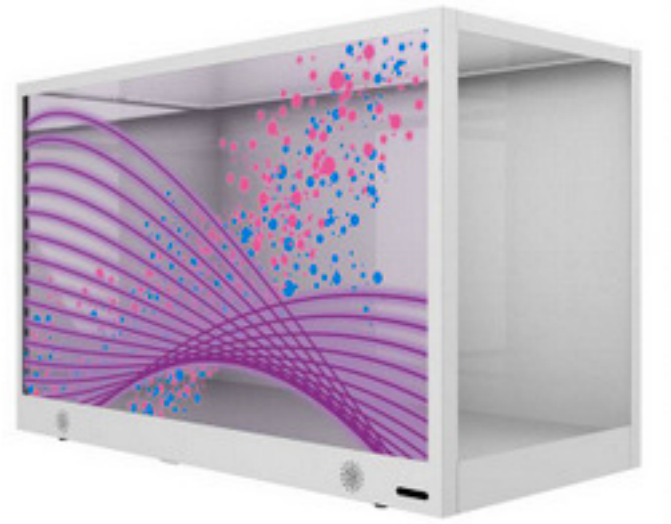
Written by Roger Douglas
09. 06. 2016



BenQ’s latest signage products in America, the **TL240C** and **TL321C Transparent Series Displays** , bring a new approach to digital signage retail applications.

The new models feature **24-inch and 32-inch lightweight, see-through display boxes** to showcase a retailer’s products along with relevant promotional audio and video.

Designed to allow consumers to see the actual product inside the box enclosure while simultaneously watching an advertisement of the product on the outside screen, the TL240C and TL32IC Transparent Series Displays are **an all-in-one solution especially for retail product promotion** .

Featuring an exclusive pixel design, the transparent display strikes a balance between the desired transparency effect and optical performance with a color depth of up to 16.7 million colors per interface. Adding to the ultra vivid effect, the level of transparency can be adjusted according to the lighting source in the environment, style and features of the displayed content to achieve display versatility.

The TL Series has an average life span of 30,000 hours, providing several years of nonstop

service. With the reliable industrial-class performance and sturdy build, the new TL Series displays are an economic option over many consumer models.

TL240C and TL32IC displays are easy to set up. They feature HDMI, DVI-D, VGA and USB inputs. Built-in 4W speakers. Including landscape and portrait mode display support, the units are easy to customize to fit a variety of applications.

The integrated USB display feature allows for cable- and PC-free content setup. Users can load the content onto a USB flash drive and plug it into the USB port. Content appears on the dynamic display in seconds and the most popular media formats are supported, including MP4 and JPEG, for content creation and upload.

Go BenQ’s Transparent Displays, the TL240C and TL321C