

## High Brightness



### XF3C | (75) (55) (49)

- Open-frame
- Brightness: 3,000 cd/m<sup>2</sup>
- Provides full brightness for 30,000 hours
- Life time: 50,000 hours
- Operating Temperature: 0°C to 50°C
- High resistance to blackening defect (Tni: 110°C)
- Light sensor (Auto brightness control)



### XF2B | (55) (49)

- Open-frame
- Brightness: 2,500 cd/m<sup>2</sup> (Typ) / Shine - out
- Provides full brightness for 30,000 hours



### XS2C | (75) (55)

- Window-facing
- Brightness: 2,500 cd/m<sup>2</sup>
- Depth: 116mm (75"), 89mm (55")
- Fan-less design for noise reduction



### XS2B | (55) (49)

- Window-facing
- Brightness: 2,500 cd/m<sup>2</sup>
- Slim depth: 89mm (55"), 83.5mm (49")
- Fan-less design for noise reduction



### XS1C | (49)

- Window-facing
- \* Product will be released in 4Q, 2016



### XE3C | (75) (55)

- Enclosure
- Brightness: 3,000 cd/m<sup>2</sup>
- Life Time: 50,000 hours
- Operating Temperature: -30°C to 50°C
- Dust & Humidity Protection Designed with IP56 Rating
- 7.5mm Protective Glass to protect from impacts and vandalism
- \* 75" will be released in 4Q, 2016

## Touch



### TR3B | (84)

- Ultra HD: 3,840 x 2,160
- Built-in 10-point multi-touch
- Brightness: 350 cd/m<sup>2</sup> (Typ)
- Ghost-free touch (IR Spread)



### KT-T Series | (75) (65) (55) (49) (43) (32)

- 10-point multi-touch
- Compatible products
- KT-T751 (75"): \*Product will be released in 4Q, 2016
- KT-T651 (65"): SE3(K)B, SM5(K)B/C
- KT-T550 (55"): SE3(K)B/C, SM3B/C, SL5B/C, SM5(K)B/C
- KT-T490 (49"): SE3(K)B/C, SM3B/C, SL5B/C, SM5(K)B/C
- KT-T430 (43"): SE3(K)B/C, SM3B/C, SL5B/C, SM5(K)B/C
- KT-T320 (32"): SE3(K)B/C, SM5(K)B/C
- \*32SL5B is not compatible with touch overlay



### SM3TB | (10')

- Brightness: 400 cd/m<sup>2</sup>
- Built-in touch
- 16/7 operation
- Power over Ethernet

## Mirror



### MS75A/MS75A-7BB | (49)

- Built-in mirror
- Brightness: 300 cd/m<sup>2</sup> (MS75A), 600 cd/m<sup>2</sup> (MS75A-7BB)
- 24/7 operation

## Smart Hybrid Cooler



### WEC | (49)

- Smart hybrid cooler
- Full HD: 1,920 x 1,080
- Transparency rate: 9.5%
- Hybrid view with proximity sensor



### WEC | (32)

- Smart hybrid cooler
- \* Product will be released in 4Q, 2016

## Transparent Display



### LW55A/WFC | (32)

- Transparent display
- Full HD: 1,920 x 1,080
- 24/7 operation
- \* 32WFC will be released in 3Q, 2016.



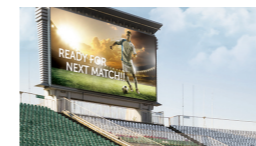
### WFB | (55) (49)

- Transparent display
- Full HD: 1,920 x 1,080
- Transparency rate: 10% (55"), 9.5% (49")

## LED (Indoor/Outdoor)



**Indoor**  
LAS Series (Indoor LED signage)



**Outdoor**  
LBS Series (Outdoor LED signage)



- SuperSign**
- Content management software
  - SuperSign W/Lite/Simple Editor, C/WB, M/N/Media Editor/Media Studio



**Media Player**  
Media Player: MP700/500

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All screen images are simulated. Dimensions and weights are approximate.

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# 2016 LG DIGITAL SIGNAGE PRODUCT GUIDE



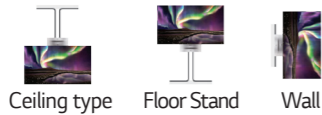


## OLED



### EH5C | 55"

- Dual-view Flat
  - Full HD: 1,920 x 1,080
  - Brightness: 400 cd/m<sup>2</sup> (APL\* 25%) \*Average Picture Level
  - Bezel: 2mm (Off-bezel)
  - Dedicated Accessories for 3 Types of Installation
- \*\* Accessory kits need to be purchased separately.



### EE5PC | 65"

- Dual-view Curved Tiling
  - Available in 1x2, 1x3, 1x4 model
  - Ultra HD: 3,840 x 2,160
  - Brightness: 450 cd/m<sup>2</sup> (APL\* 25%) \*Average Picture Level
  - Bezel to Bezel: 8.9mm
- \* Each model is composed of 3 order codes.  
Please Contact your sales representative for more information



### EJ5C | 55"

- Wall-paper
- Full HD: 1,920 x 1,080
- Brightness: 400 cd/m<sup>2</sup> (APL\* 25%) \*Average Picture Level
- Bezel: 1.2mm (Off-bezel)



### EF5C-\*\*\*\* | 55"

- Fixed Curve Wallpaper
- Available in 2,000R for Landscape, 1,500R for Portrait (Concave & Convex)
- Full HD: 1,920 x 1,080
- Brightness: 400 cd/m<sup>2</sup> (APL\* 25%) \*Average Picture Level
- Bezel: 7.2mm (Off-bezel)



## ULTRA HD



### UH5C/75UM3C | 86" 75" 65" 55" 49"

- Ultra HD: 3,840 x 2,160
  - Brightness: 500 cd/m<sup>2</sup> (UH5C), 350 cd/m<sup>2</sup> (75UM3C)
  - Multiple screen with PBP<sup>1)</sup>/PIP<sup>2)</sup>
  - 24/7 operation
  - Beacon-ready, Soft AP, mirroring
- \* 65", 55", 49" will be released in 3Q, 2016  
\* UM3C: only 75"  
<sup>1)</sup> PBP: Picture-By-Picture <sup>2)</sup> PIP: Picture-In-Picture



### UH5B | 65" 55" 49"

- Ultra HD: 3,840 x 2,160
- Brightness: 500 cd/m<sup>2</sup>
- 24/7 operation
- Built-in Wi-Fi, Beacon-ready, Soft AP, mirroring



### LS95A | 98"

- Ultra HD: 3,840 x 2,160
  - Brightness: 500 cd/m<sup>2</sup>
  - 24/7 operation
- \*Platform Refresh Model(LS95D) will be released in 4Q, 2016



### WS70MS/70BS | 84"

- Ultra HD: 3,840 x 2,160
- Brightness: 500 cd/m<sup>2</sup> (84WS70MS), 350 cd/m<sup>2</sup> (84WS70BS)
- 24/7 operation (84WS70MS), 16/7 operation (84WS70BS)

## Ultra Stretch



### BH5C/BH7C\* | 86"

- Ultra HD: 3,840 x 600
  - Brightness: 500 cd/m<sup>2</sup> (86BH5C), 700 cd/m<sup>2</sup> (86BH7C)
  - Multiple screen with PBP<sup>1)</sup>/PIP<sup>2)</sup>
- \* 86BH7C will be released in 3Q, 2016  
<sup>1)</sup> PBP: Picture-By-Picture  
<sup>2)</sup> PIP: Picture-In-Picture

## Video Wall



### VH7B/VM5B | 55"

- Brightness: 700 cd/m<sup>2</sup> (VH7B), 500 cd/m<sup>2</sup> (VM5B)
  - Panel bezel: 0.9mm (L/R/T/B even bezel)
- \* Bezel to bezel: 1.8mm \* NEMKO certified  
• 24/7 operation / LAN daisy chain  
• Image gap reduction



### VH7C | 49"

- \* Product will be released in 4Q, 2016



### VM5C | 49"

- Brightness: 500 cd/m<sup>2</sup>
  - Panel bezel: 0.9mm (L/R/T/B even bezel)
- \* Bezel to bezel: 1.8mm \* NEMKO certified  
• 24/7 operation / LAN daisy chain  
• Image gap reduction



### VL5B | 49"

- Brightness: 450 cd/m<sup>2</sup>
- Bezel to bezel: 3.5mm
- 24/7 operation



### LV77/75/35A | 55" 47" (47" LV35A only)

- Brightness: 700 cd/m<sup>2</sup> (55LV77A), 500 cd/m<sup>2</sup> (55LV75/35A), 350 cd/m<sup>2</sup> (47LV35A)
- Bezel to bezel: 3.5mm, 4.9mm (47LV35A)  
• 24/7 operation



### WV50/B | 47"

- Brightness: 800 cd/m<sup>2</sup> (WV50), 500 cd/m<sup>2</sup> (WV50B)
- Bezel to bezel: 4.9mm  
• 24/7 operation

## Standard (webOS)



### LS75C/LS73C | 55" 49" 42"

- Brightness: 700 cd/m<sup>2</sup> (LS75C), 500 cd/m<sup>2</sup> (LS73C)
  - 24/7 operation
  - webOS 3.0
  - Multiple screen with PBP<sup>1)</sup>/PIP<sup>2)</sup>
- \* Product will be released in 3Q, 2016  
<sup>1)</sup> PBP: Picture-By-Picture  
<sup>2)</sup> PIP: Picture-In-Picture



### LS75A/LS73B | 55" 49" 42"

- Brightness: 700 cd/m<sup>2</sup> (LS75A), 500 cd/m<sup>2</sup> (LS73B)
- 24/7 operation



### SM5C/SM5KC\* | 65" 55" 49" 43" 32"

- Brightness: 450 cd/m<sup>2</sup> (SM5C), 400 cd/m<sup>2</sup> (32") (SM5KC)
  - 24/7 operation
  - webOS 3.0
  - Multiple screen with PBP<sup>1)</sup>/PIP<sup>2)</sup>
- \* SM5KC: Built-in speaker model  
\* SM5KC will be released in 3Q, 2016  
<sup>1)</sup> PBP: Picture-By-Picture  
<sup>2)</sup> PIP: Picture-In-Picture



### SM5B/SM5KB\* | 65" 55" 49" 43" 32"

- Brightness: 450 cd/m<sup>2</sup>, 400 cd/m<sup>2</sup> (32")
  - 24/7 operation
  - Quad-core SoC built-in
- \* SM5KB: Built-in speaker model



### SM3C | 55" 49" 43"

- Full HD: 1,920x1,080
  - Brightness: 350 cd/m<sup>2</sup>
  - 18/7 operation
- webOS 3.0  
• Beacon-ready, Soft AP/Mirroring



### SM3B | 55" 49" 43"

- Brightness: 350 cd/m<sup>2</sup>
- 18/7 operation



### 22SM3B | 22"

- Full HD: 1,920 x 1,080
- Brightness: 250 cd/m<sup>2</sup>
- 16/7 operation

## Standard (non-webOS)



### SH7DB | 55" 49" 42"

- Brightness: 700 cd/m<sup>2</sup>
- 24/7 operation
- 7.4mm even bezel



### SL5B | 55" 49" 43" 32"

- Brightness: 450 cd/m<sup>2</sup>
- 18/7 operation, 24/7 operation (32")
- OPS-ready (32")



### SE3C | 55" 49" 43"

- Full HD: 1,920 x 1,080
- Brightness: 300 cd/m<sup>2</sup>
- 16/7 operation



### SE3B/SE3KB\* | 65" 55" 49" 43" 32"

- Brightness: 400 cd/m<sup>2</sup> (65"), 350 cd/m<sup>2</sup> (55", 49", 43", 32")
  - 18/7 operation
- \* SE3KB: Built-in speaker model