

# COLOR TRANSPARENT LED FILM LAT240DT1

Seamlessly Color your Space and Brand

※ All images used are for illustrative-purposes only



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# A NEW LEVEL OF RENOVATION WITH SEE-THROUGH VIEW

LG Color Transparent LED Film is a revolution in display technology. It is a transparent LED film that can be pasted to existing glass surface, thanks to its special self-adhesive material. Its superb transparency endows the glass surface or window to which it is attached with a mystical beauty full of vivid color.

Renovate your ordinary store or building with this revolutionary material that interacts seamlessly with the surrounding environment.



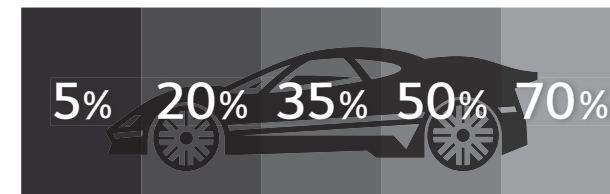
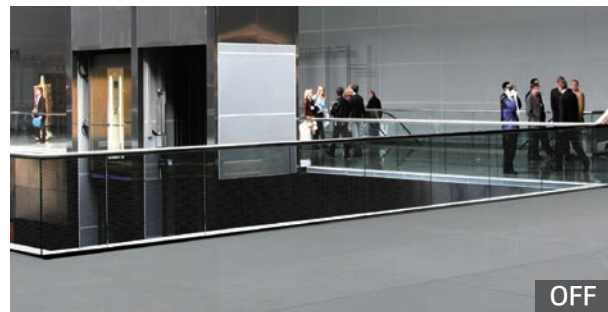


# LG COLOR TRANSPARENT LED FILM KEY FEATURES

## High Transparency



High transparency (73%\*) allows glass to remain visible even after attaching the film, with no adverse effects on the original design. When the LED is ON, the film effectively displays content and information as digital signage, while also providing a see-through view with superb transparency. When the LED is OFF, the film is unnoticeable, blending into the glass completely.



\* 73% transparency is similar to that of a car's tinted front window.

## Full Color Expression

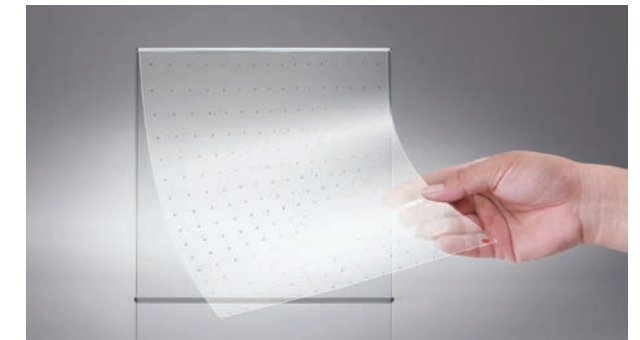
LG Color Transparent LED film delivers a surprisingly wide range of colors using a 24 mm pitch, while still maintaining a high transparency. Applications are not confined to delivering simple brand logos or pictograms, but can be extended to display an entire video or pictures in which various colors combinations are possible.



## Easy Space Innovation

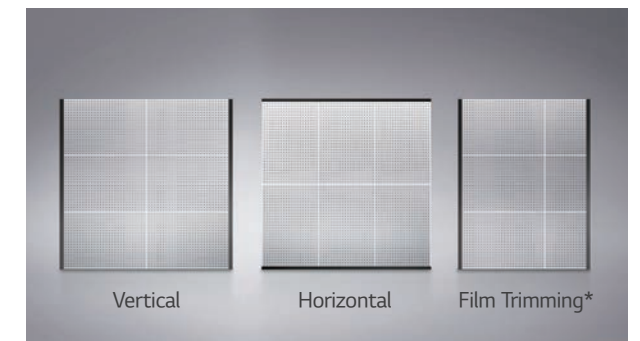
### Self-adhesive Film

The transparent LED film is self-adhesive, so it can be easily attached to the surfaces of existing window glass without the need for any complicated construction.



### Superb Expandability and Flexibility

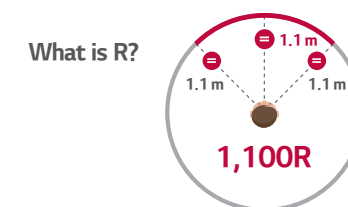
The size and layout of the film can be customized to fit in to the installation area. It can be expanded by adding more films in a vertical or horizontal way, or cut in parallel with the bezel to meet size requirements.



\* The film must be cut in parallel with the the bezel by 1 pixel.

### Curved Format Supported

The transparent LED film supports curvatures up to 1,100R convex and concave for curved glass or window applications. This allows a wider range of venues to be redesigned as a landmark.



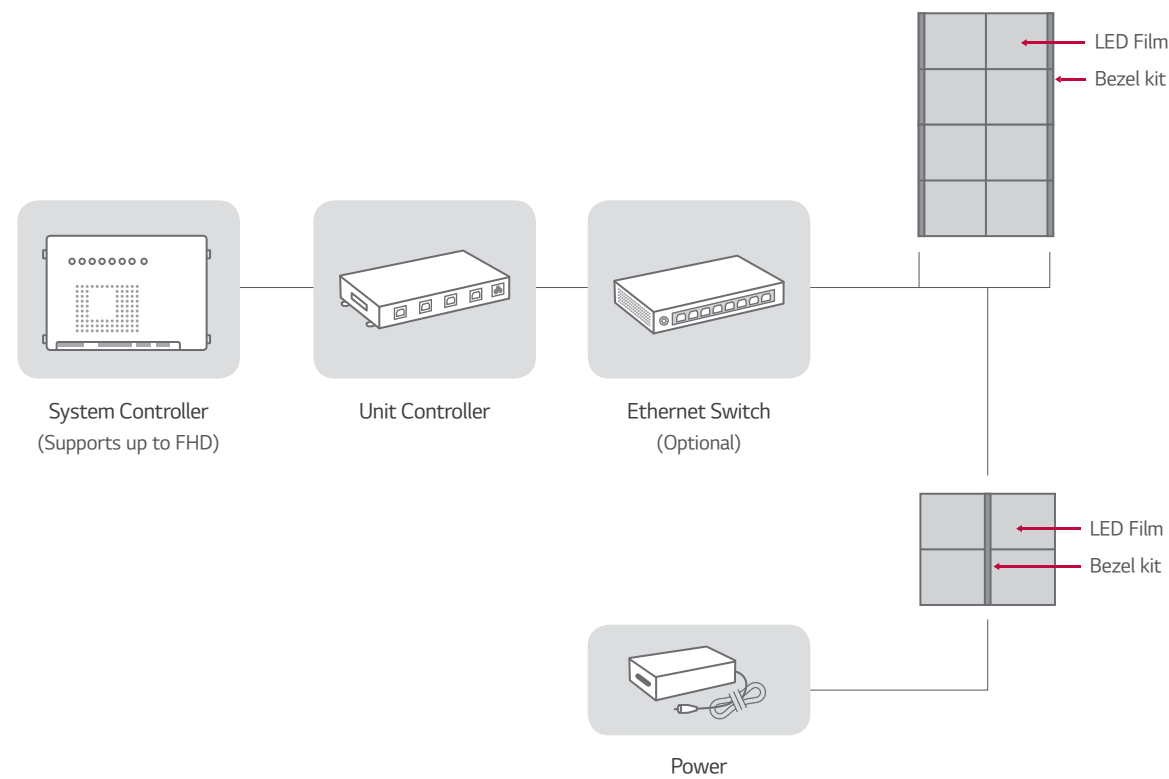
# CONFIGURATION

## Components



\* The required amount of components vary depending on the screen size.

## System Connection



※ The actual system structure may be subject to change from the above example.

# SPECIFICATION

## LED Film

	LAT240DT1
Pitch	24 mm
LED Type	R, G, B 3in1 Color Package (SMD1818)
Resolution	28 x 20
Pixels per Panel	560
Pixel Density [point/m <sup>2</sup> ]	1,736
Brightness	> 1,000 cd/m <sup>2</sup>
Contrast Ratio	≥ 100,000:1
Luminance Uniformity	≥ 70%
Viewing Angle (H x V)	120 x 120
Daily Usage	24 Hrs / 7 Days
Transmittance	73%
Operating Temperature	0°C - 45°C (Indoor Glass Installation Only)
Curved Installation	1,100R (Convex & Concave)
Film Trimming	Yes (Parallel to the Bezel Side Only)
Color Processing	130/120/110 Level (R, G, B)
Colors	1,716,000 Colors
Color Chromaticity	Cx: 0.28±0.03, Cy: 0.28±0.03
Dimension (W x H x D)	668 x 480 x 2.0 mm (with Front & Back Protection Film)
Weight	0.73 kg
Power Consumption	37 W (Transparent Panel 1ea, Bezel Kit 1ea)

## 1st Bezel Kit

	ACC-LATB2
Dimension (W x H x D)	547.3 x 63 x 24 mm
Weight	0.45 kg

## Common Bezel Kit

	ACC-LATB3
Dimension (W x H x D)	479.5 x 28.1 x 24 mm
Weight	0.26 kg

## Power (Bezel Kit & LED Film)

	ACC-LATP1
Dimension (W x H x D)	183 x 86 x 28 mm
Weight	0.769 kg
Input	100-240V, 50-60Hz
Output	19.5V/10.8A (210W)
Color	White
DC Output Cable	14AWG, 1.5m

## Unit Controller

	LCLG012U
Resolution	960 x 540 (4 Unit Controllers Needed for FHD)
Interface	LVDS In, RJ45 (4ea) Out
Maximum Transmission Length	100 m
Dimension (W x H x D)	293 x 37 x 188.7 mm
Weight	1.5 kg
Power Consumption	20 W
Accessories	Power Cord, LVDS MCX Cable, ESG, Regulation Book, Warranty Card

## System Controller

	LCLG002
Video	DP: 3,840 x 2,160 @30Hz HDMI: 3,840 x 2,160 @30Hz DVI-D: 1,920 x 1,080 @60Hz
Input	HDMI, DP, DVI-D, RS232C (Phone Jack Type), RJ45 (w/o LED Indicator), IR Receiver (for Installation), USB 3.0
Output	DP, RS232C, RJ45 (w/o LED Indicator), LVDS
Dimension (W x H x D)	293 x 40.1 x 193.3 mm
Weight (Head)	1.6 kg
Temperature Sensor	0
Light Sensor	0
Source Selection	HDMI, DVI-D, DP
TPC	Yes
Power Consumption	17 W
CMS S/W	Yes
Accessories	Power Cord, IR & Bright Sensor, 4P Phone-to-RS232C Gender, ESG, Regulation Book, Warranty Card

※ Specification is subject to changes without prior notice for product improvement