



# 54DS012FE

## LED DIGITAL SIGNAGE

Introducing the revolutionary Hisense 54-inch LED Signage, powered by a dedicated ASIC chipset. It features HDMI daisy-chaining, VESA mounting, and the integrated Hisense VisionInfo CMS platform. This next-generation display surpasses traditional video walls, setting new benchmarks for command centers, XR studios, broadcast facilities, and premium venues. The premium full-flip COB display ensures zero-gap splicing while delivering a stunning 25,000:1 contrast ratio, exceptional brightness, and ultra-wide viewing angles—redefining visual excellence for professional applications.

### Highlights



#### Smart, Vibrant 54-inch LED

The smart, vibrant 54-inch LED display, featuring 16 pieces 150 x 337.5 mm large-size modules, significantly boosts installation efficiency. Its carton-packaged units ensure safe handling while optimizing storage/logistics, delivering brilliant, seamless displays while maintaining the same logistical simplicity as LCD video walls and digital signage displays in warehousing and transport.



#### ASIC-driven Precision Unleashed

The dedicated ASIC chipset replaces FPGA-based architecture and upgrades signal transmission to true 4K (60Hz), eliminating convoluted sending/receiver cards. Proprietary enhanced LVDS protocol delivers 16 times bandwidth over conventional solutions, HDMI 2.0 transmission is enabled for the visually lossless transmission.



#### Quick Installation

The display enables seamless viewing, it enables a controller-free installations up to 216 inches, which is a standard 4K display. This capability allows for 3 times faster installation process compared to traditional LED displays, significantly streamlining the setup of cabinets, signal cables, and power cables.



#### HDMI Daisy Chain

Experience the simplicity of controller-free 1:1 pixel mapping for NxN (N ≤ 4) LED walls. The native HDMI daisy-chaining feature enables effortless, single-cable signal transmission between displays, eliminating complex controllers and ensuring perfectly synchronized, seamless tiling. This direct cascading technology streamlines installation while maintaining lossless image quality across the entire LED wall.



#### Standard VESA, Rapid Integration

Seamless integration with the industry-standard VESA mounting is made possible. Reuse your existing brackets for quick installation. This plug-and-play compatibility minimizes downtime while ensuring consistent, vibration-resistant alignment post-installation, eliminating the need for additional hardware costs.



#### Energy Efficient

Efficient power supply and 3-in-1 ASIC architecture ensure low energy consumption, while optimized common cathode drivers and advanced energy-saving algorithms further decreased nearly 20% power consumption compared with last generation COB. The maximum screen temperature is maintained below 40°C\*, significantly enhancing user comfort and product durability.

\*According to the current Hisense Test Environment



#### EMC Class B

Certified to EMC Class B standards, this display offers reduced electromagnetic interference, enhanced stability, superior compatibility with other devices, and safer operation for a wide range of commercial and residential applications.



#### Built-in VisionInfo

Hisense VisionInfo is an integrated system offering comprehensive, cloud-based device control and management capabilities. This innovative system enables seamless end-to-end monitoring and operation of connected devices.

## Specifications

### Physical Parameter

Pixel Pitch	1.25mm
Pixel Configuration	Flip-chip COB (1 Red, 1 Green, 1 Blue)
Screen Resolution (W x H)	960 x 540
Module Dimension (W x H)	150 x 337.5mm / 5.91 x 13.29 inch
No. of Modules per Cabinet (W x H)	8 x 2
Screen Dimensions (W x H x D)	1200 x 675 x 31.3mm (47.24 x 26.57 x 1.23 inch) 1204 x 679 x 32.8mm (47.40 x 26.73 x 1.29 inch) (with Frame)
Cabinet Materials	Die-cast Aluminium
VESA Mount	600 x 400mm (Installed by: M8 screws / Hole depth 10mm)

### Optical Parameter

Brightness (typ.)	600 nits
Brightness (max./peak.)	1000 nits / 1200 nits
Contrast Ratio	25,000:1@10lux 1000 nits 15,000:1@10lux 600 nits
Visual Viewing Angle (H x V)	165° x 150°
Bit Depth	14 bit
Color Temperature	6500K ± 500K
Color Gamut	>100% DCI-P3
Brightness Uniformity	97%
Color Uniformity	±0.003 Cx, Cy
Aspect Ratio	16:9

### Electrical Parameter

Max Power Consumption	346 (W/m <sup>2</sup> ) / 280 (W/Cabinet) @1,000nits 247 (W/m <sup>2</sup> ) / 200 (W/Cabinet) @600nits
Avg Power Consumption	156 (W/m <sup>2</sup> ) / 126 (W/Cabinet) @1,000nits 114 (W/m <sup>2</sup> ) / 92 (W/Cabinet) @600nits
Max Heat Generation	1,181 (BTU/m <sup>2</sup> ) / 957 (BTU/Cabinet) @1,000nits 843 (BTU/m <sup>2</sup> ) / 683 (BTU/Cabinet) @600nits
Avg Heat Generation	532 (BTU/m <sup>2</sup> ) / 431 (BTU/Cabinet) @1,000nits 389 (BTU/m <sup>2</sup> ) / 315 (BTU/Cabinet) @600nits

### Operational Parameter

Operating Temp / Humidity	0~40°C / 10~85% RH
Storage Temp / Humidity	-20~60°C / 10~90% RH
Lifetime	100,000 Hrs

### Connectivity (Internal)

HDMI (2.0) IN	x1
HDMI (2.0) OUT	x1
LAN IN	x1
LAN OUT	x1
USB 2.0	x1

### Service

Maintenance	Front Access
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### System

CPU	CA73*4 1.3GHz
GPU	G52 MC1
DDR	3GB
ROM	32GB
Software	Built-in Hisense VisionInfo

### Package Solutions

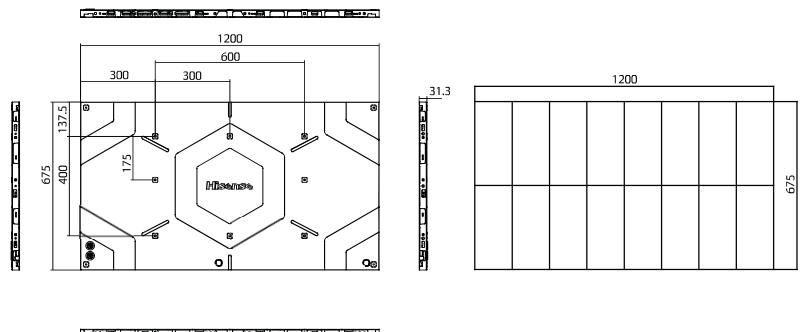
Packing Method	Cardboard Box for Cabinets / Modules & Accessories
Packaging Dimensions (W x H x D)	1320 x 969 x 263mm 51.97 x 38.14 x 10.35 inch
Net Weight	18 kg / 39.68 lbs
Gross Weight	26.6 kg / 58.64 lbs

### Certification

Standard Certification	CE, CB
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### Dimensions

**54"** | 1200<sup>W</sup> x 675<sup>H</sup> x 31.3<sup>D</sup> mm / 47.24 x 26.57 x 1.23 inch  
18 kg / 39.68 lbs



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