



Peerless-AV's Market Leading 55" Xtreme™ High Bright Outdoor Display Now Enhanced for Peak Performance in Hotter Climates

Latest outdoor display model offers improved brightness output and thermal performance for full sun usage with key network control and operating system updates



Watford, UK, 7 December 2021 – AV technology pioneer Peerless-AV® today announced the launch of the. The new [XHB553-EUK](#) retains an unmatched ingress protection (IP) rating and award-winning feature set but is now lighter in weight with significant mechanical and operating system enhancements that include thermal load diffusion, customised brightness scheduling, auto-source switching, power saving, and pixel shifting, to name a few.

To address performance requirements in hotter 'desert' or sunnier climates, the new XHB553-EUK outdoor display is fan cooled to reduce heat build-up caused by thermal load from extended exposure to direct sunlight. The display's operating temperature remains the widest in the industry, ranging from -35°C to 60°C (-31°F to 140°F) and the patented thermal exhaust system keeps internal components cooled in extreme heat. It also offers 2500nits of light output and an ambient light sensor that automatically adjusts brightness to match time of day conditions, thus reducing light pollution in evening hours and optimising power consumption.

The XHB553-EUK is now 25% lighter than the previous generation 55" and includes a gyroscopic sensor that detects any movement of the display. The XHB553's IP66 rated design protects against the ingress of water, dust, dirt, moisture and insects, and an IK10 tempered cover glass offers protection against vandalism and debris.

Additional new features include upgrades to the display's network access and control functionality, as well as key operating system extras:

Auto-Source Switching: Allows the user to set the display to search for a secondary content signal if the main source fails, ensuring zero display downtime

Power Scheduling: Allows the user to set a specific frequency time and date for the display to turn on and off automatically

Brightness Scheduling: Eco and custom settings allow the user to use predetermined modes that set the backlight level intensity according to time of day, an important feature at night where regulations dictate brightness of digital signage, especially near roadsides

Power Save Mode: Allows the user to set the time for the display to power down or go to sleep mode if no content signal is present; The LAN port can also be set to passive or active mode to reduce power consumption when the display is not active

Pixel Shifting: Useful if using static content to avoid image retention; Horizontal or vertical shifting of an image can be set to a specific frequency

“As a market leader in professional outdoor displays, it is fundamental that we continue to enhance our technology to meet evolving industry requirements,” said Keith Dutch, Managing Director – EMEA, Peerless-AV. “We are seeing increased demand for our displays in extreme weather environments dictated by high levels of sun exposure, heat and direct sunlight. This is where the new XHB553 is designed to excel. It can perform to the highest of standards in all-weather conditions, from the desert to a polar vortex, and the new network control, monitoring and scheduling improvements make this an even more reliable, quality product for any outdoor application.”

The Xtreme™ High Bright Outdoor Display can be much more than a standalone unit. Peerless-AV also designs and manufactures stylish, fully integrated kiosk solutions, including Outdoor Smart City Kiosks (KOP2555-XHB-EUK) and Outdoor Digital Menu Boards (KOF555-1/2/3-EUK).

See our new generation 55" Xtreme™ High Bright Outdoor Display and the latest Kiosk solutions on stand 3F700 at ISE 2022, 1-4 February, Fira de Barcelona.

For more information about the XHB553-EUK 55" Xtreme™ High Bright Outdoor Display, visit eu.peerless-av.com/products/xtreme-high-bright-outdoor-display

For more information on the full range of Peerless-AV mounts and solutions visit www.peerless-av.com. Follow the latest Peerless-AV news and updates on [Twitter](#), [Facebook](#), [LinkedIn](#) and [blog](#).

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About Peerless-AV

Driving Technology Through Innovation

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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