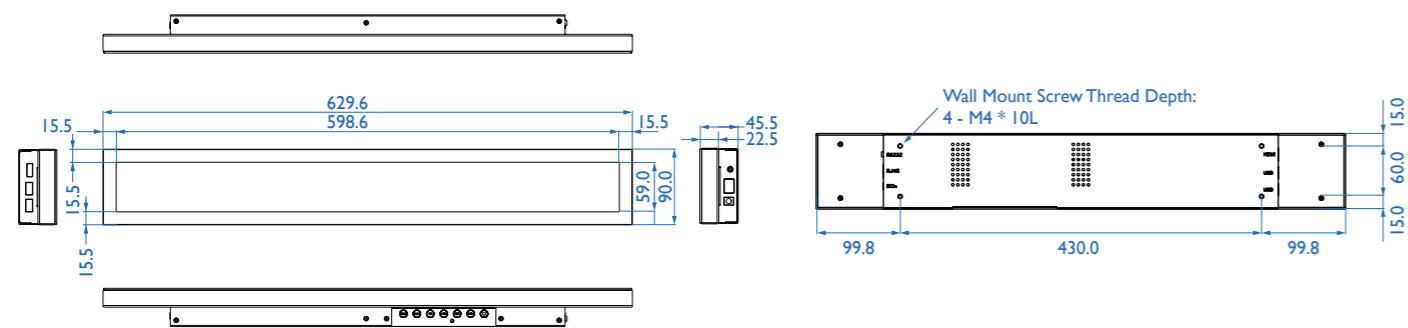
Model	BH2401	BH2801	BH3501	BH3801	BH3801D	BH2801N	BH3801N	
Panel	Screen Size	24"	28"	35"	38"	38"	38"	
	Backlight/Lightsource	E-LED	E-LED	E-LED	E-LED	E-LED	E-LED	
	Active Area (horizontal × vertical)(mm)	598.6 × 59.0 mm	699.4 × 133.0 mm	886.6 × 59.0 mm	920.3 × 289.2 mm	920.3 × 288.0 mm	700.4 × 134.0 mm	921.3 × 290.2 mm
	Resolution (pixels)	1920 × 190	1920 × 360	1920 × 130	1920 × 600	1920 × 600	1920 × 360	1920 × 600
	Brightness (typical)	1000 nits	1000 nits	1000 nits	1000 nits	700 nits	1,000 nits	1000 nits
	Contrast Ratio (typical)	3000:1	3000:1	3000:1	3000:1	1000:1	3000:1	3000:1
	Aspect Ratio	16:1.6	16:3	16:1	16:5	16:5	16:3	16:5
	Light Life (typical)	55,000hrs	55,000hrs	55,000hrs	55,000hrs	55,000hrs	55,000hrs	55,000hrs
	Display Orientation	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait	Landscape / Portrait
System	OS	Android	Android	Android	Android	Android	Android	
	System Memory (GB)	2GB	2GB	2GB	2GB	2GB	2GB	
	Storage (GB)	32GB	32GB	32GB	32GB	32GB	32GB	
Audio	Internal Speaker (Amp)	1W × 2	1W × 2	1W × 2	1W × 2	1W × 4	1W × 2	
Glass	Tempered Glass	Yes	Yes	Yes	Yes	No	No	
Connectivity	HDMI In/Out	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A	x2 / N/A	x1 / N/A	
	USB port (Type A)	x2 / N/A	x2 / N/A	x2 / N/A	x2 / N/A	x4 / N/A	x2 / N/A	
	RJ45 Port In/Out	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A	x2 / N/A	x1 / N/A	
Control	RS232 In/Out	x1 / N/A	x1 / N/A	x1 / N/A	x1 / N/A	x2 / N/A	x1 / N/A	
Power	AC/DC In	DC	DC	DC	DC	DC	DC	
	Voltage	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz	100V ~ 240V, 50Hz / 60Hz
	Power Consumption (typical/standby )	13W / <0.5W	20W / <0.5W	18W / <0.5W	38W / <0.5W	45W / <0.5W	20W / <0.5W	38W / <0.5W
Mechanical	Dimension (WxHxD) (mm)	629.6 × 90.0 × 45.5mm	728.8 × 162.4 × 45.5mm	905.0 × 89.2 × 45.3mm	949.6 × 317.6 × 45.6mm	965.0 × 332.0 × 80.0 mm	725.8 × 159.4 × 43mm	946.6 × 314.6 × 43mm
	Bezel Width (top/bottom/left/right) (mm)	15.5 / 15.5 / 15.5 / 15.5mm	14.7 / 14.7 / 14.7 / 14.7mm	15.1 / 15.1 / 9.2 / 9.2mm	14.2 / 14.2 / 14.7 / 14.7mm	14.2 / 14.2 / 14.7 / 14.7mm	12.7 / 12.7 / 12.7 / 12.7mm	12.2 / 12.2 / 12.6 / 12.6mm
	Weight (w/o Packing/ w/ Packing) (kg)	3.4kg / 5.5kg	5.3kg / 8.1kg	3.9kg / 6.4kg	11.0kg / 14.4kg	13.0kg / 16.5kg	4.3kg / 7.1kg	8.5kg / 11.9kg
	Wall Mounting (VESA) (mm)	430 × 60 (4 holes) 4 - M4 × 10L	400 × 100 (4 holes) 4 - M4 × 10L	430 × 60 (4 holes) 4 - M4 × 10L	400 × 100 (4 holes) 4 - M4 × 10L	10 - M6 x 12L (10 holes)	400 × 100 (4 holes) 4 - M4 × 10L	400 × 100 (4 holes) 4 - M4 × 10L
Environment	Operation Temperature	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C	0°C ~ 50°C	
	Storage Temperature	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	-25°C ~ 60°C	
	Usage (Hour/Day)	24/7	24/7	24/7	24/7	24/7	24/7	
OSD	On-Screen Display Languages	English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese / Korean (25 Languages)				English / French / German / Dutch / Polish / Russian / Czech / Danish / Swedish / Italian / Romanian / Finnish / Norwegian / Greek / Hungarian / Spanish / Portuguese / Traditional Chinese / Simplified Chinese / Arabic / Japanese / Thai / Persian / Vietnamese / Korean (25 Languages)		
Software	Device Management Solution (DMS)	Yes	Yes	Yes	Yes	Yes	Yes	
	X-Sign <small>(please check X-Sign website for detailed compatibility info.)</small>	Yes	Yes	Yes	Yes	Yes	Yes	
Accessory	Remote Control	Yes	Yes	Yes	Yes	Yes	Yes	
	Power Cord(by region)	Yes	Yes	Yes	Yes	Yes	Yes	
	HDMI Cable	Yes	Yes	Yes	Yes	Yes	Yes	
	RS232 Cable/RS232 Loop Cable	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	Yes/No	
	Quick Start Guide	Yes	Yes	Yes	Yes	Yes	Yes	
	User's Manual Electronic File	Yes	Yes	Yes	Yes	Yes	Yes	

\*These features are compatible with selected models. For more information, please refer to BenQ's official website.

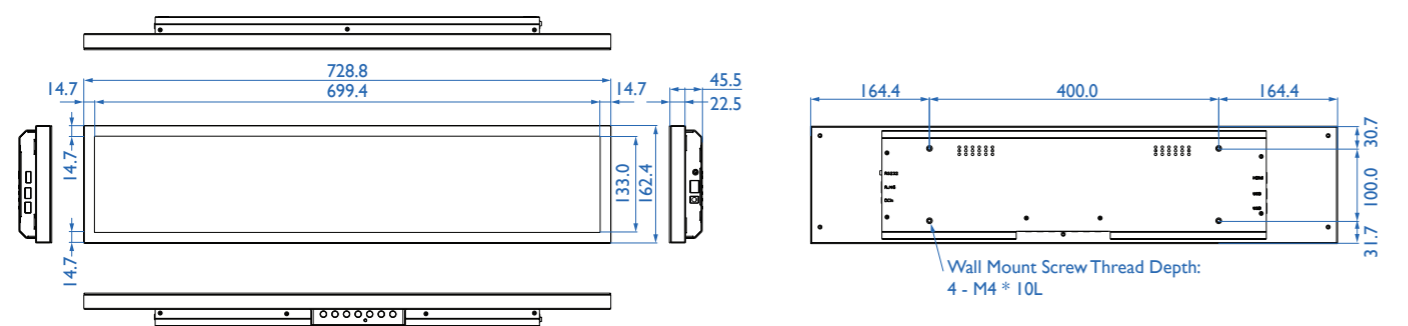
\*\* Please check X-Sign website for detailed compatibility info. <http://business-display.benq.com/>

## Dimension(mm)

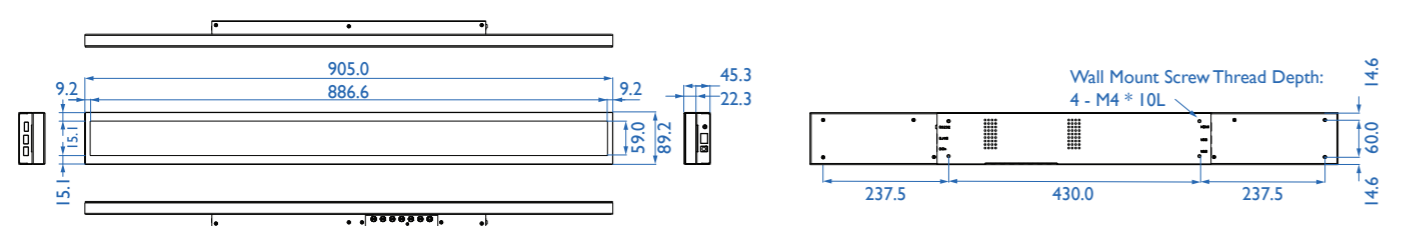
BH240I



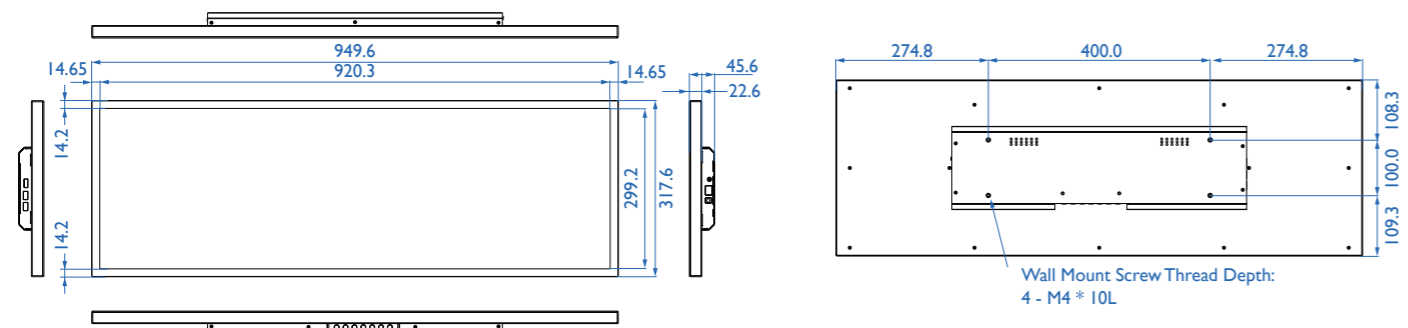
BH280I



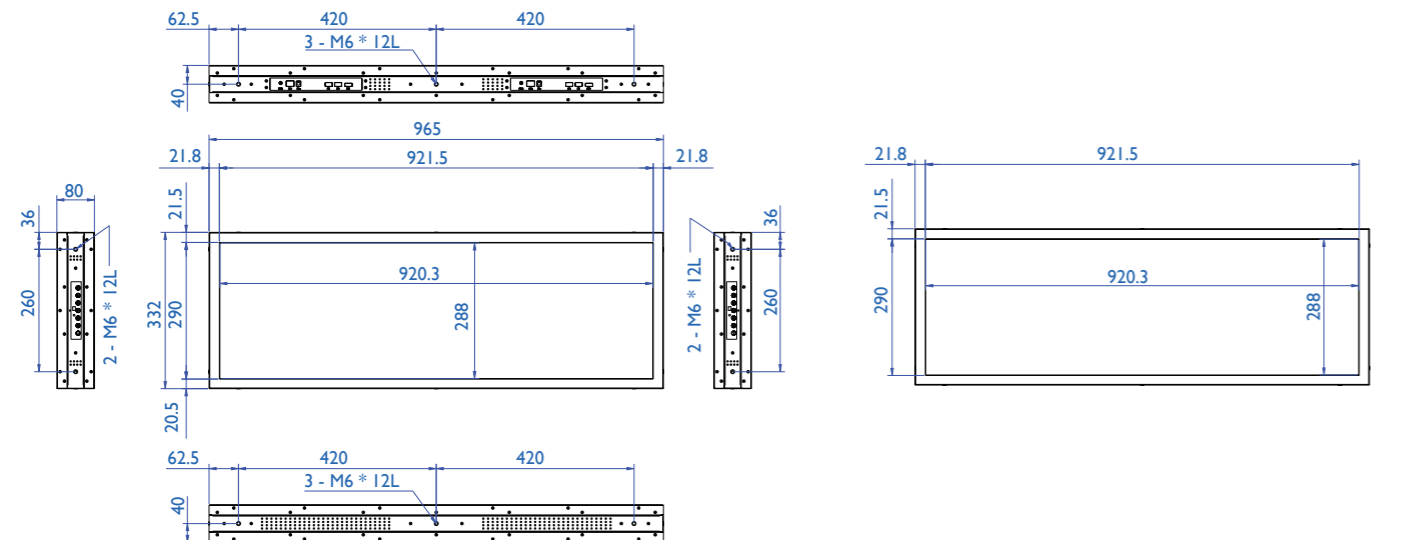
BH350I



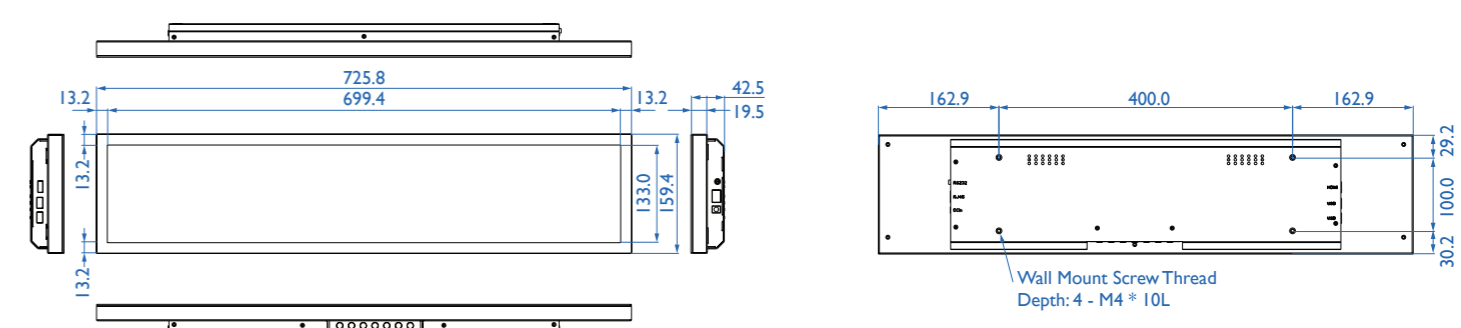
BH380I



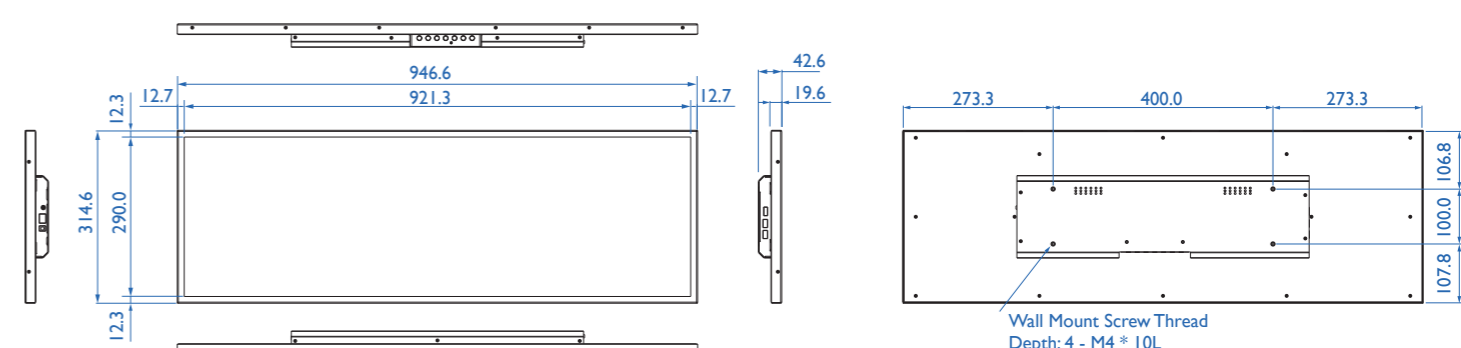
BH380ID



BH280IN

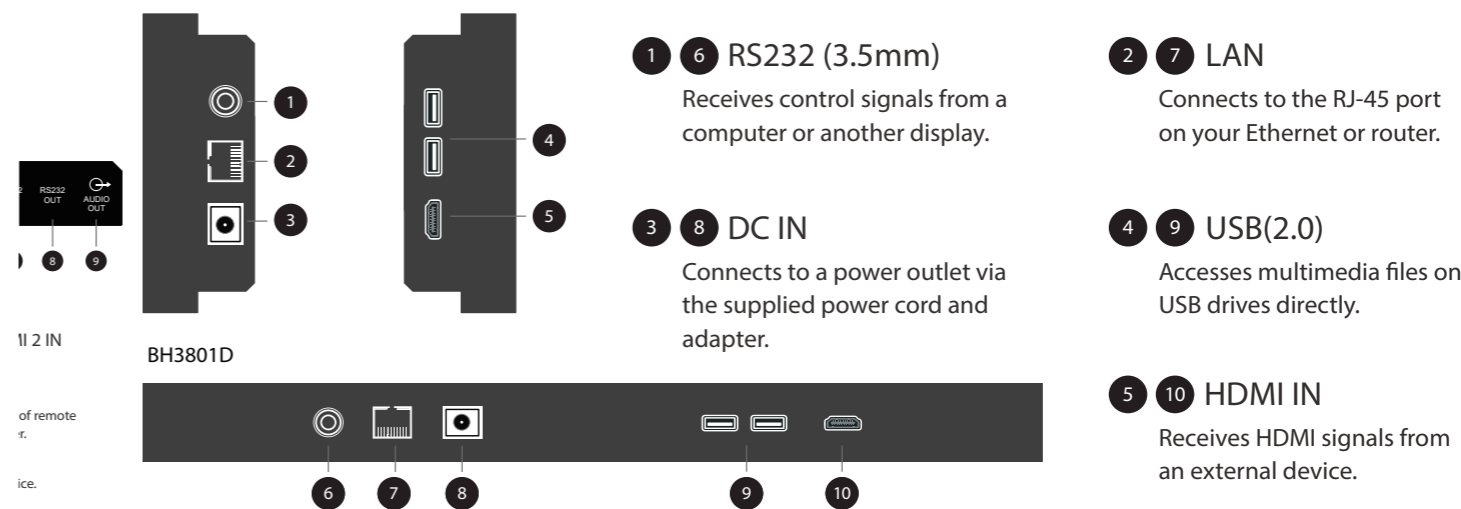


BH380IN



## Input/output terminals

BH240I / BH280I / BH350I / BH380I / BH280IN / BH380IN



The object of the declaration described above is in conformity with the relevant Union harmonization legislation. The products are suitable for applications in retail (including but not limited to high fashion, fast fashion, grocery, show rooms, restaurants, and shopping centers), leisure, transportation, healthcare and more.

EMC Directive 2014/30/EU | LVD Directive 2014/35/EU | RoHS Directive 2011/65/EU  
 Ecodesign Directive 2009/125/EC | Turkish ErP (Decision 2010/643)

The following harmonized standards and technical specification have been applied:  
 EN 55024:2010+A1:2015 | EN 55032:2015; Class A | EN 61000-3-2:2014 | EN61000-3-3:2013  
 EN 50581:2012 | EN 60950-1:2006+A11:2009+A1:2010+A12:2011+A2:2013