

2013 EDITION

LG TV SIGNAGE

Enhance your business with LG EzSign TV



Visit our websites in your region for more information.

NA : www.lgsolutions.com
EU / CIS : www.lgcommercial.eu



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Philosophy of LG TV Signage

True SOLUTION

Our reliable and innovative solutions satisfy every business fields to be able to maximize your business. It is through our commitment to touch the hearts and mind of our partners that we have been able to provide easy to use and easy to management solution. LG has proudly achieved the highest standard of excellence in the industry

True PARTNERSHIP

Our focus has always been on the success of our partners' business, and we have our ears and minds open to achieve that end. We have always known best what our clients need. The goal is true partnership based on mutual reliability and trust, and excellence in all that we aspire for.

True SATISFACTION

LG helps promote efficiency and effectiveness in our partners' operations by providing advanced tools for customized services to meet specific needs. Empowered by cutting edge Technology and services, Our partners will be able to meet each of their customers with ease



LG's signage technology meets TV LG EzSign TV

Digital Signage + Television : Billboard TV

The LG EzSign TV is world's first TV that comes with signage function. Now you can run your message on the TV screen in the form of billboard TV without additional hardware.

Advertisements, information and broadcast content can be arranged on the same screen to attract attention and deliver specific messaging to your customer base.



COST EFFECTIVE.
SIMPLE.
FAST.



COST-EFFECTIVE

No media player

Without any additional hardware such as media player, the LG EzSign TV shows live television broadcasts along with signage content using a USB drive.



FAST & EASY

Edit content quickly and easily

Select one of the pre-installed content templates. Simply apply images and add text. It's that easy.



CUSTOMIZED TO YOUR NEEDS

Signage content can be specific to your business

The LG EzSign TV allows you to create your own signage content and make revisions on the fly.



SLEEK DESIGN

Enhance the quality of the customer experience

Its attractive simplicity adds to every retail, restaurant, corporate or public space.



VARIETY

Pick and choose from an array of template designs

The LG EzSign TV gives you the power to choose and change according to your needs.



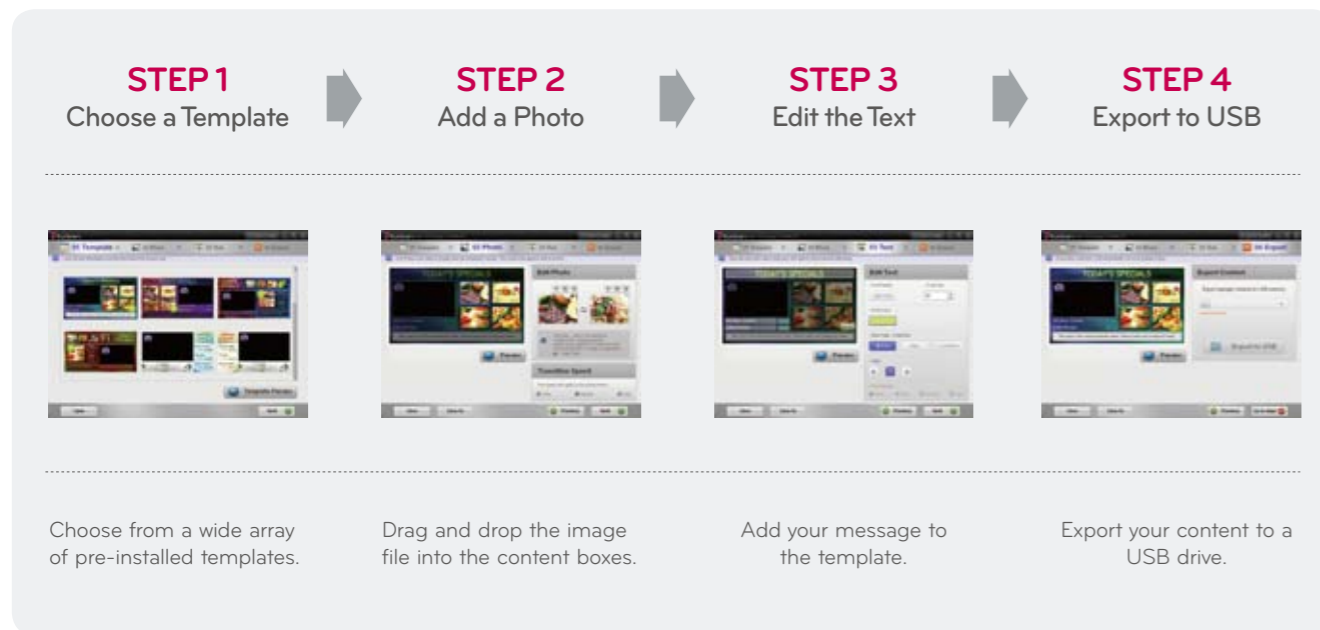
The Best Award winner (two consecutive years) from the Commercial Integrator magazine for digital signage hardware and the product of the year from CRN, the LG EzSign TV is an innovation in digital signage that can entertain while maximizing the impact of your Message.

EzSign Solution



Create your contents in just 4 steps.

Easy & Quick edition for men and women of all ages



FREE TEMPLATES

Over 50 high quality designs are offered for free
More than 50 basic templates are offered in a way that suits the situation of users. Users can easily update and use them.

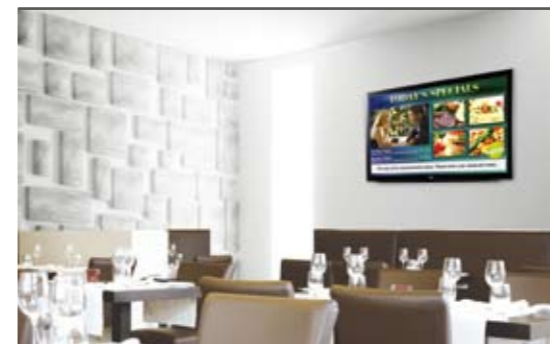


WI-FI CONTENTS DELIVERY

Using a wireless network, Transfer Contents saved on a PC to the TV



VERTICAL UTILIZATION



RESTAURANTS

Draw your patron's attention with specials and events on the LG EzSign TV.



HEALTHCARE

Display signage content of news or health tips in waiting rooms and lobbies while capturing patient's attention with engaging shows and movies.



RETAIL

From the window store front to the point of sale, the LG EzSign TV promotes products and special marketing campaigns to induce sales.



EDUCATION / GOVERNMENT FINANCIAL SERVICES

Engage your audience in high traffic areas with schedules and informative content that is timely and compelling. Update messages quickly and easily.

Optimized Features for Commercial Use

FOR EFFICIENT MANAGEMENT

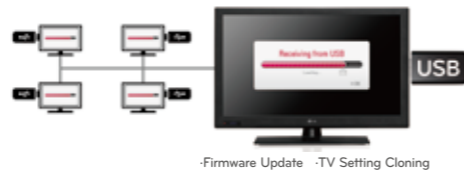
Public Display Mode

From channel selection to energy-saving features, you can control the TV settings in your business area from the center with Public Display Mode. Prevent misuse by customers, set volume limits, or reset to default settings for any TV. You are in control of it all.



USB Cloning

Your ordinary USB can be the perfect device for cloning all TV Signage with astonishing speed and ease. The USB Cloning feature allows you to simply copy the TV settings to all TVs using a USB stick, a process that is fully automated to save a lot of time without having to set each TV one by one.



Lock Mode

The Lock Mode blocks external input signals for illegal communication, a useful feature for preventing misuse of TVs in public spaces.



Welcome Screen

First impressions are important. Having a warm greeting message with your business area name and its logo on the TV when they enter the space will let them feel more welcome and cared for. Sometimes little things can make a big difference.



One Channel Map

You no longer need to bother managing channel listings for each different signal. The one channel mapping feature allows users to edit and list the channels of their choice from any of the multiple broadcasting signals (DVB-T/C, analog or radio).



Multi IR

You can control a designated TV exclusively with the LG Multi IR Remote control unit. In areas where there are multiple TVs installed, such as in large lobbies, sports pubs, each remote can be assigned to each TV with no signal interference from other remotes. Up to nine TV can use this function simultaneously.



RS232C Control

With RS232C port, you can remotely manage controlling multiple TV's power and volume simultaneously.



Anti-Theft System

The Anti-theft system provides foolproof security to prevent the TVs from being stolen, consisting of Kensington Lock, Credenza, Lock Down Plate.



1. Kensington Lock
LG TV Signage are protected by Kensington Lock, a most reliable solution for your valuable property.



2. Credenza Hole
LG TV Signage come designed with a Credenza Hole, which you can use to lock your TV to the TV stand in the most secure manner possible.



3. Lock Down Plate
The Lock Down Plate makes it very easy for you to lock the TV firmly to the TV stand without the need for screws or bolts.



FOR PROMOTING YOUR GUEST'S EXPERIENCE

External Speaker Out

By adding an additional speaker, guests can listen to the TV sounds from anywhere in the guest room. Even in the bathroom, guests can hear and control the TV sound, expanding their entertainment and convenience.



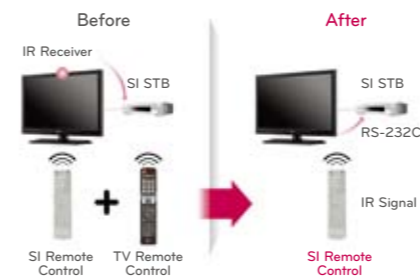
Remote Jack Pack

Your guests may wish to work on their own portable devices. The plug and play function of the Remote Jack Pack enables them to view their media on the TV Signage screen easily and whenever they wish.



IR Out

IR Out enables customized set-top boxes to receive IR signals via LG TV Signage with STB remote controls. It is an added convenience with simpler connection and allows easy management using a single remote control.



USB 2.0

You can play saved images and videos from external storage devices and record TV programs to external storage devices. Immediate recording and reserved recording options are also possible.





EzSign TV

EU/CIS
LT640E

32"/42F"



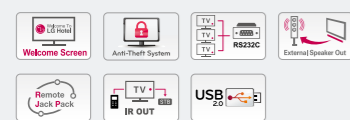
- Simple Editor
- USB Playback
- Multi Contents List
- Wi-Fi Update
- Smart Scheduling

EFFICIENT MANAGEMENT

- Welcome Screen
- Anti-Theft System
- RS232C

GUEST'S EXPERIENCE MAXIMIZATION

- External Speaker Out
- Remote Jack Pack
- IR Out
- USB2.0



EU/CIS
LN549E Available : '13 May

32"/37"/42F"/47F"



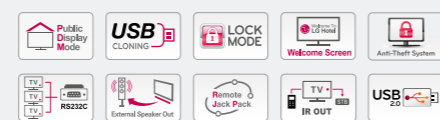
- Simple Editor
- USB Playback
- Multi Contents List
- Wi-Fi Update
- Smart Scheduling

EFFICIENT MANAGEMENT

- Public Display Mode
- USB Cloning
- Lock Mode
- Welcome Screen
- Anti-Theft System
- RS232C

GUEST'S EXPERIENCE MAXIMIZATION

- External Speaker Out
- Remote Jack Pack
- IR Out
- USB2.0



*The running model is subject to change without prior notice.

CINEMA 3D TV

EU/CIS
LM610C

42F"/47F"/55F"

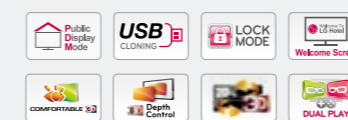


EFFICIENT MANAGEMENT

- Public Display Mode
- USB Cloning
- Lock Mode
- Welcome Screen

GUEST'S EXPERIENCE MAXIMIZATION

- 3D FPR
- 3D Depth Control
- 2D to 3D Conversion
- Dual Play



CINEMA 3D

MAXIMIZED 3D EFFECT

LIMITLESS 3D CONTENT

NEW ENTERTAINMENT EXPERIENCES

Most Comfortable 3D Glasses
CINEMA 3D glasses are light, battery-free, neat and economical, allowing for greater viewing comfort and convenience.



3D Depth Control
Watch 3D in either more comfort and more thrill - it's your choice. With 3D Depth Control, you can control the level of 3D effect to enjoy 3D the way you want it.



2D to 3D Conversion
LG's upgraded conversion technology is the most advanced one yet, with superior depth effect and smoothness.



Dual Play
An added benefit evolved from 3D technology, Dual Play enables both you and your friend to play video games together in full screen!



*Dual Play Glasses are purchased separately.

COMMERCIAL TV

EU/CIS
LT360C

22"/26"/32"/37"/42F"/47F"

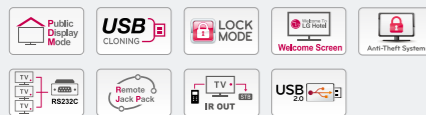


EFFICIENT MANAGEMENT

- Public Display Mode
- USB Cloning
- Lock Mode
- Welcome Screen
- Anti-Theft System
- RS-232C (Except 22"/26")

GUEST'S EXPERIENCE MAXIMIZATION

- Remote Jack Pack
- IR Out/SPK out
- USB2.0



CIS
LS679C

32F"/37F"/42F"



EFFICIENT MANAGEMENT

- Public Display Mode
- USB Cloning
- Lock Mode
- Welcome Screen
- RS-232C

GUEST'S EXPERIENCE MAXIMIZATION

- USB2.0



COMMERCIAL TV

EU/CIS
LN549C (EU) / LN548C (CIS)

32"/37"/42F"/47F"



22"/26"



EFFICIENT MANAGEMENT

- Public Display Mode
- USB Cloning
- Lock Mode (Except 22"/26")
- Welcome Screen
- RS232C (22"/26" Phone Jack to RS232C)

GUEST'S EXPERIENCE MAXIMIZATION

- External Speaker Out (Except 22"/26")
- Remote Jack Pack (Except 22"/26")
- IR Out • USB2.0



EU/CIS
LS341C (EU) / LS348C (CIS)

32"/ 42F"



EFFICIENT MANAGEMENT

- Smart Energy Saving

GUEST'S EXPERIENCE MAXIMIZATION

- USB2.0



LG TV SIGNAGE
SPECIFICATIONS

EzSign TV **CINEMA 3D TV** **COMMERCIAL TV**

	LT640E	LN549E	LM610C	LT360C
VIDEO	Size	32"/42F"	32"/37"/42F"/47F"	42F"/47F"/55F"
	Resolution	32": 1366 x 768 (HD) 42F": 1920 x 1080 (FHD)	1920 x 1080 (FHD)	1920 x 1080 (FHD)
	Type	Edge LED	Direct LED	Edge LED(3D FPR)
	XD Engine	•	•	•
	24p Real Cinema	•	•	•
AUDIO	Eye Care(Anti Dazzling)	•	•	•
	Invisible Speaker	•	•	•
	Audio Output	10W + 10W	10W + 10W	10W + 10W
	Infinite Sound	•	•	•
	Clear Voice	•	•	•
FEATURE	PDM	-	•	•
	IR Out	• (RS-232C, HDMI)	•	-
	External Speaker Out	•	•	-
	RJP Interface	• (RS-232C)	•	-
	External Power (RS-232C)	•	-	-
	USB Cloning	-	•	•
	Wi-fi(With dongle)	•	•	-
	Multi IR Code (Bed 1/2 Function)	•	•	•
	Welcome Screen (Splash Image)	•	•	•
	Auto Off / Auto Sleep	•	•	•
	Video Mute	•	•	•
	Lock mode	-	•	•
	Smart Energy Saving	•	•	•
	RoHS	•	•	•
	Anti-theft System Kensington Lock Credenza Hole	•	• (Except 32")	-
Swivel	+/- 90°	+/- 90°	+/- 10°	
INTERFACE	VESA Compatible	•	•	•
	RF In	•	•	•
	AV In	•	-	-
	Component In	•	• (phone jack)	•
	RGB In	•	•	•
	HDMI In	•	• (rear 2, side 1)	• (rear 2, side 1)
	CI Slot	• (side)	• (side)	• (side)
	MPI Slot	-	-	-
	Scart	•	•	•
	RS-232C (D-Sub 9)	•	•	-
	USB(2.0)	• (MP3 / JPEG/ HD DivX)	• (USB1, for Wifi dongle 1)	• (MP3 / JPEG/ HD DivX)
	SPDIF	-	•	-
ACCESSORY	Included	Power cord, Remote	Power cord, Remote	Power cord, Remote
	Optional	VESA mount 32" : 200*100(LSW100B) -42" : 200*200(LSW220BX/LSW200BX) 47" : 400*400(LSW400BX/LSW420BX)	32" : 200 x 100 37" : 200 x 200 42F" : 200 x 200 47F" : 400 x 400	VESA mount 32" : 200*100(LSW100B) -42" : 200*200(LSW220BX/LSW200BX) 47" : 400*400(LSW400BX/LSW420BX)
POWER Consumption	Voltage, Hz	100~240Vac 50-60Hz	100~240Vac 50-60Hz	110~240V, 50/60Hz
	Max (Watts)	65/110	TBD	120 / 140 / 180
	Typical (Watts)	50 / 90	TBD	100 / 120 / 150
	Energy saving (Min)	36W / 71W	TBD	80W / 96W / 120W
	Energy saving (Med)	29W / 57.9W	TBD	65W / 78W / 97.4W
	Energy saving (Max)	22.9W / 45.4W	TBD	51W / 61W / 76.5W
	Stand-by	1W ↓	0.3W ↓	0.3W
DIMENSION	SET(with stand, WxHxD,mm)/ Weight(Kg)	32" : 765.6 x 535.6 x 231.9 / 9.2 42F" : 991.7 x 666.5 x 273.1 / 15.5	32" : 737.8 x 496.8 x 206.5 / TBD 37" : 848.4 x 561.9 x 235.1 / TBD 42F" : 967.6 x 628.2 x 239.6 / TBD 47F" : 1079.3 x 694.4 x 263 / 14.5	42F" : 979 x 660 x 269 / 14.8 47F" : 1089 x 720 x 269 / 17.5 55F" : 1263 x 822 x 315 / 25.5
	Bezel (Side / Top / Bottom,mm)	32" : 32.6 / 31.6 / 49.4 42F" : 29.3 / 28.3 / 48	32" : 19.9 / 19.9 / 24.5 37" : 19.6 / 19.6 / 24.5 42F" : 19.9 / 19.9 / 24.5 47F" : 19.9 / 19.9 / 24.5	42F" : 23.4 / 23.4 / 45.1 47F" : 23.8 / 23.4 / 45.1 55F" : 25.9 / 25.9 / 46.1
	Depth(mm)	32" : 68.5 42F" : 69.5	32" : 79, 37" : 79, 42F" : 79, 47F" : 80.5	42F" : 35.5, 47F" : 35.5, 55F" : 35.5
ECO	ErP Class	B	TBD	A (42F"), A+ (47F"/55F")
	On Power Consumption(IEC62087 Edition 2(W))	43(32"), 73(42F")	TBD	56(42F"), 64(47F"), 85(55F")
	Stand By (W)	0.5	TBD	0.3
	Luminance Ratio (%)	65	TBD	65
	Mercury Content (mg)	0	TBD	0
	Presence of Lead	Yes	TBD	Yes
	Average AnnualConsumption(kWh)	63(32"), 107(42F")	TBD	82(42F"), 93(47F"), 124(55F")

	LS679C	LN549C (EU) / LN548C (CIS)	LN549C (EU) / LN548C (CIS)	LS341C (EU) / LS348C (CIS)
VIDEO	Size	32"/42F"/47F"	32"/37"/42F"/47F"	22" / 26"
	Resolution	1920 x 1080 (FHD)	32"/37": 1366 x 768 (HD) 42F"/47F": 1920 x 1080 (FHD)	1366 x 768 (HD)
	Type	Edge LED	Direct LED	Edge Led
	XD Engine	•	•	-
	24p Real Cinema	•	•	-
AUDIO	Eye Care(Anti Dazzling)	•	•	-
	Invisible Speaker	•	•	•
	Audio Output	10W + 10W	10W + 10W	5W + 5W
	Infinite Sound	•	•	-
	Clear Voice	•	•	-
FEATURE	PDM	•	•	•
	IR Out	-	•	•
	External Speaker Out	-	•	-
	RJP Interface	-	-	-
	External Power (RS-232C)	-	-	-
	USB Cloning	•	•	•
	Wi-fi(With dongle)	-	-	-
	Multi IR Code (Bed 1/2 Function)	-	•	•
	Welcome Screen (Splash Image)	•	•	•
	Auto Off / Auto Sleep	•	•	•
	Video Mute	•	•	-
	Lock mode	•	•	-
	Smart Energy Saving	•	•	•
	RoHS	•	•	•
	Anti-theft System Kensington Lock Credenza Hole	-	• (Except 32")	-
Swivel	+/- 20°	32" : +/- 15°, 37"/42F"/47F" : +/- 90°	-	
INTERFACE	VESA Compatible	•	•	•
	RF In	•	•	•
	AV In	-	-	•
	Component In	• (rear)	• (phone jack)	•
	RGB In	•	•	•
	HDMI In	• (rear 2, side 1)	• (rear 2, side 1)	• (1)
	CI Slot	• (side)	• (side)	•
	MPI Slot	-	-	-
	Scart	•	•	•
	RS-232C (D-Sub 9)	-	•	• (Phone jack)
	USB(2.0)	• (MP3 / JPEG/ HD DivX)	• (MP3 / JPEG/ HD DivX)	• (MP3 / JPEG/ HD DivX)
	SPDIF	-	•	-
ACCESSORY	Included	Power cord, Remote	Power cord, Remote	Power cord, Remote
	Optional	VESA mount 32" : 200*100(LSW100B) -42" : 200*200(LSW220BX/LSW200BX) 47" : 400*400(LSW400BX/LSW420BX)	32" : 200 x 100 37" : 200 x 200 42F" : 200 x 200 47F" : 400 x 400	22"/26" : 100 x 100
POWER Consumption	Voltage, Hz	100~240Vac 50-60Hz	100~240Vac 50-60Hz	100~240Vac 50-60Hz
	Max (Watts)	100 / 120 / 140	TBD	TBD
	Typical (Watts)	80 / 100 / 120	TBD	TBD
	Energy saving (Min)	64W / 80W / 96W	TBD	TBD
	Energy saving (Med)	52W / 65W / 78W	TBD	TBD
	Energy saving (Max)	41W / 51W / 61W	TBDW	TBD
	Stand-by	0.3W	0.3W ↓	0.3W
DIMENSION	SET(with stand, WxHxD,mm)/ Weight(Kg)	32F" : 746 x 527 x 204 / 9.7 42F" : 979 x 660 x 269 / 15.1 47F" : 1089 x 720 x 269 / 17.8	32" : 737.8 x 496.8 x 206.5 / TBD 37" : 848.4 x 561.9 x 235.1 / TBD 42F" : 967.6 x 628.2 x 239.6 / TBD 47F" : 1079.3 x 694.4 x 263 / 14.5	22" : 512.6 x 180.9 x 388.7 26" : 620.4 x 203.3 x 447.3
	Bezel (Side / Top / Bottom,mm)	32F" : 22.8 / 22.8 / 44.5 42F" : 23.4 / 23.4 / 45.1 47F" : 23.8 / 23.4 / 45.1	32" : 19.9 / 19.9 / 24.5 37" : 19.6 / 19.6 / 24.5 42F" : 19.9 / 19.9 / 24.5 47F" : 19.9 / 19.9 / 24.5	TBD
	Depth(mm)	32F" : 35.5, 42F" : 35.5, 47F" : 35.5	32" : 79, 37" : 79, 42F" : 79, 47F" : 80.5	TBD
ECO	ErP Class	TBD	TBD	A
	On Power Consumption(IEC62087 Edition 2(W))	TBD	TBD	39(32"), 61(42F")
	Stand By (W)	TBD	TBD	0.3
	Luminance Ratio (%)	TBD	TBD	65
	Mercury Content (mg)	TBD	TBD	0
	Presence of Lead	TBD	TBD	Yes
	Average AnnualConsumption(kWh)	TBD	TBD	57(32"), 89(42F")

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