

2018 Display Overview





Innovation in everything we do...



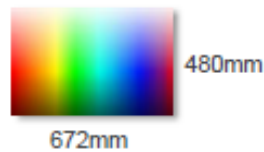


Transparent OLED coming soon

Light up the world with **LG Color** Transparent **LED** film



- ▶ **Full color 24mm pitch for various size building application**



- ▶ **High transmittance (73%)**
"Provide clean see-thru view"
"Mystic harmony with the building"



- ▶ **Easy space innovation**
"simply attach the film (self-adhesive) to existing surfaces, no need for any glass construction"



- ▶ **Curvature support up to 1,100R**

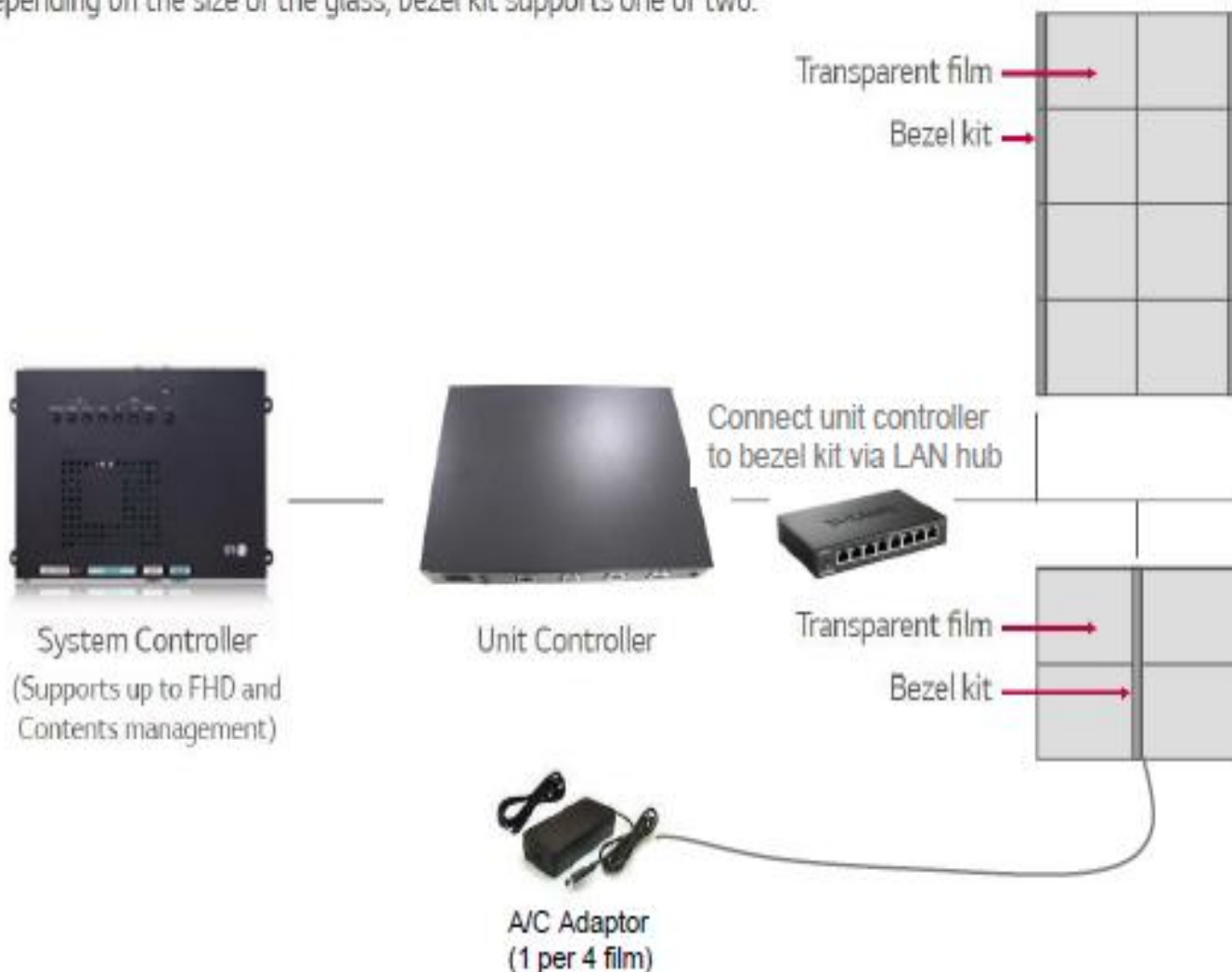


		LAT240DT1
Film	Pitch	24mm (color)
	Brightness	> 1,000 nits
	Transparency	73%
	Curved Installation	1,100R (Convex / Concave)
	Panel Size	668 x 480 x 1.9mm
	Operation	24h / 7 days
	Life Time (50% brightness)	50k Hrs. screen play
	Life Time (film adhesion)	50k Hrs. after installation
Bezel	Size (1st / Common)	479 x 24 x 53 mm / 479 x 24 x 28mm
	Color (2 option)	Black, Dark Grey
Unit Controller	Connection (with bezel kit)	LAN (~100m)
System Controller	Output Resolution	Up to FHD

※ Specs are subject to changes without prior notice for improvement

System Connection

Depending on the size of the glass, bezel kit supports one or two.



Assemble bezel kit in the center or on both sides of transparent film

WHY OLED TECHNOLOGY



Perfect Black

Limitless contrast and the deepest blacks
Self-lighting pixels switch off completely to reproduce absolute blacks with no light bleed, offering infinite contrast.



LCD

LG OLED Signage



Perfect Viewing Screen

Wide viewing angle
LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.



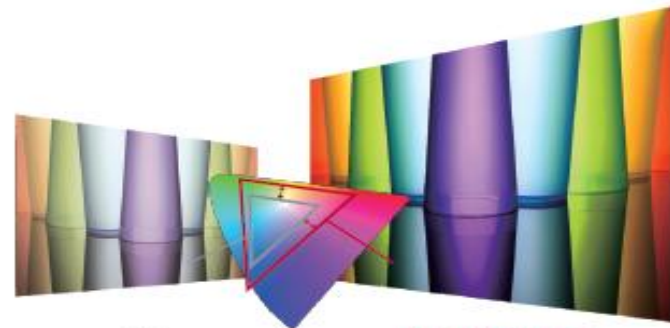
LCD

LG OLED Signage



Perfect Color

Accurate & stable color reproduction
Self-lighting pixels bring colors to life with superb accuracy.



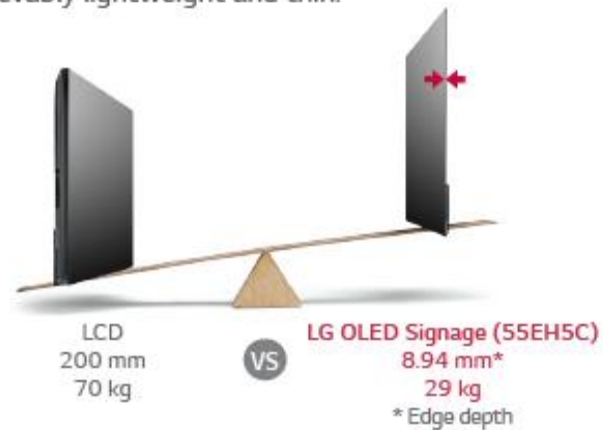
LCD

LG OLED Signage



Perfect Design

Slim and light
With just two layers, the LG OLED Signage Display is unbelievably lightweight and thin.



Artistic Display that Becomes a Landmark

Its curved display means that its space efficiency is outstanding, and it can be positioned in a variety of ways because it is extendable and curved, so by simply installing, it can gather much attention.





In Landscape

- Max Curvature in Landscape : $\sim 2,000R$
- Radius: 2,000 mm
- Circumference: 12,560 mm



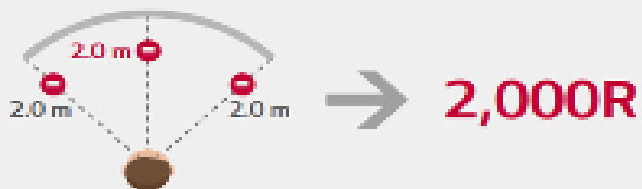
In Portrait

- Max Curvature in Portrait : $\sim 1,500R$
- Radius: 1,500 mm
- Circumference: 9,420 mm

Space-fitting Design Option

Extendable and curved

What is R?





Video Wall

LG Electronics introduces the innovative video wall OLED signage, bringing maximum immersion for video wall.

[Learn More](#)

Video Wall OLED Signage

55EV5D



Key Features

Brightness : 400/150 cd/m² (APL*25%/100%) | Depth : 7.9 mm * Screen only (excl. T-con Box, Signage Box)

| Orientation : Portrait mode

Video Wall OLED Signage

55EV5C



Key Features

Brightness : 400 cd/m² (White 25%) | Depth : 7.9 mm * Screen only (excl. T-con Box, Signage Box) | Orientation : Portrait mode
| Interface : HDMI, DP In/Out, IR In/Out, RS232C In/Out, RJ45 In/Out, Audio out, USB 3.0

AVAILABLE SIZE: **55"** | [65"](#)



Seam : 3.5mm*
(A to A: Active area to Active area)

*Based on 55EV5D

The OLED screen size can be as large as users want by tiling up displays horizontally.



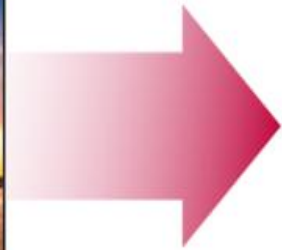
1 x 2



1 x 3



1 x 4



~ 1 x N

*The product doesn't support N x N configuration (ex. 2x2, 2x3, ...) but 1 x N only.



In-glass

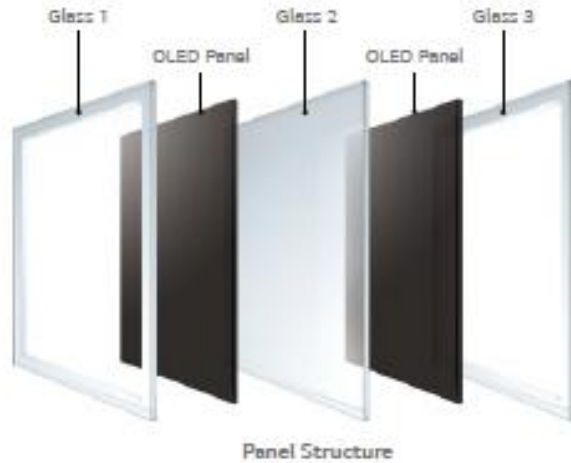
In-glass wallpaper is an innovative display option in which OLED panels are fixed between two layers of tempered glass, one at the front and one at the back.

[Learn More](#)

Key Features

Glass Picture Effect

Consisting of slim glass panes and OLED panels, LG signage gives the impression that the image is being projected directly from glass itself.



Two Types of Installation

There are accessories available specifically for hanging models and stand models.



Two Displays for Multiple Use

The OLED panels provide a two-way media experience and save space thanks to their innovative slim design.



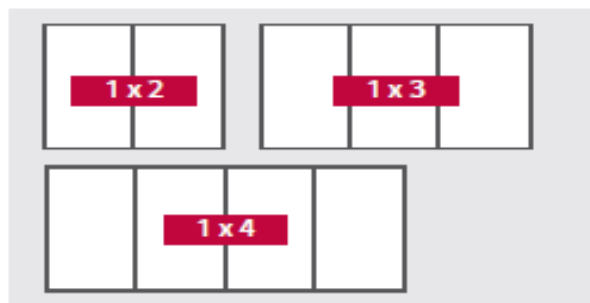
65" DUAL-VIEW CURVED TILING OLED SIGNAGE EE5PC

- Available in 1x2, 1x3, 1x4 model
- Ultra HD: 3,840 x 2,160
- Brightness: 450 cd/m² (APL* 25%)
- Bezel to Bezel: 9.8 mm

* Each model has 3 order codes.
Please Contact your sales representative for more information

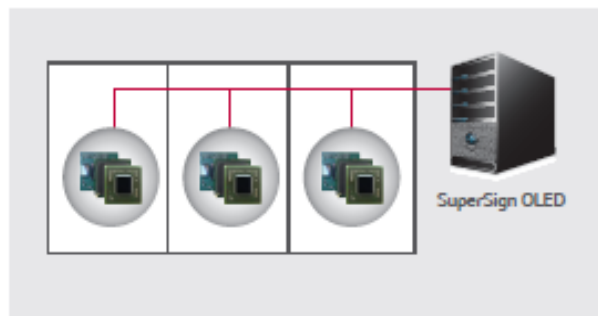
Modular Design

Modular design allows different layouts between 1 x 2 and 1 x 4 with the same design identity.



PC-less Playback

High performance SoC & high internal memory capacity (128 GB) enable perfect UHD-synced playback without the need for media players.



Artistic Space Beyond Display

With cutting-edge OLED technology, LG Electronics introduces an innovative OLED Signage with perfect picture quality and a revolutionary pencil-thin design, adding artistic value to display functionality.

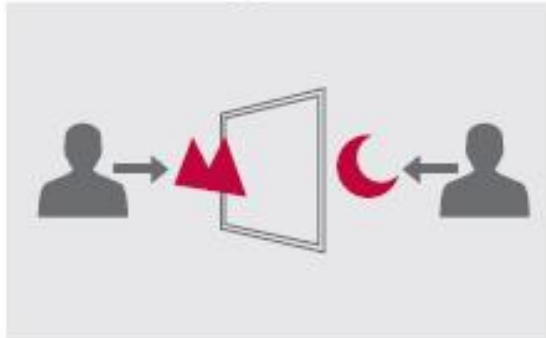
55" DUAL-VIEW FLAT OLED SIGNAGE EH5C

- Full HD: 1,920 x 1,080
 - Brightness: 400 cd/m² (APL* 25%)
 - Bezel: 2 mm (Off-bezel)
 - Dedicated Accessories for three Types of Installation
- ** Accessory kits purchased separately



Two Multi-Use Displays

Two-way media experience and space saving thanks to the innovative slim design.



Three Types of Installation

Dedicated accessories available for ceiling, stand and wall mount.



Artistic Space Beyond Display

55EJ5C wallpaper OLED signage



The innovative LG 55EJ5C wallpaper OLED signage is surprisingly slim, light and space saving. It provides an extraordinary customer experience as well as upgrading the space when installed in premium locations. It can also be used as a video wall by easily attaching it to a wall with a magnetic mat.





Standard

With LG Standard Signages, maximize your business opportunities.

[Learn More](#)

REVOLUTIONARY IPS

TECHNOLOGY



Consistent response times for reduced eye strain and exact color matching with original images

The IPS* panel has an extremely low response time standard deviation. This allows for smooth action scenes, greater clarity sports and vivid quality. Enjoy the same colors as the actual product. The IPS panel displays the color tone of the original image and a consistent color temperature.



Actual Image



IPS's Color Accuracy

*In-Plane Switching

Enjoy the Same Colors as the Actual Product in the Display.

IPS Technology has better liquid crystal control, allowing viewing of the screen from virtually any angle.



178°

Wide Viewing Angle

178°

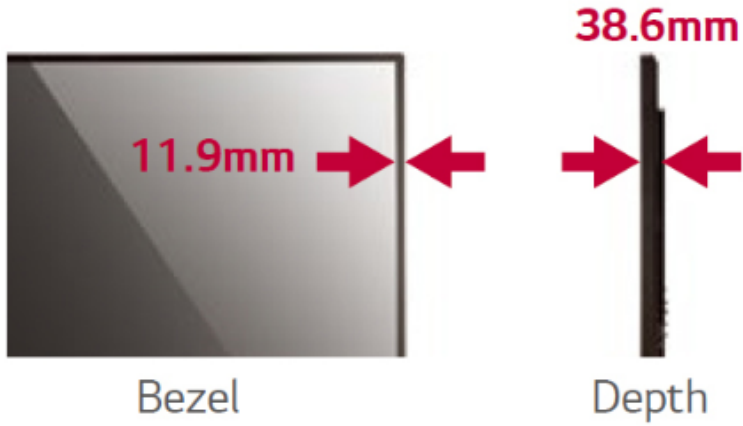
SE3D Series



Key Features

Edge-lit LED | Brightness: 350 cd/m² | Bezel: T/L/R 11.9 mm, B 18.0 mm | Depth: 38.6 mm
| HDMI (2) / DVI / RGB / RJ 45, RS232C in/out, USB 2.0

AVAILABLE SIZE: [32"](#) | [43"](#) | [49"](#) | 55" | [65"](#)



Sleek Design

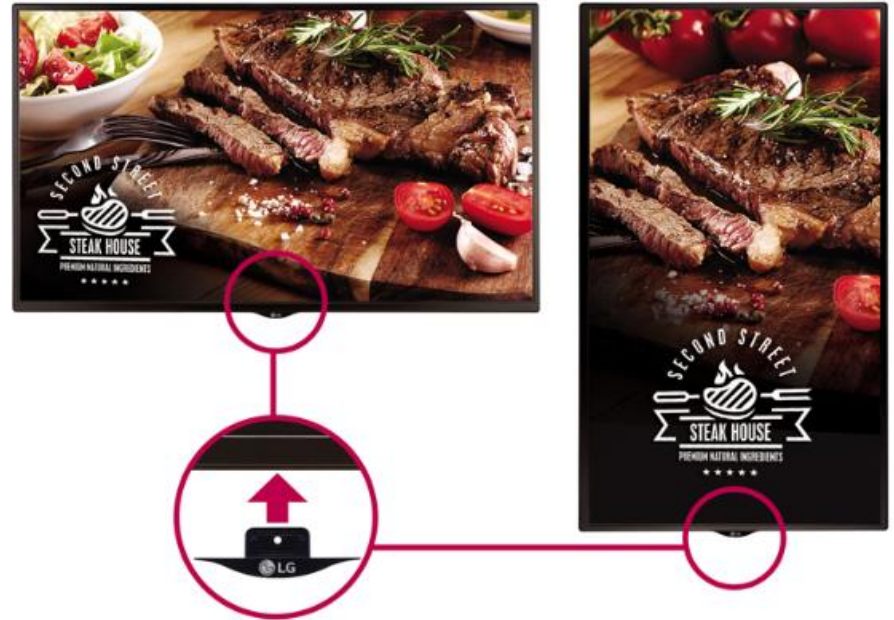
Slim Bezel & Depth

The thin bezel & depth allows a perfect fit for a sleek look.

Sleek Design

Detachable Logo

Portrait mode allows the logo to be positioned in the desired setting.



USB Content Management

USB Content Scheduling

Play and schedule contents with a USB connection-no server connection required.



*Supported Content Type : Video (MPEG1/2/4, H.264), Audio (MP3, AC3, MPEG, AAC, HEAAC, LPCM), Image (JPEG, PNG, BMP)



Sleek Design

Cable Management

The well-organized cable terminals in the back optimize available space.



Dust & Humidity Protection

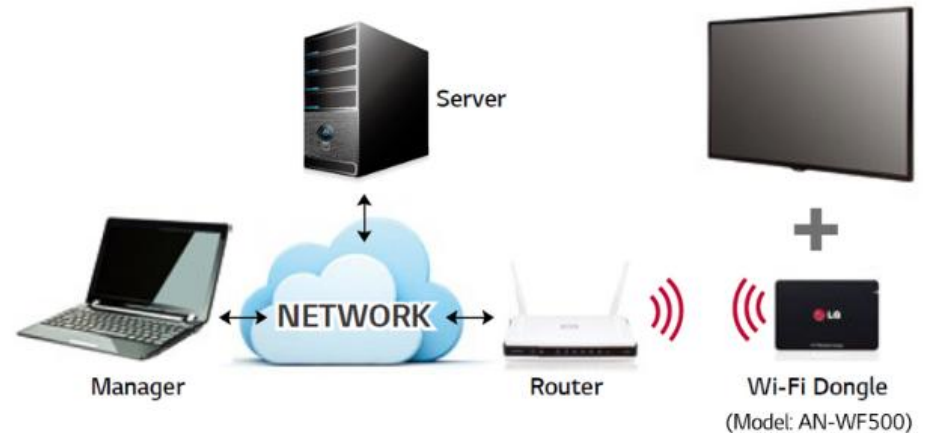
Conformal Coating

Circuit board reliability is enhanced with conformal coating that protects against dust, iron powder, humidity and other harsh conditions.

Convenient Management

Wi-Fi Support

SE3DD Series supports Wi-Fi USB dongle connection for convenient content distribution. And SNMP support ensures convenient network management.



* SNMP: Simple Network Management Protocol



Convenient Screen Mode

Stand-by Screen*

Even without signal from the media player, the network does not turn off completely, so remote control is possible, which prevents unnecessary power usage and enables efficient management.

Convenient Screen Mode

Scheduled Screen Wash**

Prevent residual images with the screen transition feature.



** Installation Menu > ISM Method

SM5D Series



Key Features

Brightness: 450 cd/m² | Bezel: Top/Left/Right 11.9 mm (Bottom 18.0 mm) | Depth: 38.6 mm
| Orientation: Landscape & Portrait mode | Interface: HDMI, DVI, DP, RGB, RJ45, IR, RS232C, USB

AVAILABLE SIZE: [32"](#) | [43"](#) | [49"](#) | [55"](#) | [65"](#)



Smart Platform

Quad Core SoC*

The high-performance SoC can execute several tasks at the same time and provides smooth content playback without an external media player.

*System-on-Chip

PBP (Picture-By-Picture)



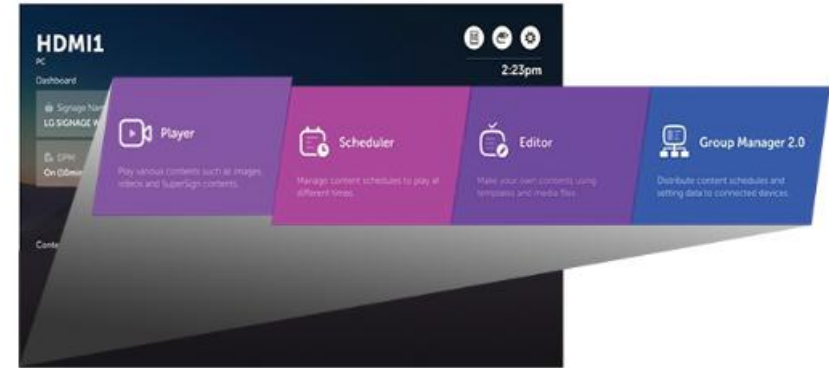
PIP (Picture-In-Picture)



Integrated CMS (Contents Management System)

You can edit contents, check your schedule, and use group manager function etc. without a separate PC. It is one-stop system that enables you to manage the signage.

webOS 3.0+



webOS 3.0+



Portrait & Landscape Mode

When using the signage in Portrait Mode, GUI tailored to Portrait Mode is provided without affecting images' original ratio and resolution.

EZ Setting

As all of its unique functions are indexed in EZ setting, you can enjoy convenient access to setting for efficient management.



webOS 3.0+

Built-in Wi-Fi

Mirroring

Content sharing is more convenient on a Wi-Fi network.





Built-in Wi-Fi

Soft AP

The SM5D with Soft AP software can operate as a wireless access point for mobile devices.

BEACON

With BEACON and Bluetooth Low Energy (BLE) supported by SM5D*, retail stores can provide coupons and information in real time.



*SM5D is enhanced to support ibeacon** and Eddystone***

**iBeacon: Bluetooth Low Energy beacon profile released by Apple in 2013

***Eddystone: Bluetooth Low Energy beacon profile released by Google in 2015

55SH7DD



Key Features

Brightness : 700 cd/m² | Bezel : T/L/R 11.9 mm, B 18.0 mm | Depth : 54 mm(38.6mm:Thinnest Part)
| Interface : HDMI(2), DVI, RGB, RJ45, IR, RS232C, USB | Built-in Speaker
| USB Content Scheduling, PM Mode, Local Time Auto Setting, No Signal Image

AVAILABLE SIZE: [43"](#) | [49"](#) | 55"



500 cd/m²

700 cd/m²

Outstanding Visibility

Outstanding Brightness

The 700 cd/m² brightness is enough to stand out against the surrounding background, so signage can attract passerby and delivers content vividly and effectively.



Conventional



SH7DD

Reduced by
32%

Cost Effective

Low Power Consumption

SH7DD offers excellent energy efficiency and cost savings by decreasing power consumption by approx. 32% compared to the conventional model with equal luminance.

*Based on 49" model

15:40	CI 947	Kaohsiung	B	Est at	15:30
15:40	KA 865	Shanghai/PVG	A	Est at	15:48
15:40	UO 619	Seoul/ICN	A	Est at	15:18
15:45	CI 7867	Tainan	B	Est at	15:34
15:45	CX 565	Osaka/Kansai	B	Est at	15:41
	JL 7055	Taipei			
15:45	KA 859	Shanghai/SHA	B	Est at	16:40
15:45	MU 5039	Yantai	A	Est at	16:28
15:45	UO 183	Taichung	A	Est at	15:24
15:50	BR 855	Taipei	A	Est at	15:58

Time	Flight	From	Hall	Status	
15:30	HX 772	Bangkok	A	At gate	15:04
15:30	LH 730	Munich	A	Est at	15:30
	NZ 4630				
15:35	CI 879	Taipei	B	Est at	15:37
15:40	CI 947	Kaohsiung	B	Est at	15:30
15:40	KA 865	Shanghai/PVG	A	Est at	15:48
15:40	UO 619	Seoul/ICN	A	Est at	15:18
15:45	CI 7867	Tainan	B	Est at	15:34
15:45	CX 565	Osaka/Kansai	B	Est at	15:41
	JL 7055	Taipei			
15:45	KA 859	Shanghai/SHA	B	Est at	16:40
15:45	MU 5039	Yantai	A	Est at	16:28
15:45	UO 183	Taichung	A	Est at	15:24
15:50	BR 855	Taipei	A	Est at	15:58
15:55	HX 337	Beijing	B	Est at	15:37
16:00	MU 595	Hangzhou		Cancelled	
	FM 595				
16:05	HX 353	Guiyang	A		
16:05	KA 877	Shanghai/PVG	A	Est at	16:11
16:05	MU 733	Lijiang	A	Landed	15:11
16:10	CX 439	Seoul/ICN	B	Est at	15:59
16:10	GA 860	Jakarta	A	Est at	15:59
16:10	KA 901	Beijing	A	Est at	16:21
	CA 6509				
16:15	FM 845	Shanghai/SHA	A	Est at	17:11
	MU 9845				
16:20	CI 915	Taipei	B	Est at	16:15
16:20	KA 491	Taichung	B	Est at	16:55



Industrial Design

Detachable Logo & Built-in Speaker

The detachable logo allows for installation in the desired orientation in landscape or portrait mode, making it easy for the user to arrange the signage. Also, sounds can be played from built-in speakers, giving advertisements greater impact.



Convenient Management

No Signal Image Setting

In case there is no signal input, it is possible to play back images preset by the user using a USB, instead of displaying the conventional no signal image.

UH5C Series



Key Features

Brightness : 500 cd/m² | Bezel : 12.1 mm (T), 12.6 mm (R/L), 15.7 mm (B) | Depth : 38.6 mm
| Interface : HDMI / DVI / DP / RGB / RJ45 / IR / RS232C / SD Card / USB

AVAILABLE SIZE: [49"](#) | [55"](#) | [65"](#) | [75"](#) | [86"](#)



Ultra HD

Ultra HD Resolution (3,840 x 2,160)

Ultra HD Large screen delivers immersive viewing experience by 4 times higher definition picture quality than FHD.

Smart Platform

Quad Core SoC*

The high-performance SoC can execute several tasks at the same time and provides smooth content playback.



*SoC : System-on-Chip



Built-in Wi-Fi

Mirroring

Content sharing is more convenient on a Wi-Fi network.

Built-in Wi-Fi

Soft AP

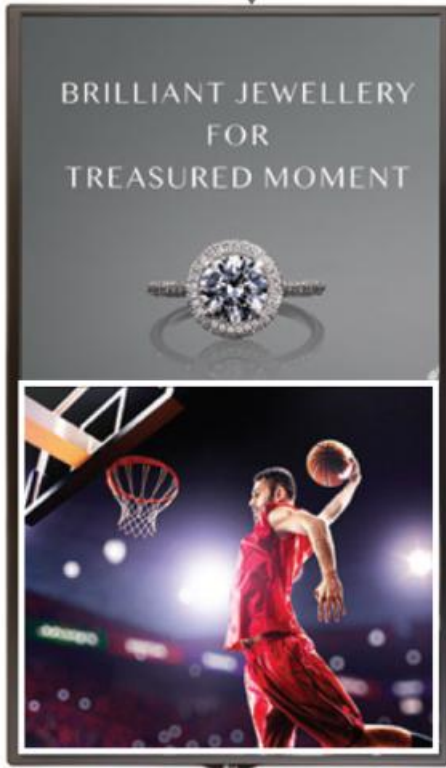
The UH5C with Soft AP software can operate as a wireless access point for mobile devices.



Smart Platform

PBP (Picture-By-Picture) / PIP (Picture-In-Picture)

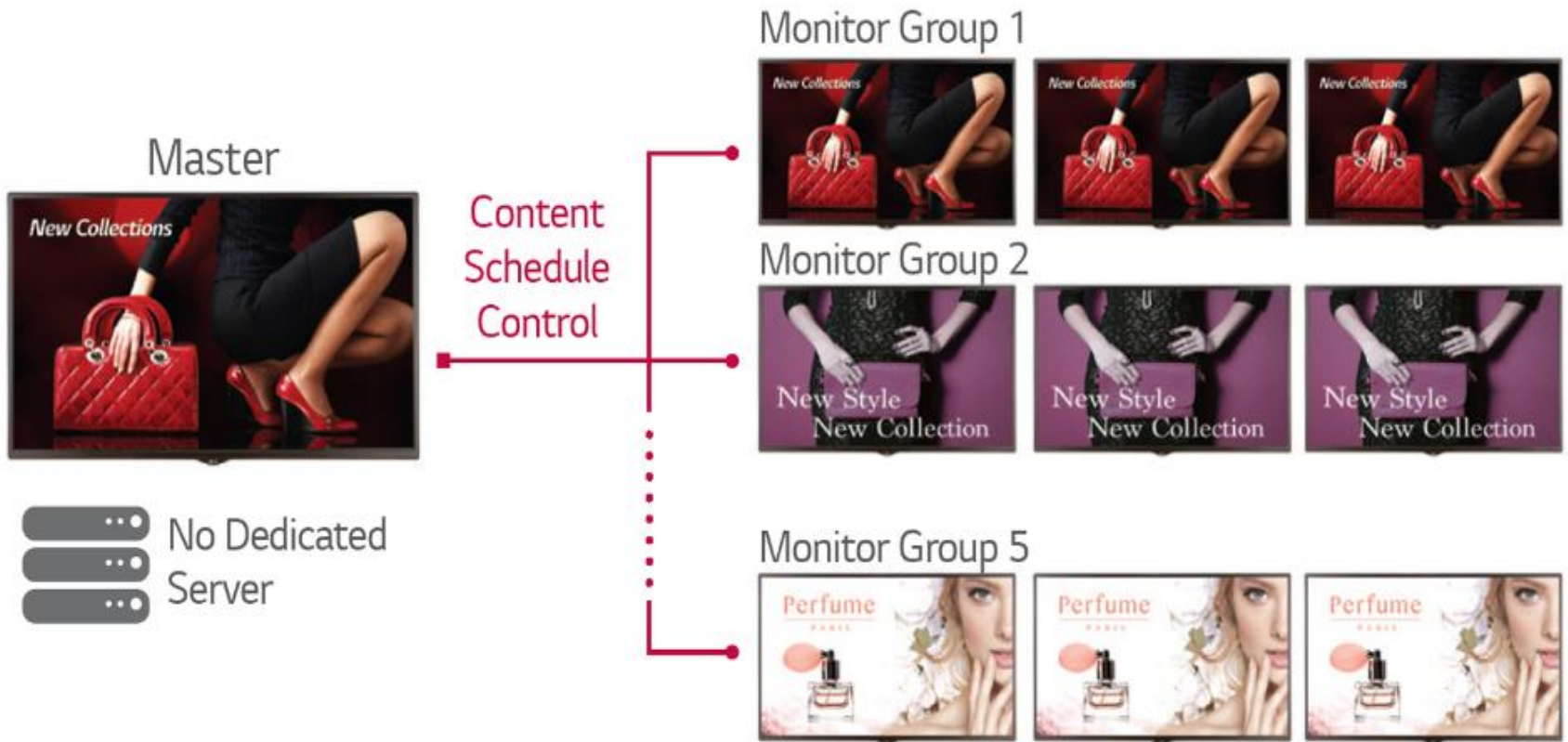
PBP (Picture-By-Picture) and PIP (Picture-In-Picture) features enable you to compose various layouts for several digital devices.



Smart Platform

Group Manager

Content can be created, distributed and controlled by a signage without a dedicated PC or server.





Conventional



UH5C

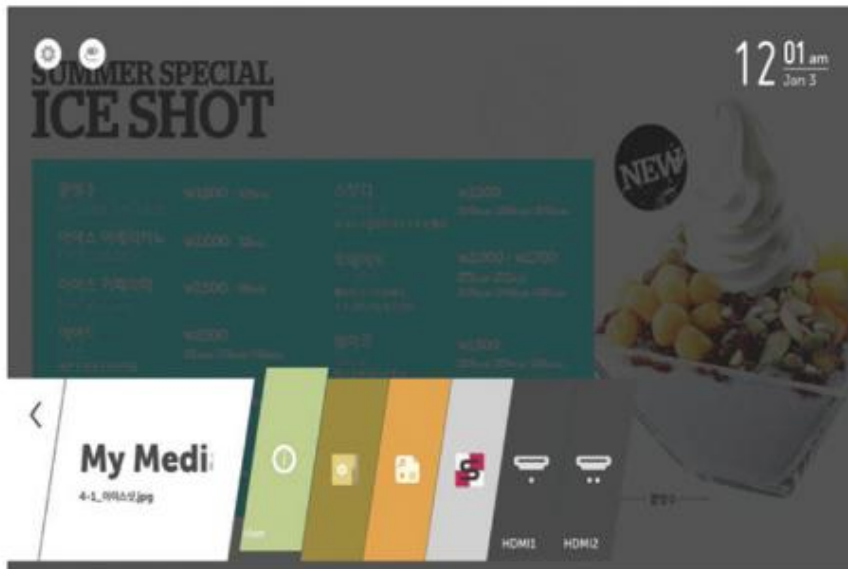
Reduced by
31%

* With same luminance

Cost Effectiveness

Low Power Consumption Using The M+ Panel

The M+ panel offers excellent energy efficiency and cost savings and decreases power consumption by approx. 31 compared to conventional RGB panels*.



Smart Platform

webOS 3.0

The webOS 3.0 platform provides powerful and convenient creation tools, including app development materials.



Video Wall

LG's near-seamless video wall solutions make various formats of display possible. It can be extended easily, allowing you to generate effective attraction.

[Learn More](#)

0.6mm Even Bezel Video Wall



Coming Soon.....

LV35A Series

55LV35A

Super Narrow Bezel

47" super narrow bezel 4.9mm and 55" super narrow bezel 3.5mm video wall displays create visually stunning digital wall that is easily installed, maintained and managed.



Key Features

Super Narrow Bezel | 3.5mm | Lighter & Thinner Cabinet | Weight 23kg, Depth 88.5mm
| Higher Brightness Uniformity 80% | 24/7 Operation

AVAILABLE SIZE: 47" | 55"

VL5D Series
49VL5D



Key Features

Bezel: 2.3mm(Left/Top) / 1.2mm(Right/Bottom) | Depth : 89.7mm

| Interface : HDMI / DP / DVI-D / RGB / RJ45 / RS232C / USB / Audio | webOS 3.0+

VM5B Series

55VM5B



Key Features

Brightness : 500cd/m² | Bezel : 0.9mm (T/B/L/R even bezel) | Depth : 87mm
| Interface : HDMI / DVI / RGB / IR, Daisy-chain (DP, RS232C, RJ45)

VL7D Series
49VL7D



Key Features

Brightness: 700 cd/m² | Bezel: 2.3mm(Left/Top) / 1.2mm(Right/Bottom) | Depth : 89.7mm
| Interface : HDMI/ DVI-D/ RGB/ RJ45/ RS232C/ USB

Artistic Immersion, Overwhelming Attractiveness

49VH7C



Key Features

Brightness : 700cd/m²

| Surface Treatment : Hard coating (2 H), Anti-glare low reflection treatment of the front polarizer(Haze 3 % (Typ))

| Bezel : 0.9 mm (T/B/L/R even bezel) | Depth : 86.2 mm | Interface : HDMI / DVI / RGB / IR, Daisy-chain (DP, RS232C, RJ45)

Ultra Narrow Bezel Video Wall

55LV77D



Key Features

Brightness: 700 cd/m² | Bezel: 2.25 mm (Top/Left), 1.25 mm (Bottom/Right) | Depth: 88.5mm
| Interface: HDMI/DP/DVI-D/RGB/RS232C/RJ45/USB/IR Receiver/Audio

Ultra Narrow Bezel Video Wall

55LV75D



Key Features

Brightness: 500 cd/m² | Bezel: 2.25 mm (Top/Left), 1.25 mm (Bottom/Right) | Depth: 88.5mm
| Interface: HDMI/DP/DVI-D/RGB/RS232C/RJ45/USB/IR Receiver/Audio

VH7B Series

55VH7B



Key Features

webOS 2.0 | Quad Core SoC built-in | Brightness : 700cd/m² | Bezel : Less than 2.0mm (B-to-B) | SoC Based Sync-Playback
| Image Gap Reduction

High Brightness Video Wall

55VX1D



Key Features

Brightness: 1,500 cd/m² | Bezel: 2.25 mm (Top/Left), 1.25 mm (Bottom/Right) | Depth: 92.8mm
| Interface: HDMI/DP/DVI-D/RGB/RS232C/RJ45/USB 3.0/IR Receiver/Audio | webOS 3.0+

Ultra Stretch

Stretched display has a wide range of applications. With great space efficiency from its wide screen, you can display information and advertisements at the same time.



14-19 km/h	☁	27°
TUESDAY	☁	27°
WEDNESDAY	☁	28°
THURSDAY	☁	30°
FRIDAY	☁	29°
SATURDAY	☁	25°
SUNDAY	☁	23°



86BH7C



Key Features

Brightness : 700cd/m2 (Typ) | Bezel Width : 4.4mm(L/R), 5.9mm(U/D) | Depth : 81.7mm
| Interface : HDMI, DP, RJ45, IR, USB2.0, USB3.0, Daisy-Chain (DP Out, RS232C In/Out, RJ45)

86BH5C



Key Features

Brightness : 500cd/m2 | Bezel : 4.4mm (Left/Right), 5.9mm (Top/Bottom) | Depth : 81.7mm
| Interface : HDMI, DP, RJ45, IR, USB2.0, USB3.0, Daisy-Chain (DP Out, RS232C In/Out, RJ45)



Conventional

86BH5C/BH7C

New Design Configuration

Ultra HD Resolution (3,840 x 600)

Ultra HD large screens deliver an immersive viewing experience.

New Design Configuration

58:9 Extended Wide Format

Dynamic content is delivered on one screen since the new widescreen format is a 58:9 bar- type display.



Conventional

86BH5C/BH7C



Convenient Connectivity Support

Tiling Scene with Daisy Chain

This product supports lateral tiling for 1x4 or 4x1 installations (landscape or portrait), and up to a 4x4 installation with a daisy chain configuration.

Convenient Connectivity Support

LAN Daisy Chain

The LAN daisy chain allows you to control and monitor devices, distribute content, and even update firmware.



Video file or Still Image



Content Management

58:9 Content Editing

With the LG SuperSign media editor, you can easily edit images or video clips of original content without any additional editing programs.

4 Divided PBP in Landscape or Portrait

The Picture-by-Picture (PBP) feature allows you to divide a screen up to 4 parts in landscape or portrait installations.

Ultra Stretch Signage

88BH7D



Key Features

Brightness: 700 cd/m² | Aspect Ratio: 32:9 | Bezel: 4.4 mm(L/R), 5.9 mm(T/B) | Depth: 84.8mm
| Interface: HDMI (3), DP, RJ45, IR, USB (2), SD Card, RS232C



New Design Configuration

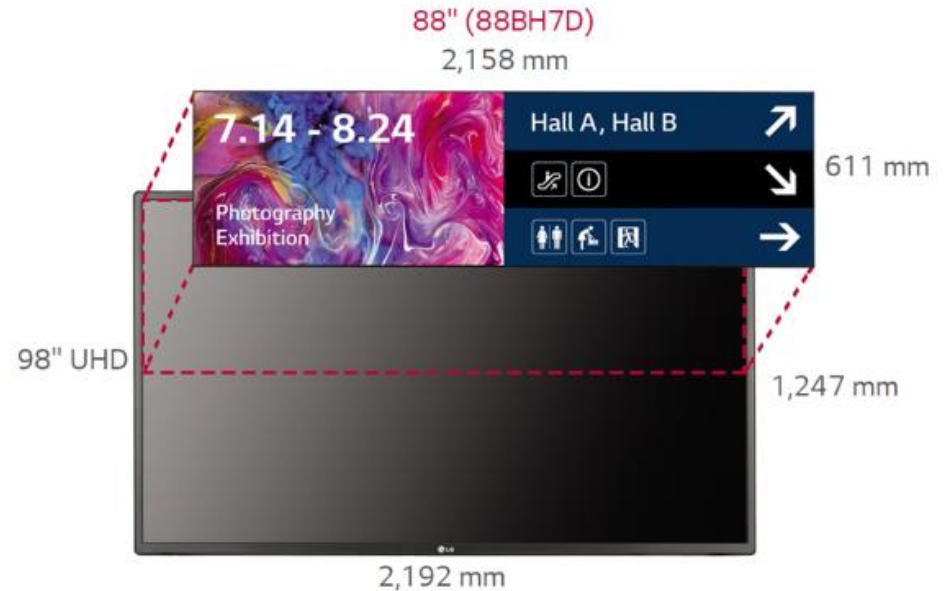
32:9 Extended Wide Format

It is a totally new wide screen format with 32:9 bar type, the most promising display for advertisement and information delivery.

New Design Configuration

Ultra HD Resolution (3,840 x 1,080)

Ultra HD resolution delivers an immersive viewing experiences with vivid colors and clear images.





Multiple Screens

PBP with Four Divisions in Landscape or Portrait

The Picture-by-Picture (PBP) feature allows you to compose multi content in one single display with upto four parts. It is very useful and convenient to deliver many different advertisements or pieces of information at the same time without calibration.

Content Management

32:9 Content Editing

With the LG SuperSign Media Editor, you can easily edit images or video clips of original content to fit 32:9 ratio.

3,840x2,160 (16:9)



Still Image or Video



3,840x1,080 (32:9)



Edited Still Image or Video



Media Player



Convenient Connectivity

Tiling Scene with DP Daisy Chain

This product supports lateral tiling for 1x4 or 4x1 installations (landscape or portrait), and up to a 4x4 installation with a daisy chain configuration.

Interactive Digital Board

86TR3E

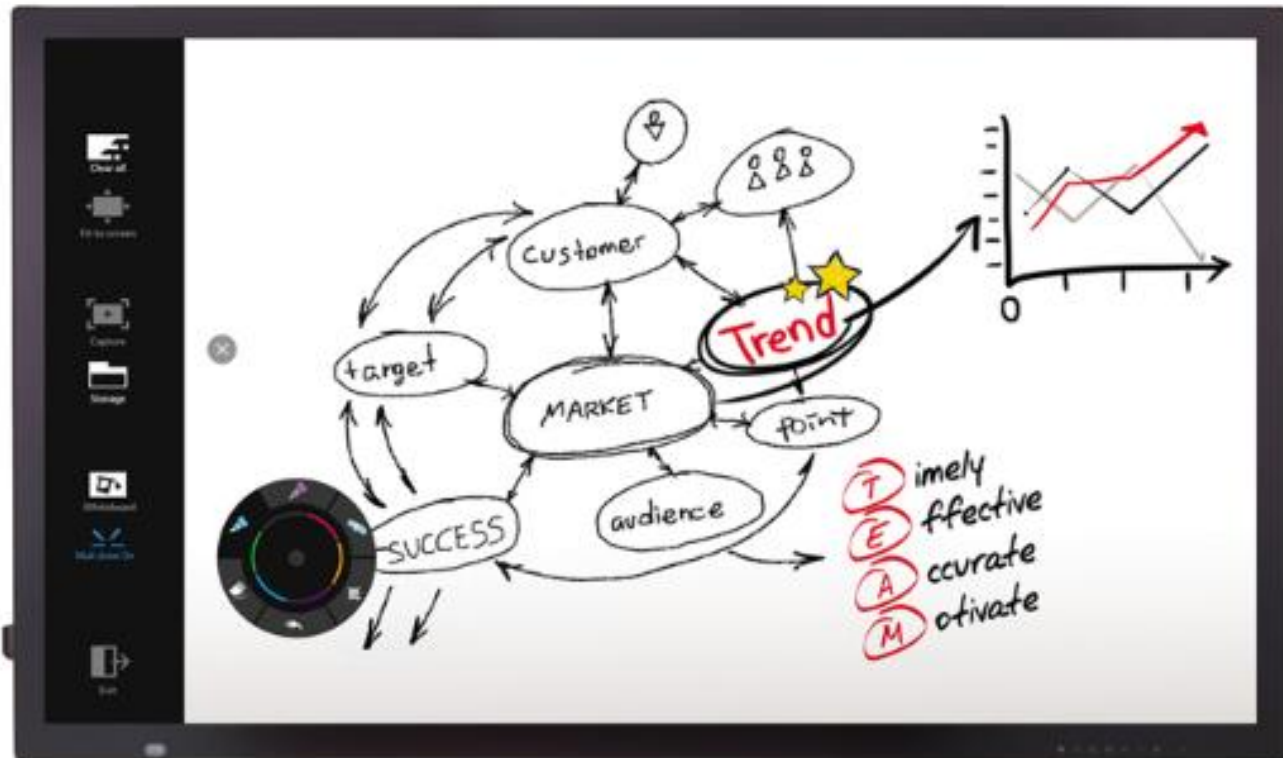


Key Features

Brightness: 410 cd/m² | Touch Type: InGlass™ | Multi touch point: Max 20 Point
| Interface: HDMI (3), DP, DVI, RGB, RS232C, RJ45, USB (2), OPS USB, Touch USB (2), Wi-fi Built-in

Interactive Digital Board

55TC3D



Key Features

Brightness: 450 cd/m² | Touch Type: P-Cap(Ag Metal Mesh) | Touch Point: Max. 40 points
| Interface: HDMI (3), DP, DVI, RGB, RS232C, RJ45, USB (2), OPS USB, Touch USB (2), Wi-Fi Built-in

AVAILABLE SIZE: 55" | 65" | 75"

KT-T Series

KT-T751



Key Features

Touch Type: IR (Infrared Rays) Spread | Available Object Size for Touch: \varnothing 8 mm | Accuracy: 1 mm | Interface: USB 2.0
| Multi Touch Point: Max 10 Points

AVAILABLE SIZE: [32"](#) | [43"](#) | [49"](#) | [55"](#) | [65"](#) | [75"](#)

Sign up today!

Stay numbers
Benefit is doubled



High Brightness

With the excellent readability and wonderful color expression LG's outdoor signage is perfectly fit for advertising in outdoor space influenced easily by the temperature and weather.

XF3C Series

55XF3C



Key Features

Brightness : 3,000 cd/m² (Typ.) | Life Time : 50,000 hours | Bezel : 9.9 mm (L/R), 12 mm (T/B) | Depth : 106 mm
| Interface : HDMI (2) / DP / DVI / RJ45 / IR / RS232C / USB / External speaker out (L/R)

AVAILABLE SIZE: [49"](#) | [55"](#) | [75"](#)



0°C - 50°C
(32F - 122F)

Product Reliability

High Operating Temperature

Its high reliability under high operating temperatures reduces the material costs of the enclosure.

Outstanding Visibility

QWP (Quarter Wave Plate)

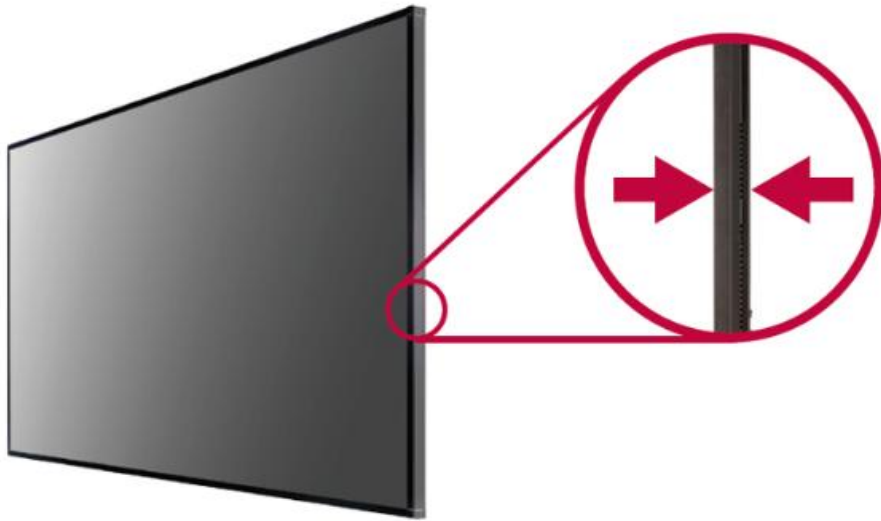
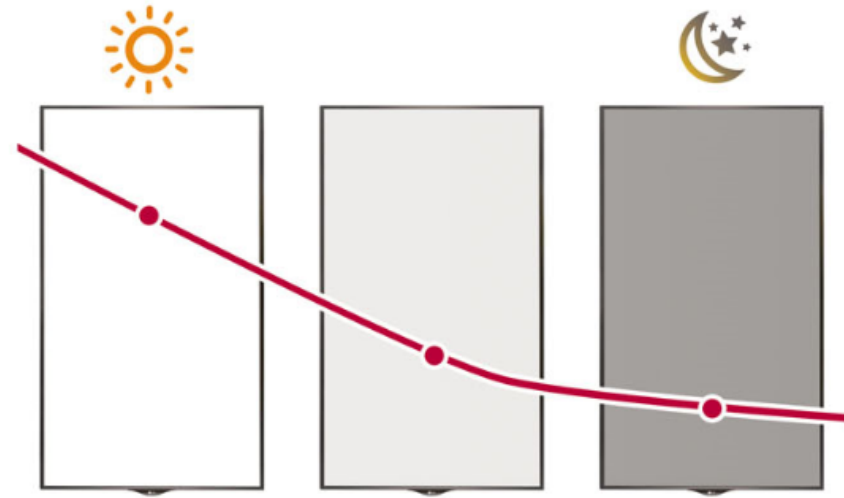
FPR (Film-type Patterned Retarder) technology is embedded with a QWP which enables clear visibility even when the viewer is wearing polarized sunglasses.



Cost Effective

Smart Brightness Control

The auto-brightness sensor and preset time scheduler save power whenever possible.



Space Management Efficiency

Slimmer Depth

The slimmer depth saves space for installation and makes the enclosure design slimmer.



Product Reliability

Dust & Humidity Protection Designed with IP56 Rating

The conformal coating enhances circuit board reliability by protecting it from dust, iron shavings, humidity and other harsh conditions.



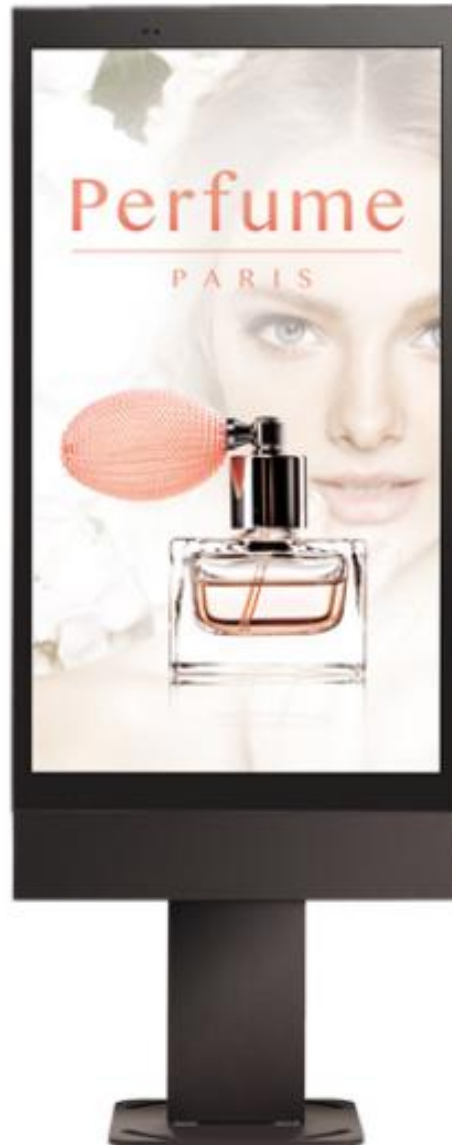
Cost Effective

Low Power Consumption Using The M+ Panel

The M+ panel offers excellent energy efficiency and cost savings and decreases power consumption by 30 compared to conventional RGB panels.

XE3C Series

55XE3C



Key Features

Brightness : 3,000 cd/m² | Operating Temperature : -30°C to 50 °C | Bezel : Top / Bottom 66.4 mm, Left / Right 31.0 mm | Depth : 160 mm
| Interface : HDMI / DP / DVI / RJ45 / RS232C / SD Card / USB3.0 / External speaker out

AVAILABLE SIZE: **55"** | 75"

Product Reliability

Enhanced Thermal Management

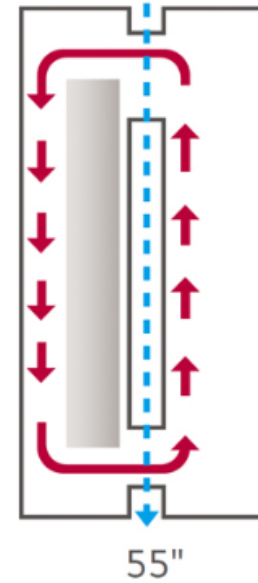
Environmentally sealed structure for waterproofing and protection against brake dust and fumes. Thermal management solution prevents heating from the LCD, Circuit / Power board and Solar loading. Totally self-contained and suitable for outdoor use without air filter.



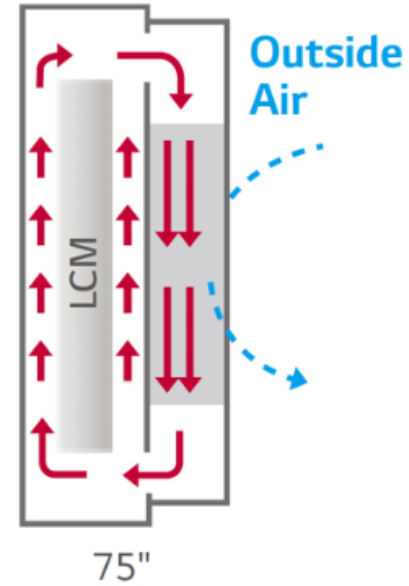
* Optically Clear Adhesive

**75XE3C standard (55XE3C has 7.5 mm protective glass)

Outside Air



55"



Product Reliability

9.5 mm Protective Glass

Designed to protect panel from impacts and vandalism for outdoor use. Features OCA* film to protect against heating in direct sunlight.



Easy Operation

Web Monitoring

The embedded web monitoring allows a variety of parameters to be diagnosed in real time using temperature, pixel, door, ambient light and gyro sensors. It can be easily controlled at all times.



Product Reliability

High Operating Temperature

The panel offers superb reliability under high operating temperatures and reduces cooling fan usage.



Product Reliability

Dust & Humidity Protection Designed with IP56 Rating

The conformal coating enhances circuit board reliability by protecting it from dust, iron shavings, humidity and other harsh conditions.

Cost Effective

Low Power Consumption Using The M+ Panel

The M+ panel offers excellent energy efficiency and cost savings and decreases power consumption by approx. 31 compared to conventional RGB panels*.

* With same luminance



Conventional



XE3C

Reduced by
31%

XF3E Series

55XF3E



Key Features

Brightness : 3,000 cd/m² (Typ.) | Life Time : 50,000 hours | Bezel : 9.9 mm (L/R), 12 mm (T/B) | Depth : 106.8mm
| Interface: HDMI(2) / DP / DVI-D / RJ45 / RS232C / USB / External speaker out (L/R) | webOS 3.0

AVAILABLE SIZE: **55"**



Outstanding Visibility

High Brightness

With a great brightness of $3,000 \text{ cd/m}^2$, XF series clearly deliver contents and attract public attention, which is the ultimate display for outdoor visibility.



Product Reliability

High Operating Temperature

Its high reliability under high operating temperatures reduces additional costs for air conditioning system.

Conformal Coating

The conformal coating enhances circuit board reliability by protecting it from dust, iron shavings, humidity and other harsh conditions.

Outstanding Visibility

Smart Brightness Control

The auto brightness sensor and preset time scheduler save power consumption by adjusting the brightness.

Bright



106.8 mm (5.5")

Easy Maintenance

Space Efficiency

The slim depth saves space for installation and makes the enclosure design slimmer.



Street Furniture



Retail



Transit



C-Store



Transportation



Universities

Premium Outdoor LED Display

LBP Series

The LBP Series are premium outdoor LED display models delivering vibrant image quality adopting top grade LED chips. All models are custom built, tailored to meet strict customer requirements to ensure satisfaction.



Indoor LED Display

LAS Series

LAS Series are versatile mainstream indoor models for various indoor applications. Fine-pitch models for high resolution, quiet venues, standard models for various indoor venues, and High Brightness models for large-space venues.



WELCOME TO LONDON

Case Studies – LG Success stories

An overview of some of the success stories we have had and showing the breadth of portfolio and different applications LG displays can be used in.

LG CASE STUDY BRISTOL SPORT

BRISTOL SPORT

Home of Bristol City FC, and Bristol Rugby Club, the 27,000 capacity Ashton Gate Stadium has undergone a stunning digital transformation. Bristol Sport wanted to deliver a connected stadium with an enhanced audio visual experience for its customers, including sports fans, event goers and the wider community.

Teaming up with integrator SSUK, LG delivered state-of-the-art commercial displays, digital signage, LED displays, interactive touchscreen technology and a giant videowall – the largest in a pub setting in Europe.

Kit List

- 7x4 LG 55SM5KB videowall with LG's signature IPS panel technology
- LG 841170 touchscreen panel with syncing capabilities
- 2 LG 0.768 x 1.152 m2 LED jambatrons suspended by bespoke modular brackets
- Over 250 49" LG monitors fitted for real-time match data, live news feeds and customer engagement.



LG CASE STUDY KELVIN HALL

KELVIN HALL

Formerly the Glasgow Transport Museum, Kelvin Hall is one of Glasgow's most iconic historical sites, having recently reopened as an exhibition centre following a £35m refurbishment. The multifunctional building is part leisure centre, part library and is home to 1.5 million pieces from Glasgow's civic collector, the National Library of Scotland's Moving Image Archive.

As part of the revamp, Kelvin Hall enlisted LG in partnership with SSUK to deliver the latest LG commercial displays and digital signage applications to the centre, installing screens throughout the building and in the fitness suites to enhance the visitor experience. A stellar feature of the installation is the 4x2 full HD videowall that constitutes a virtual spin studio, powered by a Virtual Fit Box.

Kit List

- 5 40" touchscreen LG displays running ONELAN digital signage content
- LG 55SM5KB flat panel LCDs which are remotely managed
- 40" and 32" LG displays fixed in portrait mode with on/off touchscreen capability
- 4x2 full HD videowall made up of 55" LG LV35A displays used as a virtual fitness studio



LG CASE STUDY CREAMS CAFÉ

CREAMS CAFÉ

1950s styled Creams Café wanted to create a unique environment for its customers, with multimedia entertainment incorporated throughout the interior design and a bespoke audio visual system to reflect the demographic of its customers.

LG worked with retail designer Elite Engineering to specify a unique audio visual solution, delivering cutting edge LG commercial displays, interactive digital signage applications and a centrepiece videowall for the Whitcupel franchise.

Kit List

- 4x2 LG 47LV35A-58C videowall mounted on a Peerless retractable videowall bracket
- Kramer VS-4i4iM matrix managing BrightSign hardware and software, a Denon Pro bluray player, a media PC and local HDMI points
- 6 LG large-format displays controlled by a rack system alongside Audac audio matrix
- LG 65SE3KB-BE display clad in TV glass and specialist aluminium composite panels



LG CASE STUDY ETHAD STADIUM

ETHAD STADIUM

Premier League superstars Manchester City needed the best digital signage for Etihad Stadium, to deliver fan engagement, club messaging and sponsored content.

Working with Pioneer Digital, LG delivered two new, bespoke LED displays that shape up as the largest in any European club football ground. Mid-tier LED ribbon digital signage (around 466m long and 768m high) was also installed, to further revolutionise fan experience with live engagement content which reflects developments in the game.

KIT LIST

- LG LED displays 16mm pixel pitch, 8000 NIT brightness, 3-in-1 SMD Single Pixel package
- Asymmetrical LED ribbon with 233 LED cabinets



LG CASE STUDY KFC

KFC

Global fast food giant KFC wanted to digitise its 850 restaurants in the UK and Ireland. Its aim was to take its print menus and move them to digital, adapting to the fast-paced, changeable environment. LG worked alongside Pioneer Digital, the AV arm of Pioneer Group to transform hundreds of KFC stores across UK and Ireland.

Digital menu boards were installed in all 850 stores, with each individual system including 5 screens (mostly 47in WX50 and LS55A), speakers, and IT infrastructure including 5 NUC PCs.

Kit list

- 5 49-inch LED 450cd with 5 NUC PC
- 5 Unistruc rail system and wall brackets including NUC interface plates
- 10 Cat5 patch cables for LCDs and switch
- 5 primary video cables, 4 secondary video cables, 1 video cable
- 1 16-port G5616 switch for LCDs



LG CASE STUDY SWANSEA FC

SWANSEA FC

Swansea City FC enlisted our help to create big impact in a small space. LG worked with Pioneer Digital to introduce a distinctive multi-display installation across three 47-LV35A narrow bezel, Full HD LG screens.

Located directly behind the till at Swansea's Liberty Stadium Fan shop, the screens use a single media player with 3 separate digital outputs, each running at 1080 x 1920 native resolution, giving an overall display resolution of 3240 x 1920 pixels.

Pioneer Digital delivered the installation in just two weeks, creating a winning solution for the client.

Kit list

- 3 47" super narrow bezel LG videowall screen
- 3 full service videowall brackets
- MP700 I7 PC with 4 DP outputs to run 3 screens in extended desktop mode
- DP to DVI connection, IR sensors, network cables
- Scala player Cloud base software licence
- SAAS Network account

