

LFTouch

Commercial Display Solutions

WM Series

Wall-Mounted Advertising Display

Android 11 | Remote Publishing CMS | 32" / 43" / 50" / 55" / 65"



Model	WM32	WM43	WM50	WM55	WM65
Screen size	32"	43"	50"	55"	65"
Resolution	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080
Brightness	300 nits	350 nits	350 nits	350 nits	350 nits

The LFTouch WM Series is a family of slim wall-mounted advertising displays for retail, corporate, hospitality and public-space digital signage. Built on the RK3566 quad-core Android 11 platform with a remote publishing CMS, the series shares one industrial design across five sizes from 32 to 65 inches.

Product Specification | English Edition

1. Series Overview

The advertising display is a new-generation smart signage device. Terminal software, network distribution and multimedia display form a complete advertising broadcast system, delivering pictures, text, video and widgets (weather, date, etc.) to the audience. The WM Series turns advertising from passive exposure into active engagement, and fits applications such as advertising media, retail chains, building and property management, commercial venues, entertainment, public services and corporate stores.

2. Key Features

- **Slim, narrow-bezel design.** Brushed anodized aluminum-profile front frame; the back cover is stamped cold-rolled steel that resists deformation, with a tight cabinet-module fit.
- **Industrial-grade panel.** Brand-new LED LCD panel, Full HD, full-view IPS; professional display driver with color calibration for balanced, soft, anti-glare images.
- **4 mm tempered glass** front with piano-bake finish for a premium, durable surface.
- **Wide-range power.** Industrial power board supporting 110-240 V, 50/60 Hz AC input.
- **Smart operation.** Scheduled power on/off, IR remote control, multi-language UI, and free landscape/portrait (360-degree) orientation switching.
- **Safety by design.** Protected safety circuits, damage resistance, thermal management and enclosed leakage protection.
- **Flexible mounting.** Wall mounting in landscape or portrait; ceiling-hung installation supported.
- **Colors.** Elegant Black and Shimmer Silver standard; custom gold finish available on request.

3. Hardware Platform & I/O

CPU	RK3566 quad-core, up to 1.8 GHz
Memory / Storage	2 GB RAM + 32 GB onboard storage
Operating system	Android 11
Network	Ethernet (RJ45) / WiFi / 4G (optional)
Interfaces	2 x USB, 1 x SD, 1 x RJ45, 1 x HDMI, 1 x DC-12V
Speakers	2 x 7 W, one on each side
Audio output	8 ohm, 5 W
Power input	AC 110-240 V, 50/60 Hz

4. Remote Publishing CMS (Android Network Version)

The multimedia information publishing system combines network, IT and multimedia technologies. It edits, controls and publishes audio/video, images and streaming media, and terminals display content in freely combined split-screen layouts. Beyond advertising, the platform also supports query and entertainment applications such as embedded mini-game apps.

- Free split-screen program editing: video, image, scrolling text, logo, date/time/week and weather zones.
- Zones can be cut freely on the canvas; touch or sensor links can be added to any zone.
- Supports external data sources such as live TV, news feeds and HTML web pages.
- Playlists with scheduled playback and interrupt (insert) playback.
- Remote power on/off, remote program publishing and remote terminal upgrade.
- Centralized terminal status monitoring and group management of all devices.

5. Model Specifications

All models share the same industrial design, Android 11 / RK3566 platform and remote publishing capability. Display parameters are identical except where listed below.

Parameter	WM32	WM43	WM50	WM55	WM65
Screen size	32"	43"	50"	55"	65"
Active area (W x H, mm)	698.5 x 393	941 x 530	1096 x 616	1210.5 x 681	1428.5 x 804
Resolution	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080	1920 x 1080
Aspect ratio	16:9	16:9	16:9	16:9	16:9
Brightness	300 cd/m2	350 cd/m2	350 cd/m2	350 cd/m2	350 cd/m2
Viewing angle (H/V)	178° / 178°	178° / 178°	178° / 178°	178° / 178°	178° / 178°
Response time	8 ms	8 ms	8 ms	8 ms	8 ms
Color system	PAL / NTSC / SECAM	PAL / NTSC / SECAM	PAL / NTSC / SECAM	PAL / NTSC / SECAM	PAL / NTSC / SECAM
Rated power	45 W	65 W	85 W	100 W	120 W
Standby power	< 0.5 W	< 3 W	< 3 W	< 3 W	< 3 W
Overall dimensions W x H x D (mm)	723.4 x 418.1 x 76.6	966.4 x 554.9 x 73.3	1120.8 x 641.4 x 73.2	1235.6 x 706.9 x 73.2	1455.8 x 830.6 x 75.0
Mounting	Wall-mount, landscape / portrait; ceiling-hung supported				

Panel: brand-new industrial-grade LED LCD, Full HD, full-view IPS. Overall dimensions are from the mechanical drawings; see pages 6-10.

6. Version Options

Three software versions are available for different operation models. The Android Network version is the recommended configuration for multi-site deployments.

	USB Standalone	Smart Standalone	Android Network (recommended)
Content update	Plays directly from a USB drive. No remote publishing - staff must replace the USB drive on site.	Built-in storage. Programs are prepared on a USB drive and imported into onboard memory on site. No remote publishing.	Programs are edited in the cloud/server CMS and published remotely over Ethernet, WiFi or 4G (optional). No site visit required.
Remote management	-	-	Remote publishing, remote power on/off, remote upgrade, terminal status monitoring
Best for	Single screen, infrequent content changes	Single screen with onboard storage and cleaner cabling	Multi-screen, multi-site networks with frequent, timely content updates and centralized control

7. Build & Finish

Front frame	Brushed anodized aluminum-profile bezel, slim narrow-edge design
Front glass	4 mm tempered glass
Surface finish	Piano-bake paint process
Back cover	Stamped cold-rolled steel, deformation-resistant
Standard colors	Elegant Black, Shimmer Silver (custom gold available)
Installation	Wall-mounted, landscape / portrait universal; ceiling-hung supported

8. Environment, Certifications & Warranty

Operating temperature	-5 °C to +50 °C
Storage temperature	-35 °C to +60 °C
Operating / storage humidity	10% to 90% RH
Certifications	CE, FCC, RoHS (CCC available for domestic projects)
Warranty	12 months for the whole unit; paid lifetime maintenance after the warranty period
Quality system	Manufactured under an ISO9001:2015 quality management system

9. Standard Accessories

Mounting screws • User manual • Power cord • Keys • Certificate of conformity • Warranty card

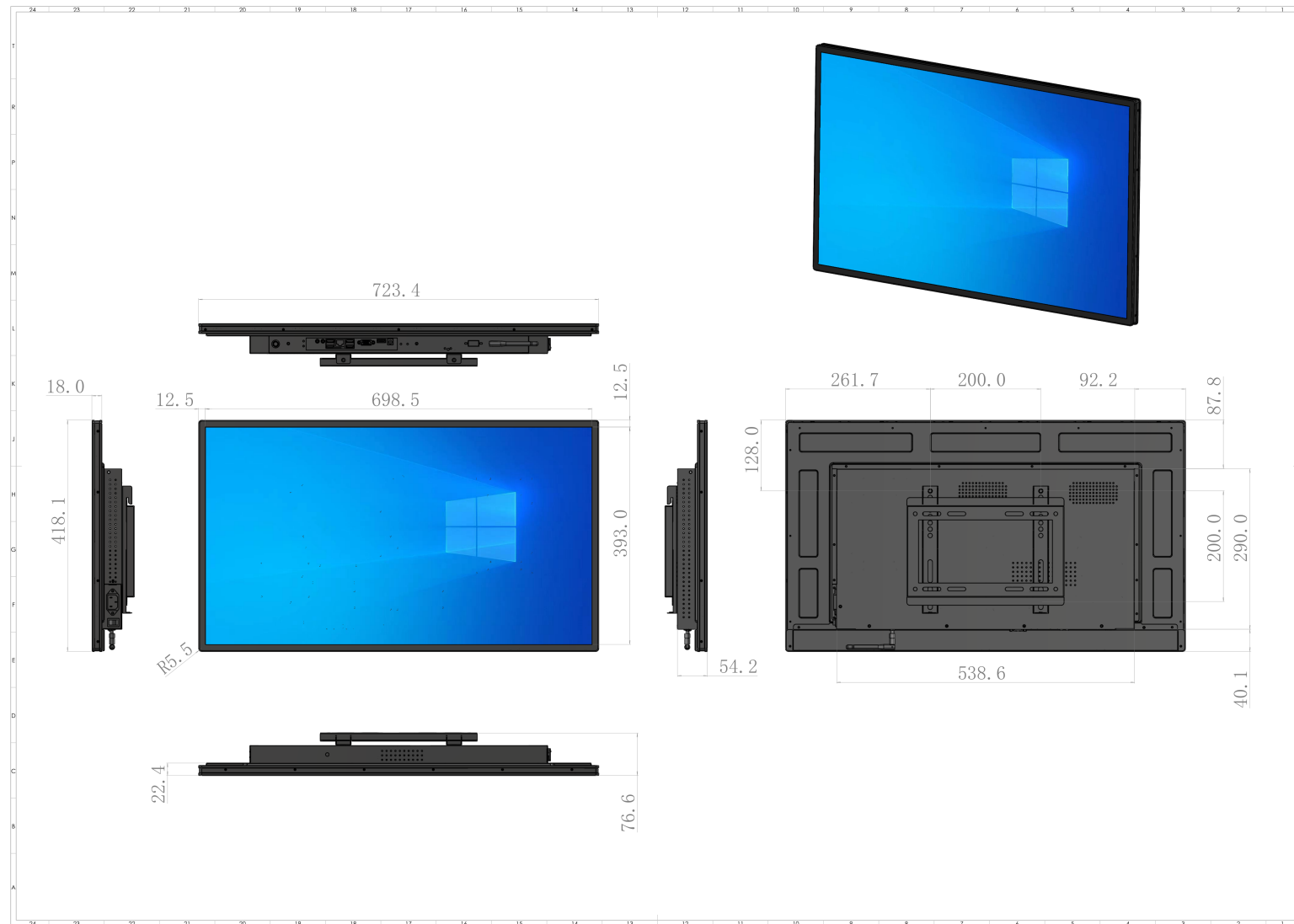
10. Applications

Advertising media, retail chains and brand stores, shopping malls, building and property management, corporate lobbies, hospitality, entertainment and leisure venues, public services and transport spaces.

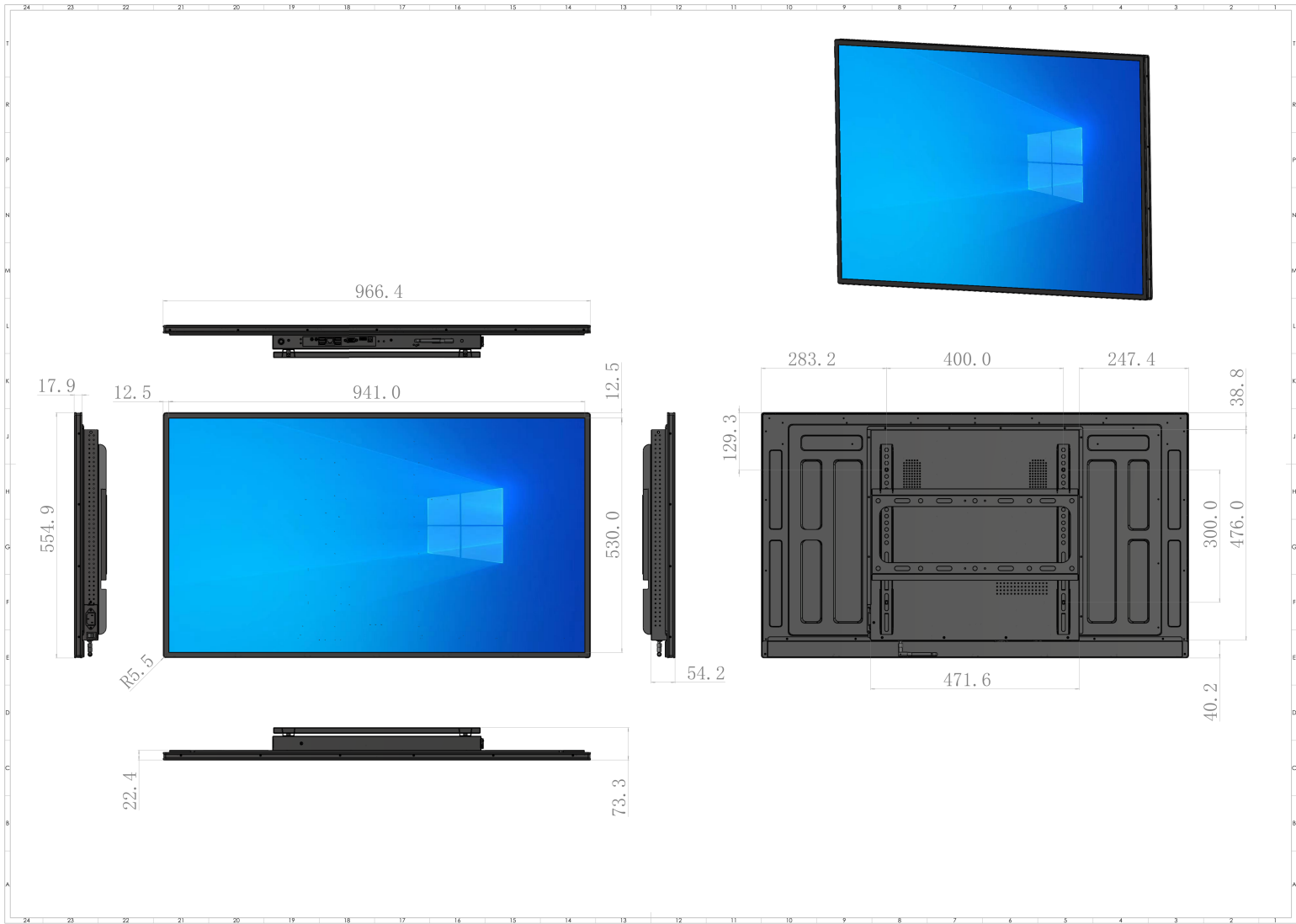
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Specifications are subject to change without notice. Dimensions in the mechanical drawings (pages 6-10) are given in millimetres.

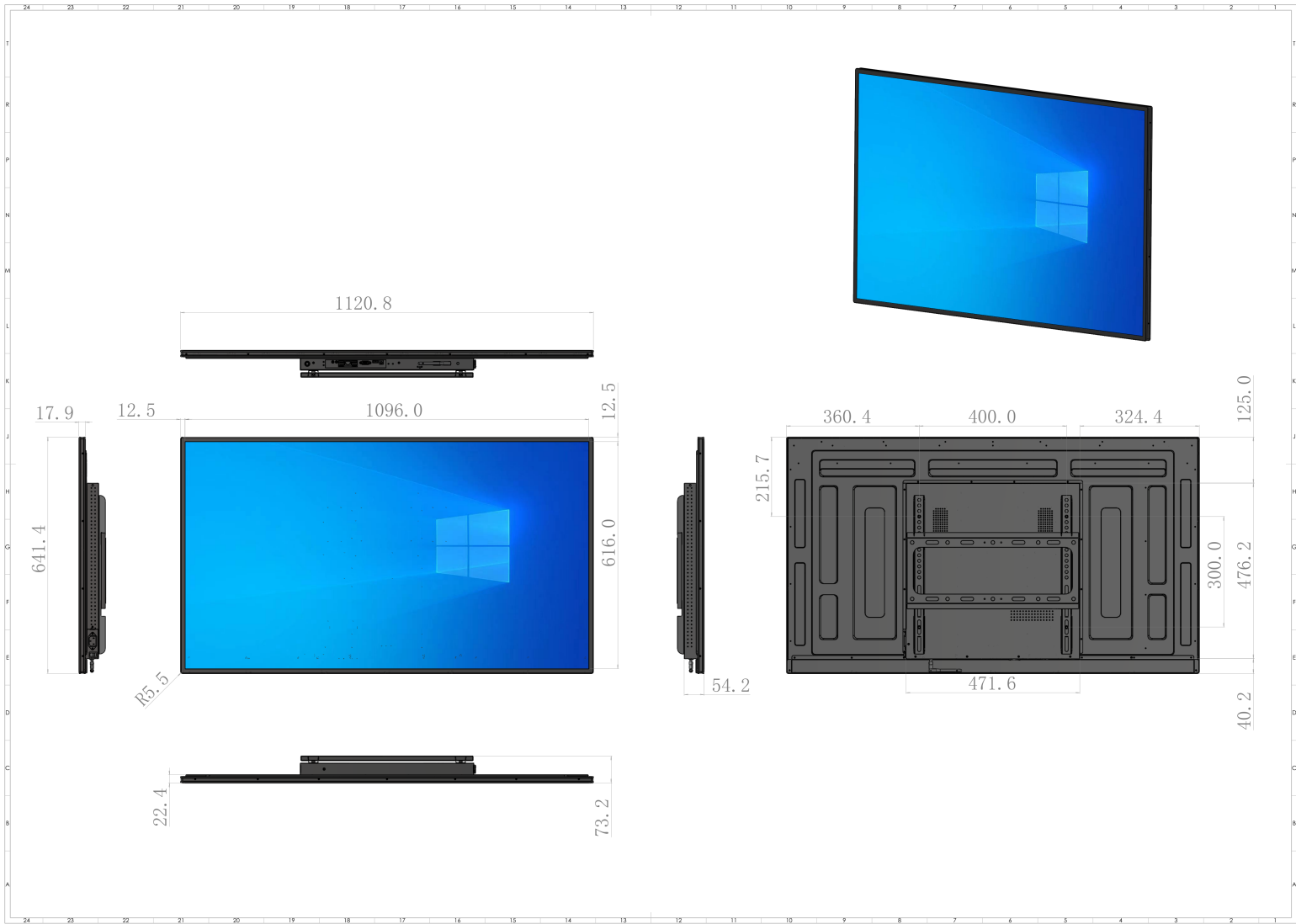
WM32 Mechanical Drawing (unit: mm)



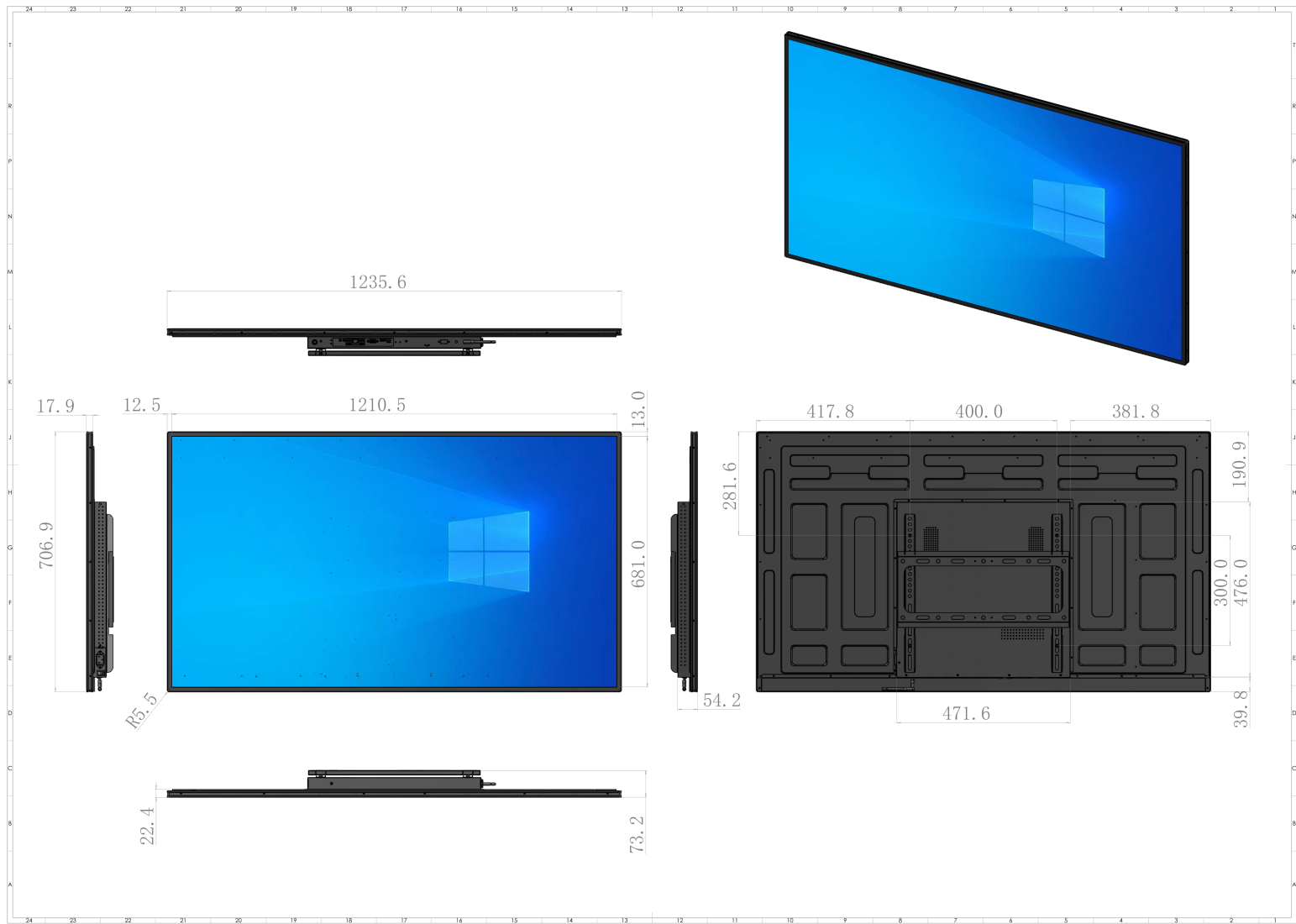
WM43 Mechanical Drawing (unit: mm)



WM50 Mechanical Drawing (unit: mm)



WM55 Mechanical Drawing (unit: mm)



WM65 Mechanical Drawing (unit: mm)

