The BenQ HT3550 projector with true 4K 8.3 million pixels enables DCI-P3 wide color gamut (WCG) and is for avid film buffs that appreciate what a difference superior color performance makes in conveying a director's exact vision. The first true 4K home theater projector for movie lovers for under $2000, the HT3550 features the same color standard for home viewing that was used to create the 4K film itself, accurately preserving the movie's original image.

Shooting

UHD HDR movies and shows shoot and graded for home release by DCI-P3

Post-Production

Content encoded

Decoded in a BT.2020 "container" but mastered with a DCI-P3

Content decoded

DCI-P3 Color Gamut

DCI-P3 is new color space standard for 4K film production

The film industry has upgraded the color standard for film making from Rec. 709 to DCI-P3, and has also enhanced the resolution by moving from Full HD to 4K. DCI-P3 color space is 1.26 times wider than Rec. 709, especially in Green and Red. Compared to the older 1080p films, theater goers can now enjoy richer and more lifelike colors from 4K technology.

How movie lovers can enjoy 4K films at home the same as at a theater.

Color plays a key role in telling a film's story. The director carefully chooses just the right color palette to evoke feelings of sorrow, joy, romance, and thrills. To see a movie where all those emotions come to life exactly as the director intended, viewers need to have the same technology as filmmakers. Since 4K UHD HDR films and 4K streaming contents use DCI-P3 as the color space to express the director's vision, movie lovers should likewise choose a 4K projector capable of accurately displaying the DCI-P3 color gamut. BenQ's HT3550 is exactly the right choice for 4K UHD HDR films. It delivers 8.3 million individual and unique pixels onscreen, and embodies BenQ's commitment to "Convey the truest color and impart the deepest feelings to the viewer." It offers film buffs and movie aficionados DCI-P3 True 4K HDR cinematic quality to ensure an immersive theatrical experience with a larger screen at home.
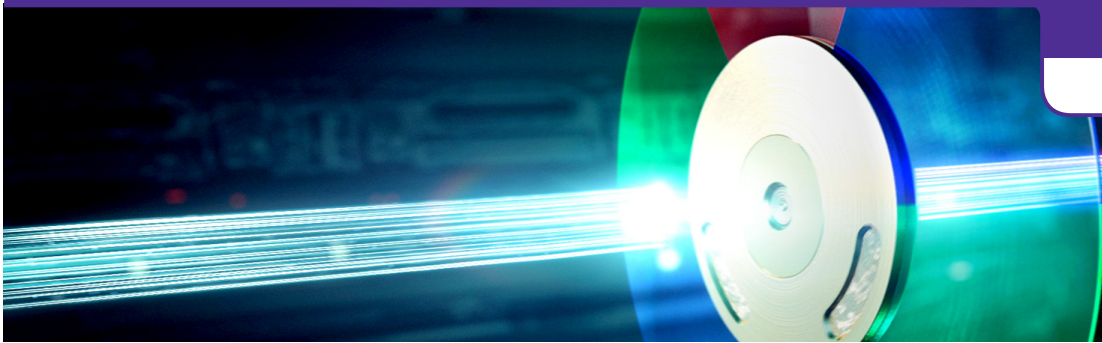
#1 DLP Projector Brand

CinematicColor™
DCI-P3

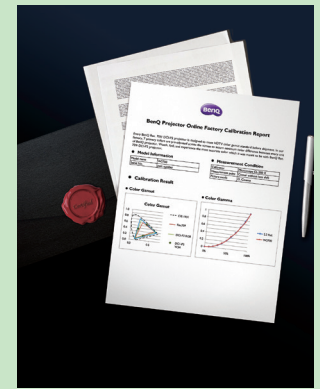**BenQ America Corp.**
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Because it matters

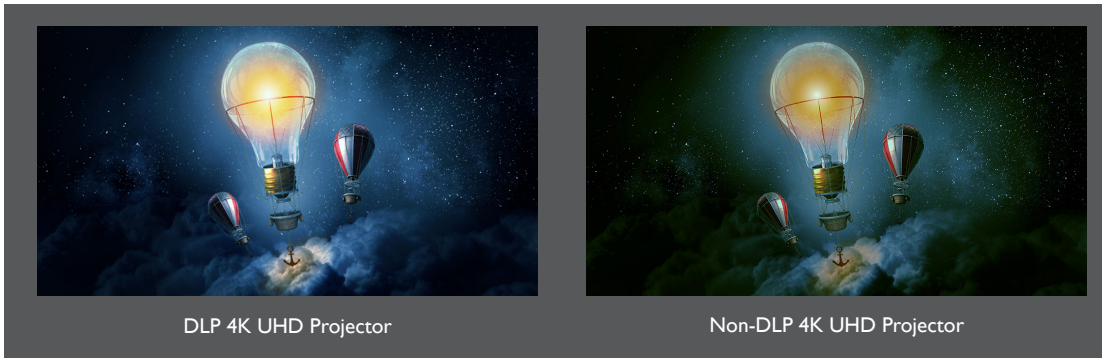## Keep Viewing True Colors as the Director Intended

True 4K UHD performance – every color displayed exactly as the director had in mind, begins with 8.3 million distinct pixels. Plus, BenQ's HT3550 projector uses one-chip DLP® technology, assuring no color decay over time. It's also equipped with BenQ CinematicColor technology and the RGBRGB color wheel* to reproduce authentic film industry colors in a digital cinema. The optimized color scale minimizes the potential rainbow effect that some users might see. Finally, HT3550's all-glass 4K-optimized lens produces ultimate image precision now and for years to come.

*color wheel speed: 2D : 96Hz , 100Hz, 120Hz , 3D : 120Hz

DLP 4K UHD Projector	Non-DLP 4K UHD Projector

View More Details in a Film's Darkest and Brightest Areas

See more detail in every 4K film, whether the scenes are dark or bright. The HT3550 HDR Auto Tone Mapping automatically detects a Blu-ray HDR disk's metadata settings for darkest black and brightest white, then instantly changes the brightness settings. Dynamic Black™ Technology and Active Iris further tell the director's story most accurately. Dynamic Black™ determines appropriate light levels and optimizes the contrast dynamically to match the scene, while Active Iris opens and closes dynamically to control how much light passes through to the optical system. Together they bring out the detail in dark shadow, and reserve bright scenes as the original image.

92"	7.6'	9.8'
100"	8.2'	10.6'
120"	9.9'	12.8'
150"	12.3'	16'

Relax. Big Screen Enjoyment Comes with Hassle-free Installation.

Get a beautiful 100'' picture from just 8.2 feet thanks to the HT3550 shorter throw projection lens. And install it just about anywhere in the home, because the 1.3x optical zoom lens allows vertical image-shifting. It's even quick and easy to set up on a tabletop, with vertical digital keystone correction.

*Same throw distance as 1080p projector W1070 and HT2050 so customers can easily upgrade from Full HD to 4K projector without moving the ceiling mount.
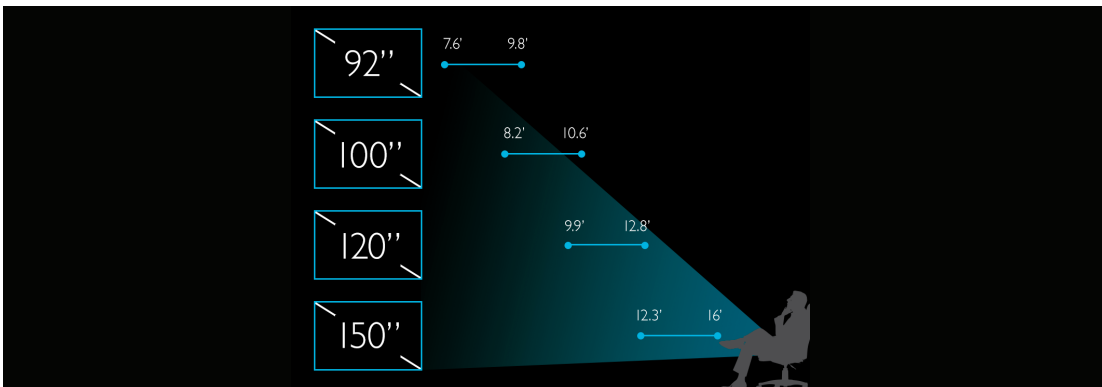
Only BenQ Provides a Factory Calibration Report for Color Accuracy

Using special instruments and software, each HT3550 is adjusted for precise D65 color temperature, gamma, black level, white level, neutral gray, RGBCMY color tracking, hue, saturation, brightness and output from different interfaces for individual CinematicColor™ calibration reports. We are proud to be the industry's only brand to provide this unique report for each customer.

Hybrid Log-Gamma (HLG) for watching Live 4K streaming and broadcasting content

More and more live sports events, including the 2018 Russia World Cup and 2020 Tokyo Olympics, are being broadcast to end users with HLG.* This technology provides better color performance and more detail in dark and bright scenes than SDR.

* HLG is also supported by video services such as DirecTV and YouTube

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SPECIFICATIONS

Display

Projection System	DLP
DMD type	0.47"
Native Resolution	4K UHD (3840 x 2160) Resolution
Brightness	2000 ANSI Lumens
Contrast Ratio**	30,000:1
Display Color	30 Bits (1,07 billion colors)
Aspect Ratio	Native 16:9 (6 aspect ratio selectable)
Light Source	Lamp
Light Source life***	Normal 4000 hours / Economic 10000 hours / SmartEco 15000 hours

Optical

Throw Ratio	1.13 - 1.47 (100" @ 8.2 ft)
Zoom Ratio	1.3X
Keystone Correction	1D, (Auto) Vertical ± 30 degrees
Projection Offset	100%~110%
Projection Size (Clear Focus / Maximum)	40"~200"/30"~300"

Audio

Built-in Speaker	5W x 2 (Chamber)

Picture

Picture Mode	ISF Disabled: Bright / Vivid / Cinema / D. Cinema / Silence / (3D)* / User 1 / HDR / HLG ISF Enabled: Bright / Vivid / Cinema/ D. Cinema/ Silence / ISF Night / ISF Day
Color Wheel Segment	6 segments
Color Wheel Speed	2D: 24HZ 2X ; 50Hz 2X; 60Hz 2X | 3D: 120HZ

Special Feature

Security	Security Bar, Kensington lock
Feature	HDR10, HLG, 3D, CinemaMaster Video + (Motion Enhancer 4K, Pixel Enhancer 4K), ISF, CinemaMaster Audio + 2, Auto Keystone

Compatibility

Resolution Support	VGA (640 x 480) to 4K UHD (3840 x 2160)
Horizontal Frequency	15K-135KHz
Vertical Scan Rate	23-120Hz
HDTV Compatibility	720p 50/60Hz, 1080i 50/60Hz, 1080p 24/25/30/50/60Hz, 2160p 23/24/25/30/60Hz
Video Compatibility	N/A

Power

Power Comsumption (Max/Normal/Eco)	Max 350W, Normal 320W, Eco 260W
Standby Power Comsumption	0.5W Max. at 100 ~ 240VAC
Power Supply	VAC 100 ~ 240 (50/60Hz)

Dimension and Weight

Product Dimensions (WxHxD)	14.96 x 5 x 10.35 in / 380 x 127 x 263 mm
Product Weight	9.3 lb/ 4.2 kg

Operation Condition

Noise Level(Normal/Eco)	32/30dBA; 30/28dBA(Silence mode)
Operating Temperature	0~40 degrees (Celcius)

Accessories

Accessories (Standard)	Remote Control w/ Battery x 1 (5J.JKC06.001) Power Cord (by region) x 1(3m) User Manual CD (27L) Quick Start Guide (21L) Warranty Card
Accessories (Optional)	Spare Lamp Kit 3D Glasses

Environment Notice

*In 3D Mode: Resolution is 1920x1080 in 3D Mode.
** The Contrast is measured by Full On Full Off standard.
***Lamp life results will vary depending on environmental conditions and usage. Actual product's features and specifications are subject to change without notice
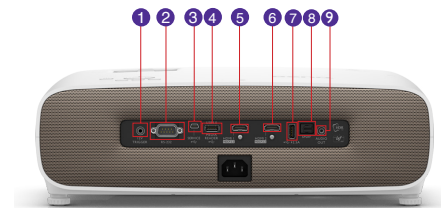
KEY FEATURES

- True 4K UHD 8.3M pixel resolution.
- 95% DCI-P3 and 100% Rec.709 for accurate color performance.
- Projection-Optimized HDR 10 to bring out the detail in dark scenes.
- Supports HLG (Hybrid Log-Gamma) 4K broadcast content.
- Precision 10-Element all glass 4K lens with greater light penetration for sharpness.
- High contrast 30,000: 1 with dynamic Iris for sharpness.
- Enables a 100'' picture from 8.2 feet with short throw projection.
- Easy to adjust image with vertical lens shift and auto vertical keystone.
- Immersive 3D experience.(*)
- Supports up to 15,000 hours lamp life.
- Customizable to your personal needs with ISFccc® Certificated control.
- USB TypeA (5V/2.5A power) for optional wireless media streaming dongle.
- Motion Enhancer to eliminate motion blur and noise in fast-motion video content.

* Resolution is 1920x1080 in 3D Mode.

DIMENSIONS

5"

14.96"

10.35"

INPUT / OUTPUT TERMINALS

1. DC 12V Trigger (3.5mm Jack)
2. RS-232
3. USB Type min B (FW download, service)
4. USB TypeA (Media Reader, FW download)
5. HDMI2.0b (HDCP2.2) 1
6. HDMI2.0b (HDCP2.2) 2
7. USB TypeA (5V/2.5A power)
8. Audio out (S/PDIF)
9. Audio out (mini jack)

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