

# Why LG Digital Signage?

LG offers the greatest satisfaction to its customers in all business areas with trustworthy and innovative solutions. As the world leader in the global display market, LGE manufactures products with world class performance and design. Throughout the years the company has been developing innovative products satisfying customer requirements based on its long experience and know-how, and has been recognized for its trustworthiness and technological excellence.

LGE is also concerned about global environmental issues and is dedicated to bringing about solutions. Currently, 93,000 employees at 124 locations worldwide are devoted to the production of various display products and are tending to customized requirements for the world B2B market.

LGE will continuously provide the perfect solution for your business in the increasingly complex B2B market.

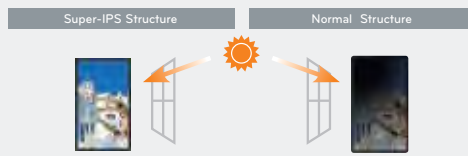
## LG Display Solution Features

### IPS, Revolutionary Viewing

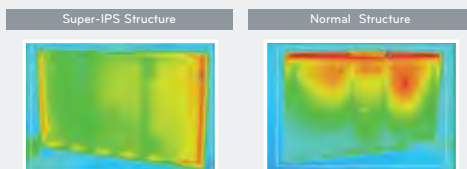
- Excellent viewing angle from any perspective  
 No fall-off in color accuracy at wide angles  
 No diversion in contrast ratio at wide angles



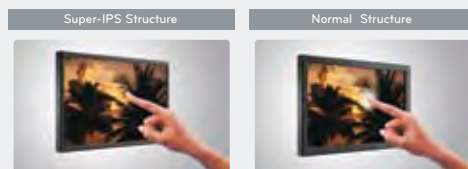
- Superior quality for outdoor images  
 No blackening defect in outdoor environment  
 No need of IR blocker or extra cooling system



- Low screen temperature on Standard mode  
 Flexible with digital signage environment  
 Better image quality with no blackening

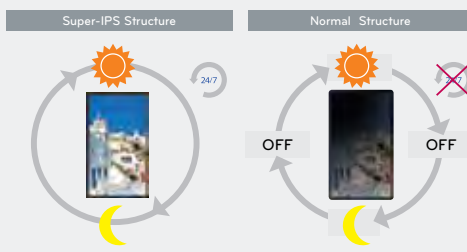


- Minimized image distortion upon external pressure



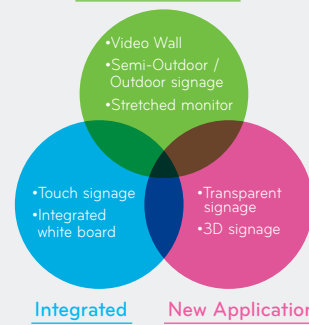
### 24/7 Operation

LG Public Display Module has no time and spatial restraints, and provides high durability and continuous quality even under 24/7 operational requirements.



### Various Usages

#### Usage Expansion



## 2012 Innovative LG Digital Signage Line-Up



# 2012 LG DIGITAL SIGNAGE LINE-UP (as of 1Q 2012)

## Standard Display



	Direct LED 72WS70			Edge LED WS10			LCD VS20		
	42F"	47F"	55F"	42F"	47F"	55F"	42F"	47F"	55F"
Inch	42F"	47F"	55F"	42F"	47F"	55F"	42F"	47F"	55F"
Bezel Width	38.7mm	27.6mm	28.0mm	33.5mm	16.9mm	17.9mm	18.9mm		
Brightness	700cd/m <sup>2</sup>	450cd/m <sup>2</sup>			700cd/m <sup>2</sup>				
Shine-out	No	No			No				
Portrait	Yes	Yes			Yes				
DCR	500,000 : 1	50,000 : 1			3,000 : 1				
Power Consumption	500W(Typ), 200W(SES)	115W(Typ), 80W(SES)	120W(Typ), 95W(SES)	140W(Typ), 110W(SES)	170W(Typ), 130W(SES)	180W(Typ), 130W(SES)	260W(Typ), 160W(SES)		
Special Features	<ul style="list-style-type: none"> <li>72" LED Large Screen Monitor</li> <li>Local dimming Technology</li> <li>Eco-Friendly</li> <li>Smart Energy Saving</li> </ul>	<ul style="list-style-type: none"> <li>Eco-Friendly</li> <li>Smart Energy Saving</li> <li>Media Player Integrated Solution</li> <li>Stylish Design for Interior Decoration</li> </ul>			<ul style="list-style-type: none"> <li>Narrowest Bezel for Standard LCD</li> <li>Smart Energy Saving</li> <li>Media Player Integrated Solution</li> </ul>				

## Special Display



	Videowall		Stretched	
	55WV70	47WV30 / 47WV30B	M3801S / M2901S	
Inch	55F" (Direct LED)	47" (Direct LED)	38F"	29"
Bezel Width	3.4mm(left/top) / 19mm(right/bottom)		28.1mm	32.9mm(top/bottom), 30.3mm(left/right)
Brightness	800cd/m <sup>2</sup>	800cd/m <sup>2</sup> / 500cd/m <sup>2</sup>	420cd/m <sup>2</sup>	
Shine-out	Yes	Yes / No	No	
Portrait	Yes	Yes	No	
DCR	500,000 : 1	500,000 : 1	N/A	
Power Consumption	210W(Typ), 120W(SES, TBD)	160W(Typ)	90W(Typ)	80W(Typ)
Special Features	<ul style="list-style-type: none"> <li>Infinitely Expandable Video Wall Solution</li> <li>Super Narrow Bezel : 5.3mm(Bezel to Bezel)</li> <li>Anti Reflection Coating</li> </ul>	<ul style="list-style-type: none"> <li>Seamless bezel &amp; Slim depth</li> <li>Low Power Consumption</li> <li>Anti Reflection Coating</li> <li>Easy Installation</li> </ul>	<ul style="list-style-type: none"> <li>Unique Application</li> <li>Wide view with space saving</li> <li>Auto Scaler function for non-standard aspect ratio</li> </ul>	

## EzSign TV

- COST-EFFECTIVE** -No media player
- FAST & EASY** -Edit content quickly and easily
- CUSTOMIZED TO YOUR NEEDS** -Signage content can be specific to your business
- SLEEK DESIGN** -Enhance the quality of the customer experience
- VARIETY** -Pick and choose from an array of template designs



	North America			CH	
	LT560E	LV355B	LD452B	LT560E	LD455B
Inch	32F", 37F", 42F", 47F"	32", 37F", 42F", 47F", 55F"	32", 42F", 47F"	32", 42F", 47F"	32F", 42F", 47F"
Type	LED	LED	LCD	LED	LCD
Resolution	1366 X 768(32), 1920 X 1080(37/42/47/55)	1920 X 1080	1366 X 768(32), 1920 X 1080(42/47)	1366 X 768(32), 1920 X 1080(42/47)	1920 X 1080
Special Features	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>



	LCD						
	VS10		M3704C	47VL10	M4210L		
Inch	32"	42F"	47F"	65F"	37F"	47F"	42F"
Bezel Width	51.5mm	30.4mm	36.0mm	49.0mm	53.7 mm	36 mm	30.4 mm
Brightness	450cd/m <sup>2</sup>	500cd/m <sup>2</sup>	500cd/m <sup>2</sup>	700cd/m <sup>2</sup>	500cd/m <sup>2</sup>	500cd/m <sup>2</sup>	500cd/m <sup>2</sup>
Shine-out	No	No			No	No	No
Portrait	Yes	No			Yes	Yes	Yes
DCR	10,000 : 1	10,000 : 1			3,000 : 1	3,000 : 1	3,000 : 1
Power Consumption	100W(Typ)	200W(Typ)	240W(Typ)	420W(Typ)	150W(Typ)	260W(Typ)	220W(Typ)
Special Features	<ul style="list-style-type: none"> <li>High Scalability</li> <li>Easy Installation &amp; Maintenance</li> </ul>		<ul style="list-style-type: none"> <li>Super IPS Panel</li> </ul>		<ul style="list-style-type: none"> <li>Competitive Price for Enterprise market</li> <li>Eco-Friendly</li> <li>Easy remote management</li> </ul>	<ul style="list-style-type: none"> <li>Optimized Interface</li> </ul>	



	Touch		Semi-Outdoor	Outdoor
	M4716T / M4214T		47VX30MF / 47VX30MS	47WX50MF
Inch	47F"	42F"	47F"	47F"
Bezel Width	36.1mm	32.5mm	11mm (Panel)	11mm (Panel)
Brightness	400cd/m <sup>2</sup>		700cd/m <sup>2</sup>	2000cd/m <sup>2</sup>
Shine-out	No		Yes	Yes
Portrait	Yes		Yes	Yes
DCR	3,000 : 1		3,000 : 1	500,000 : 1
Power Consumption	260W(Typ)	211W(Typ)	260W(Typ)	350W(Typ)
Special Features	<ul style="list-style-type: none"> <li>Infrared multi-touch technology</li> <li>IR matrix touch - 2 point multi-touch</li> </ul>		<ul style="list-style-type: none"> <li>High Visibility</li> <li>Reliability</li> <li>Easy to customize (Open Frame)</li> <li>Only 47VX30MF</li> </ul>	<ul style="list-style-type: none"> <li>2,000nit Shine-Out</li> <li>Auto cooling &amp; Brightness control</li> <li>Easy to customize (Open Frame)</li> </ul>



	EU/CIS		ASIA	
	LT660E	LD320B	LT640E	LD462B
Inch	32", 42F"	32", 42F"	32", 37F", 42F"	32F", 37F", 42F", 47F"
Type	LED	LCD	LED	LCD
Resolution	1366 X 768(32), 1920 X 1080(42)	1366 X 768(32), 1920 X 1080(42)	1366 X 768(32), 1920 X 1080(37/42)	1920 X 1080
Special Features	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>

## Media Player

High performance Intel platform CPU & Maximized Optional Value Media Player



	NC1000/2000	NC1100/2100	NA1100/2100	NA1000/2000
	Dimension	250mm(W) x 45mm(H) x 220mm(D) (Only Set)		250mm(W) x 45mm(H) x 220mm(D) (Only Set)
Weight	1.43kg (Only Set)	1.56kg (Only Set)		
CPU	Intel® ATOM Processor 330 1.6GHz (Dual Core)	Intel® Celeron® P4500 Processor Cache-L1/L2/L3 32K/256K/2M, 1.86 GHz	Intel® Core™ i5-520M Processor 3M Cache, 2.40 GHz	Intel® Core™ i7-620M Processor 4M Cache, 2.66 GHz
Chip Set	Intel® QM57 Chipset			
Memory	DDR3 1066 1024 MB SODIMM type, 1G(Option:2048MB,2G)	DDR3 SDRAM unbuffered 1066 1024MB SODIMM type, 1G (Option:2048MB, 2G)		
Storage Device	SSD 8 / 16 / 32GB	SSD 8 / 16 / 32 / 64GB		
O/S	Windows XP Embedded Standard	Windows XP Embedded Standard		
LAN	Realtek 10/100/1000Mbps	Intel® 82577LM Gigabit(10/100/1000Mbps) Ethernet PHY		
Interface	Slot PC Part	HDMI out, USB 2a, LAN (10/100/1000Mbps), PCI mini Express Card		
	External Part	USB 2a, SD/PCIF, D-SUB, Line out RS-232C, 4 in 1 Multi-card		

## Software

Easy and intuitive software that allows even the novice can operate conveniently



	SuperSign Elite-s	SuperSign Elite-w	SuperSign Elite-w lite
Player Connection	Under 30 EA	1,000 EA possible	
Distribution Server	Single server	Multi server	
Multi-User Support	Single user	Multi user creation Multi users can use at the same time	Single user
Role Separation by User	Single role-manager	Possible to grant authority by mixing more than 20 different authority such as designer, scheduler, and manager	
Content Editor	PC based editor	Web and PC based editor have the same number of functions	
Content Library	25 media and 6 categories	Categorization by category, Categorization by folder	
Dashboard	N/A	Update System information and new content information	
Distribution Manager	N/A	Adopted distribution page. Possible to distribute schedule, media. Possible to monitor the distribution status. Distribution by reservation.	



	MEA		SCA	
	LT640E	LD462B	LT560E	LD460B
Inch	32", 37F", 42F"	32F", 37F", 42F", 47F	32", 37F"	32F", 42F"
Type	LED	LCD	LED	LCD
Resolution	1366 X 768(32), 1920 X 1080(37/42)	1920 X 1080	1366 X 768(32), 1920 X 1080(37)	1920 X 1080
Special Features	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>	<ul style="list-style-type: none"> <li>Wifi Updating</li> <li>Smart Scheduling</li> <li>HD Dvix</li> <li>Free Template</li> </ul>	<ul style="list-style-type: none"> <li>Cost Effective</li> <li>Fast &amp; Easy Editing</li> <li>Customized To Your Business</li> <li>Sleek Design Various</li> <li>Template Designs</li> </ul>