

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 supports multi-display synchronization as well as seamless end-to-end monitoring and operation of connected devices. On seamless LED displays, this feature is ideal for static images and moderate-motion videos; for high-speed motion videos, advance content testing is recommended to ensure visual performance meets expectations.

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/m²) / 280 (W/Cabinet) @1,000nits 247 (W/m²) / 200 (W/Cabinet) @600nits
Avg Power Consumption	156 (W/m²) / 126 (W/Cabinet) @1,000nits 114 (W/m²) / 92 (W/Cabinet) @600nits
Max Heat Generation	1,181 (BTU/m²) / 957 (BTU/Cabinet) @1,000nits 843 (BTU/m²) / 683 (BTU/Cabinet) @600nits
Avg Heat Generation	532 (BTU/m²) / 431 (BTU/Cabinet) @1,000nits 389 (BTU/m²) / 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) LOOP	x1
LAN IN	x1
LAN OUT	x1
USB 2.0	x1

Service

Maintenance	Front Access

System

CPU	CA73*4 1.3GHz
GPU	G52 MC1
DDR	3GB
ROM	32GB
Software	Built-in Hisense VisionInfo[1]

Package Solutions

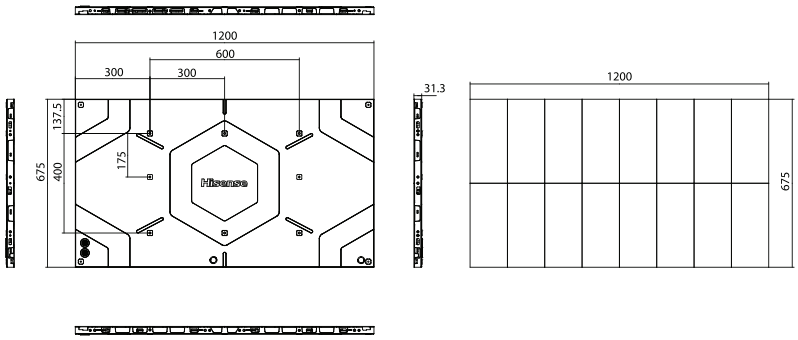
Packing Method	Cardboard Box for Cabinets / Modules & Accessories
Packaging Dimensions (W x H x D)	1320 x 969 x 263mm 51.97 x 38.14 x 10.35 inch
Net Weight	18 kg / 39.68 lbs
Gross Weight	26.6 kg / 58.64 lbs

Certification

Standard Certification	CE, CB

Dimensions

54" 1200^{W} x 675^{H} x 31.3^{D} mm / 47.24 x 26.57 x 1.23 inch
18 kg / 39.68 lbs



1. Support synchronized playback of static content and video. For the best visual experience, especially with fast-motion content, validation is recommended.

* According to the current Hisense test environment

** Product specifications may vary per region, and specifications are subject to change. This material may include corporate names and trademarks of third parties which are the properties of the third parties respectively.