




Accessories

Media Players	MP700		<ul style="list-style-type: none"> Intel® Core i7-3610QE 2.3 GHz (Quad Core) Intel® Core i5-3610ME 2.7 GHz (Dual Core) Mobile Intel® QM77 Windows Embedded Standard 7 Professional (64bit) Full HD x 4 or Ultra HD x 1 (by DP) Maximum Resolution 3,840 x 2,160 @ 30 Hz (by DP)
	MP500		<ul style="list-style-type: none"> Intel Core i5-520M Processor 2.40 GHz (Dual Core) Windows Embedded Standard 7 Professional (32bit) Full HD x 2 Maximum Resolution 2,560 x 1,600 @ 60 Hz (DP) Maximum Resolution 1,920 x 1,200 @ 60 Hz (HDMI)
	MP500-F		<ul style="list-style-type: none"> Intel Celeron Processor N2930 1.83 GHz / 2.16 GHz (Burst) (Quad Core) Bay-Trail M Based Windows Embedded Standard 7 Professional (32bit)
AD Box	TSP500		<ul style="list-style-type: none"> 1,920 x 1,080 (FHD) Video Input : HDMI, DVI-D, RGB Audio Input : RGB / DVI-D (3.5Ø) External Control : RS232C, RJ45 SuperSign Lite
	TSP300		<ul style="list-style-type: none"> 1,920 x 1,080 (FHD) Video Input : HDMI
HDBaseT Box	EB-B100	 Compatible Product : LS75A / LS73B / SM5B / SM3B	<ul style="list-style-type: none"> Valens v1.0 Resolution : 640 x 480 to 1,920 x 1,080 (FHD) for PC Mode Input/Output : HDBaseT / Ethernet (10/100BaseT) Format : OPS (Open Pluggable Specification) Digital Audio Extraction : HDMI Transmission Distance : up to 100m
OPS Tool Kit	KT-OPSA	 Compatible Product : LS75A / LS73B / SM5B / SM3B	<ul style="list-style-type: none"> Connector with OPS Player : 80 Pin (Top : 40 Pin, Bottom : 40 Pin) Connector with Signage Monitor : 41 Pin UART / OPS Control Signals

Software

 Web-based Contents Authoring and Operation Solution Player	<ul style="list-style-type: none"> Offered as a Bundle with LG's External Player and SuperSign Embedded Player Connections Up to 50 Clients Solution Suitable for SMB Supports Dual Content Editor in Both PC App and Web
 Web-based Contents Authoring and Operation Solution Player	<ul style="list-style-type: none"> Licensed Version Connections Up to 1,000 Clients Solution Suitable for Enterprise Multi-User Account Management Supports Dual Content Editor in Both PC App and Web
 Monitor Control & Auto Calibration S/W	<ul style="list-style-type: none"> Remote Monitor Control Solution Enhanced Auto Calibration - More Accurate Color Adjustment in 2-3 Minutes

Download LG Commercial Display Mobile App



More info www.lgecommercial.com

YouTube [youtube.com/c/LGCommercialDisplay](https://www.youtube.com/c/LGCommercialDisplay)

LG may make changes to specifications and product descriptions without notice.
Copyright © 2015 LG Electronics Inc. All rights reserved. "LG Life's Good" is a registered of LG Corp.
The names of products and brands mentioned here may be the trademarks of their respective owners.



Innovation for a Better Business
LG Commercial Display Solutions

Retail



Mall



Digital signage is used for advertising or as an information display board with attractive commercial contents highlighted with pictures, animation, and even interactive experiences in fashion shops, markets, auto showrooms and other retail environments. LG provides the best signage solution for SMB or shopping mall owners who promote corporate commercials, product advertisements and information in the retail industry. Digital signage solutions for retail use require the following key elements.



Easy Content Management



Large Display & Immersive Viewing

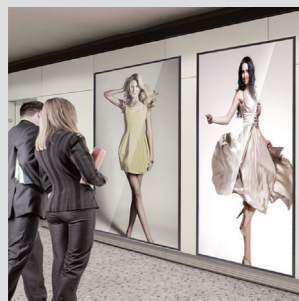


Performance Reliability

LG's reliable and innovative solutions satisfy every requirement to maximize your business.

Application Scenes

Advertisement / Art Gallery



Ultra HD 4P

High-quality Ultra HD display is a real attention grabber in high foot-traffic areas.

- 98LS95A
- 84WS70MS/BS
- UH5B

Artwall



Video Wall 5P

Display is effective for shop walls or large spaces that require expandability.

- Ultra Narrowest Bezel VH7B
- High Brightness WV50MS
- Super Narrow Bezel LV77A
- Immersive Viewing WV50BR
- LV75A
- LV35A

- 1 Ultra HD
- 2 Video Wall
- 3 Standard Signage
- 4 Interactive
- 5 Special Promotion
 - A Mirror
 - B Transparent
 - C Stretched
 - D Small Signage

Promotion Board



Standard Signage 6P

Display widely used in commercial spaces.

- Standard Premium SH7DB
- Standard Essential SM3B
- Standard Performance SM5B/SM5KB
- Standard Essential SE3B/SE3KB
- LS75A
- LS33A
- SL5B
- LS73B

Kiosk



Interactive 8P

Display guides customers in obtaining information directly and performing interactive communication.

- UHD Multi-Touch WT70
- Overlay Touch KT-T Series
- 84TR3B

Information Board



Special Promotion 9P

Display has outstanding versatility and is available in multiple sizes and forms.

- Mirror MS75A

Cooler

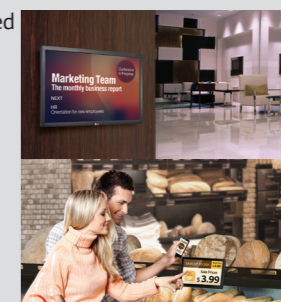


- Transparent TS50
- LW55A

Advertisement



- Stretched WR30



- Small Signage 22SM3B
- 10SM3TB

Exceptional picture quality and an immersive experience

Ultra HD

High-quality Ultra HD display attracts a lot of attention, which makes it effective in advertising or installation with a large floating population. Especially '15 new products have broadened the range of choices as reinforced full line-up from 49-inch to large inch screen to suit business environments.

UHD



98LS95A

- 98"
- Ultra HD : 3,840 x 2,160
- HEVC Decoder
- Content Up-scaling (FHD to UHD)
- Brightness : 500cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Media Player Ready (MP700, MP500)
- DP1.2 Daisy-Chain
- Wi-Fi Dongle



84WS70MS/BS

- 84"
- Ultra HD : 3,840 x 2,160
- Brightness : 500cd/m² (84WS70MS)
350cd/m² (84WS70BS)
- 24/7 Operation (84WS70BMS)
16/7 Operation (84WS70BS)
- Landscape & Portrait Mode
(Landscape Only : 84WS70BS)
- Media Player Ready (MP700, MP500)



UH5B

- 65", 55", 49"
- Quad Core SoC Built-in
- Ultra HD : 3,840 x 2,160
- HEVC Decoder
- Content Up-scaling (FHD to UHD)
- Brightness : 500cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Low Power Consumption by M+ Panel
- Self Diagnostics



Outstanding scalability and visual impact in a large space

Video Wall

This is effective on store walls or large spaces as artwall. The narrow bezel maximizes display scalability and heightens image brightness and clarity, even in intensely lit areas. The immersive images deliver a powerful visual impact in the store.

Ultra Narrowest Bezel

Super Narrow Bezel



VH7B

- 55"
- Quad Core SoC Built-in
- Brightness : 700cd/m²
- Panel Bezel : 0.9mm (L/R/T/B)
- 24/7 Operation
- Landscape & Portrait Mode
- SoC Based Sync-Playback
- Image Gap Reduction
- Remote Control (RS232C, RJ45)
- Shine-Out
- LAN Daisy-Chain



LV77A

- 55"
- Brightness : 700cd/m²
- Bezel to Bezel : 3.5mm
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Shine-Out (Semi-Outdoor), Anti-Glare
- DP1.2 Daisy-Chain



LV75A

- 55"
- Brightness : 500cd/m²
- Bezel to Bezel : 3.5mm
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Anti-Glare
- DP1.2 Daisy-Chain

Super Narrow Bezel

High Brightness

Immersive Viewing



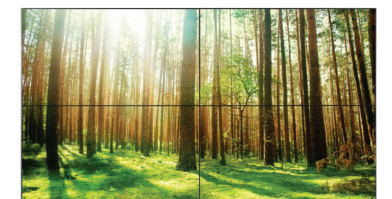
LV35A

- 55"
- Brightness : 500cd/m²
- Bezel to Bezel : 3.5mm
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Anti-Glare



WV50MS

- 47"
- Brightness : 800cd/m²
- Bezel to Bezel : 4.9mm
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Shine-Out (Semi-Outdoor), Anti-Glare
- DP1.2 Daisy-Chain



WV50BR

- 47"
- Brightness : 500cd/m²
- Bezel to Bezel : 4.9mm
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Shine-Out (Semi-Outdoor), Anti-Glare
- DP1.2 Daisy-Chain

Signage solutions fitting into versatile business environments

Standard Signage

This most widely used display is available in premium, performance and essential models that enhance every store environment, deliver the intended information, and highlight the current promotion.

Standard Premium



SH7DB

- 55", 49", 42"
- Brightness : 700cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Wi-Fi Dongle, SNMP, Self-Diagnosis
- OPS Compliant



LS75A

- 55", 49", 42"
- Brightness : 700cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Detachable Logo, Wi-Fi Dongle, SNMP, Self-Diagnosis
- DP1.2 Daisy-Chain, OPS Compliant

Standard Essential



SM3B

- 55", 49", 43"
- Quad Core SoC Built-in
- Brightness : 350cd/m²
- 18/7 Operation
- Landscape & Portrait mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Self-Diagnosis, SNMP

* 22" SM3B is different from this series.



SE3B/SE3KB

SE3KB : Built-in Speaker Model

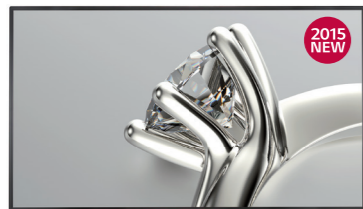
- 65", 55", 49", 43", 32"
- Brightness : 400cd/m² (65"), 350cd/m² (55", 49", 43", 32")
- 18/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Cable Management
- Power Management Mode, Enhanced ISM Method
- Local Time Auto Setting, USB Content Scheduling
- Embedded Media Player



LS33A

- 65", 55", 47", 42", 32"
- Brightness : 350cd/m² (65"), 330cd/m² (55"), 300cd/m² (47", 42", 32")
- 16/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Embedded Media Player

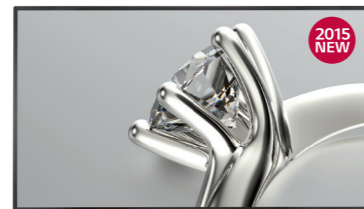
Standard Performance



SM5B/SM5KB

SM5KB : Built-in Speaker Model

- 65", 55", 49", 43", 32"
- Quad Core Built-in
- Brightness : 450cd/m², 400cd/m² (32")
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Self-Diagnosis, SNMP
- DP1.2 Daisy-Chain, OPS Compliant



SL5B

- 55", 49", 43"
- Brightness : 450cd/m²
- 18/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Wi-Fi Dongle Ready, SNMP



LS73B

- 55", 49", 42"
- Brightness : 500cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Detachable Logo, Wi-Fi Dongle, SNMP, Self-Diagnosis
- DP1.2 Daisy-Chain, OPS Compliant



Interactivity fulfills customer needs

Interactive

Multi-touch screen allows two-way communication so that customers quickly and easily obtain the desired information.

UHD Multi-Touch



84WT70

- 84"
- Built-in Multi-Touch
- Ultra HD : 3,840 x 2,160
- Anti-glare
- 10 Point Multi-Touch
- Ghost-Free Touch (IR Spread)
- Media Player Ready (MP700, MP500)



84TR3B

- 84"
- Built-in Multi-Touch
- Ultra HD : 3,840 x 2,160
- 4K Upscaler
- Anti-glare
- 10 Point Multi-Touch
- Ghost-Free Touch (IR Spread)
- Media Player Ready (MP700, MP500)

Overlay Touch



KT-T Series

- 65", 55", 49", 43", 32"
- Overlay Touch
- 10 Point Multi-Touch
- Ghost-Free Touch (IR Spread)
- 27mm Even Bezel
- Compatible products
- 65" : LS33A
- 55", 49", 43" : SE3B, SM3B, SL5B, SM5B
- 32" : SE3B, SL5B, SM5B



Attention grabbing digital reality

Special Promotion

Mirror, transparent, and stretched forms ensure special promotional effects and maximize information acquisition for an enhanced customer experience.

Mirror



MS75A

- 49"
- Built-in Mirror
- Brightness : 300cd/m²
- 24/7 Operation
- webOS Signage Platform
- OPS Compatibility
- Supports Wi-Fi Ready (Dongle)

Transparent



TS50

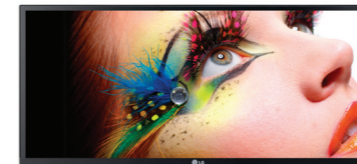
- 47"
- Full HD : 1,920 x 1,080
- 24/7 Operation
- Landscape & Portrait Mode
- Superior Color Gamut / True Color



LW55A

- 32"
- Full HD : 1,920 x 1,080
- 24/7 Operation
- Landscape & Portrait Mode
- Superior Color Gamut / True Color

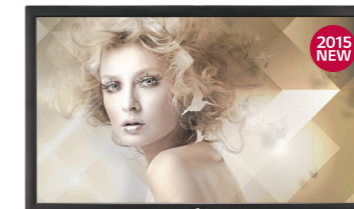
Stretched



WR30

- 29"
- WFHD : 2,560 x 1,080
- 21:9 Cinema Screen
- Easy Content Creation

Small Signage



22SM3B

- 22"
- Quad Core Built-in
- Brightness : 250cd/m²
- 16/7 Operation
- Landscape & Portrait Mode
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Self-Diagnosis, SNMP



10SM3TB

- 10"
- Dual Core, Built-in Touch
- Brightness : 400cd/m²
- 16/7 Operation
- Landscape & Portrait Mode
- Power over Ethernet
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- 5.9GB Internal Memory, SD Card Slot

QSR

Quick Service Restaurant



In QSRs, small cafés, and restaurants, digital signage is mainly used as a menu board. Recent advancements make it possible to not only display the menu image and information, but also highlight short-term promotional events. These digital boards have an impact on the store interior design and mood and deliver entertaining content to customers, but store managers must make quick changes to effectively manage promotional contents. To make all this possible, the following conditions for digital signage must be considered.



Easy Content Management



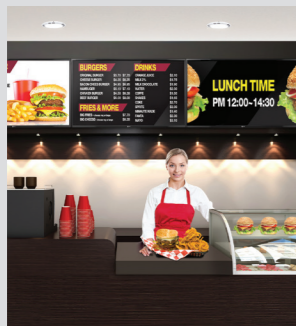
Remote Management



Reliable Operation (24/7)

Application Scenes

Menu Board



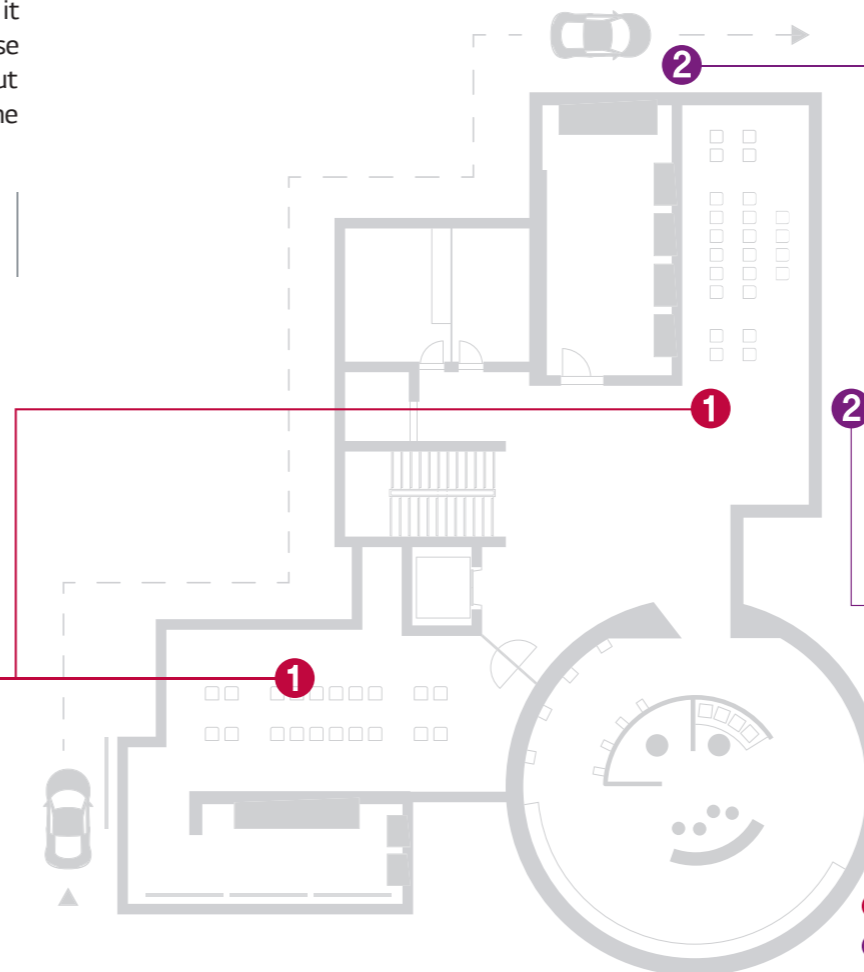
Promotion Board



Standard Signage 12P

Display installed at counters or inside stores to provide menu information.

- Standard Premium SH7DB LS75A
- Standard Performance SM5B/SM5KB LS73B SL5B
- Standard Essential SM3B SE3B/SE3KB LS33A



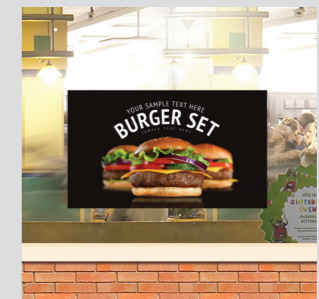
1 Standard Signage
2 High Brightness

Drive-Thru



- Open Frame XF2B WX70 WX50

Promotion Board



- Window Facing XS2B WX30

High Brightness 14P

Display installed on store's exterior highlights special promotions and offers.

Signage solutions fitting into versatile business environments

Standard Signage

Menu information inside the store reduces in-line waiting time so customers enjoy greater convenience and the store's staff gains managerial efficiency.

Standard Premium



SH7DB

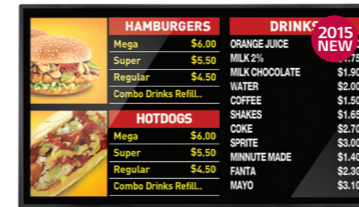
- 55", 49", 42"
- Brightness : 700cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Wi-Fi Dongle, SNMP, Self-Diagnosis
- OPS Compliant



LS75A

- 55", 49", 42"
- Brightness : 700cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Detachable Logo, Wi-Fi Dongle, SNMP, Self-Diagnosis
- DP1.2 Daisy-Chain, OPS Compliant

Standard Essential



SM3B

- 55", 49", 43"
- Quad Core SoC Built-in
- Brightness : 350cd/m²
- 18/7 Operation
- Landscape & Portrait mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Self-Diagnosis, SNMP

* 22" SM3B is different from this series.



SE3B/SE3KB

SE3KB : Built-in Speaker Model

- 65", 55", 49", 43", 32"
- Brightness : 400cd/m² (65"), 350cd/m² (55", 49", 43", 32")
- 18/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Cable Management
- Power Management Mode, Enhanced ISM Method
- Local Time Auto Setting, USB Content Scheduling
- Embedded Media Player



LS33A

- 65", 55", 47", 42", 32"
- Brightness : 350cd/m² (65"), 330cd/m² (55"), 300cd/m² (47", 42", 32")
- 16/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Embedded Media Player

Standard Performance



SM5B/SM5KB

SM5KB : Built-in Speaker Model

- 65", 55", 49", 43", 32"
- Quad Core Built-in
- Brightness : 450cd/m², 400cd/m² (32")
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
- Self-Diagnosis, SNMP
- DP1.2 Daisy-Chain, OPS Compliant



SL5B

- 55", 49", 43"
- Brightness : 450cd/m²
- 18/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- Detachable Logo, Black Bezel
- Wi-Fi Dongle Ready, SNMP



LS73B

- 55", 49", 42"
- Brightness : 500cd/m²
- 24/7 Operation
- Landscape & Portrait Mode
- Remote Control (RS232C, RJ45)
- 7.4mm Even Bezel
- Detachable Logo, Wi-Fi Dongle, SNMP, Self-Diagnosis
- DP1.2 Daisy-Chain, OPS Compliant



Achievement of clear visibility and operational reliability

High Brightness

Perfect for outdoor advertising or as a menu board at the Drive Thru. Customers have clear access to menu information so orders are placed quickly.

Open Frame



XF2B

- 55", 49"
- Brightness : 2,750cd/m²(Max), 2,250cd/m²(Min), 2,500cd/m²(Typ)
- Shine-Out
- Low Power Consumption by M+ Panel
- Provide Full Brightness for 30,000 Hours
- Slim Depth : 106mm (55"), 105mm (49")
- Operating Temperature : 0°C ~ 50°C
- High Resistance to Blackening Defect (Tni : 110°C)
- Light Sensor (Auto Brightness Control)
- Built-in Fans for Optimal Ventilation
- Dual Temperature Sensor (Auto Fan Speed Control)
- Landscape & Portrait Mode



WX70

- 72"
- Brightness : 2,000cd/m²(Max), 1,600cd/m²(Min)
- Provide full Brightness for 30,000 Hours
- Slim depth : 139.5mm / 5.5in
- Operating Temperature : 0°C ~ 50°C
- High Resistance to Blackening Defect (Tni : 110°C)
- Light Sensor (Auto Brightness Control)
- Built-in Fans for Optimal Ventilation
- Dual Temperature Sensor (Auto Fan Speed Control)
- Landscape & Portrait Mode



WX50

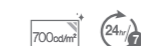
- 47"
- Brightness : 2,000cd/m²(Max), 1,600cd/m²(Min)
- Shine-Out
- Easy to Customize : Open Frame
- High Resistance to Blackening Defect
- Built-in Fans for Optimal Ventilation
- Landscape & Portrait Mode

Window Facing



XS2B

- 55", 49"
- Brightness : 2,750cd/m²(Max), 2,250cd/m²(Min), 2,500cd/m²(Typ)
- Shine-out
- Low Power Consumption by M+ Panel
- Provide Full Brightness for 30,000 Hours
- Slim Depth : 89mm (55"), 53.5mm (49")
- Fan-less Noise Reduction
- Operating Temperature : 0°C ~ 45°C
- Landscape & Potrait Mode
- Self-Diagnosis, SNMP



WX30

- 55", 47", 42"
- Full HD
- Brightness: 700cd/m²
- Shine-out
- High Resistance to Blackening Defect
- Landscape & Portrait Mode

