

Orchestrating a brighter world

NEC

# NEC BT421 Bartype Display

1 **F2** Approaching

7:35

2 **F8** Blue Line

7:41

Train approaching. Stand clear of the Platform edge.



# Where space is limited, your message doesn't have to be

## Bartype Display

As organizations continue to improve efficiencies through the widespread digitalization of their communications, NEC provides the solution for digital display in areas where space is a limiting factor. The ultra-wide BT421 display offers a distinctive 16:4 format, which perfectly integrates into constricted environments such as along corridors, above doorways or within shelving.

NEC's BT421 has been engineered to provide ultra-reliable and compact wayfinding, advertising and informational signage within the transportation, healthcare, retail, cinema, and education sectors. The device is the perfect replacement for static and printed signage, enabling operators to harness the power of dynamic content to utilize new areas of the premises.



## Using space efficiently

At approximately half the height of a traditional 16:9 aspect ratio display, the BT421 is ideally sized to replace static directional and informational signage which is typically found within transportation facilities such as airport terminal buildings and bus or train stations. Operators achieve efficiencies through multi-usage as the displays provide wayfinding, emergency messaging and 'final call' notifications; passengers are kept well informed whilst passenger flow improves.

Supporting the retail sector, the stretched format in portrait or landscape orientation presents POS messaging without taking up premium retail space. Embedded within shelving, wall mounted above usable arms-reach retail space, on columns and above till points; the BT421 offers creative opportunities to affect sales-uptift.



## Robust and reliable

The BT421 represents a new display resolution and format which is manufactured to this precise specification, thus ensuring the high quality and reliability for which NEC is renowned and making it available for new application usage.

Sealed to prohibit dust ingress and benefiting from NEC's heat management; long-term reliable operation is maintained within a wide temperature range of 0-50°C. The meticulous selection of industrial-grade components and rigorous professional design ensures a 24/7 mission-critical viewer experience.



## Superb cost-efficient adaptability

The integrated trim function enables 16:9 content to be utilised whilst actively displaying the upper or lower area for display of native 1920 x 480 content.

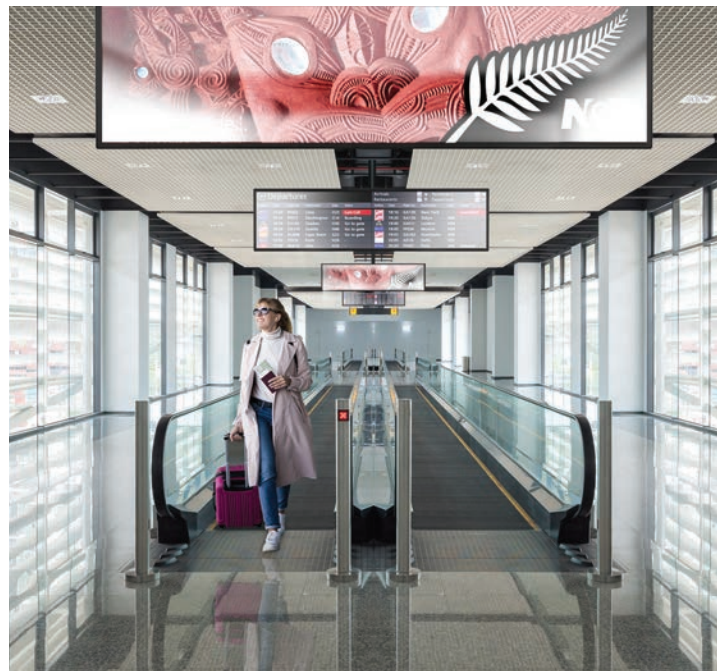
While its compact size enables a much wider range of potential installation options, the BT421 also supports back-to-back installs. Via daisy chaining, only a single signal source is needed to feed dual screens to create banks of displays for the most eye-catching signage, wayfinding and customer information.





Readability maintained in the brightest spaces

Glass atriums and storefront windows where ambient light is at its highest can prove a challenge for digital signage. However, with high brightness levels of 700cd/m<sup>2</sup> plus an anti-glare surface, content remains crisp and easy to read even in sunlight-flooded spaces typical of an airport terminal or shopping mall.



MODEL		BT421	
LCD MODULE	Panel Technology	VA	
	Viewable Image Size	42"	
	Native Resolution	1920 x 480	
	Brightness (Typical/Minimum)	700 cd/m <sup>2</sup> / 560 cd/m <sup>2</sup>	
	Contrast Ratio (Typical)	4000:1	
	Viewing Angle	178° Vert., 178° Hor. (89U/89D/89L/89R) @ CR>10	
	Aspect Ratio	16:4	
	Displayable Colors	Over 1.07 Billion	
	Orientation	Landscape, Portrait	
Panel Haze (%)	44		
CONNECTIVITY	Input Terminals	Digital	DVI-D x2
		Analog	-
		Audio	-
		External Control	LAN (100Mbit), RS-232C
	Output Terminals	Digital	DVI-D
		Analog	-
		Audio	-
		External Control	-
POWER CONSUMPTION	On (Typ/Max)	50W/75W	
	Network Standby	<2W	
	Normal Standby	<0.5W	
	Current Rating	0.8A - 0.6A @ 100V - 240V	
	Speaker Rating	N/A	
PHYSICAL SPECIFICATIONS	Bezel Width (L/R, T/B)	18.3mm/18.3mm/18.3mm/18.3mm	
	Net Dimensions (Without stand; W x H x D)	41.7 x 11.4 x 2.6 in. 1059.9 x 288.9 x 64.7mm	
	Net Weight (Without Stand)	37.0lbs / 16.8kg	
	VESA Hole Configuration	4x M6 x 10mm (200 x 100), 4x M6 x 10mm (400 x 100)	
ENVIRONMENTAL CONDITIONS	Operating Temperature	0 to 50C	
	Operating Humidity	20-80%	
	Operating Altitude	2000m (6562ft)	
LIMITED WARRANTY	3 years Advanced Replacement		
ADDITIONAL FEATURES	Trim Up and Trim Down Functionality, Aspect Ratio Adjustment, Color Temperature Adjustment, Gamma Settings, Noise Reduction, Dynamic Picture Modes, Scheduler, Signal Check Priority, Sleep Timer, Power Save Mode, Anti-Image Retention Setting		
SHIPS WITH	Power cord; 1.8m DVI-D cable; Wireless remote control; Batteries; Setup Manual		
OPTIONAL ACCESSORIES	OPS-DOCK and any OPS PC		

### Input Panel

- 1 LAN (RJ-45)
- 2 RS-232C
- 3 DVI Out
- 4 DVI In
- 5 DVI In
- 6 USB (Service)



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