# Artistic Space beyond Display
# LG OLED Signage

## 55EF5E

**LG** | Business Solutions

# Flexible Curved Open Frame OLED Signage

Blending in with the space while stamped on everyone's mind.
With LG OLED signage, discover unprecedentedly flexible design.
Beyond its informative features, LG OLED signage delivers unsurpassed
advertising effectiveness, redesigning space as a prestige-enhancing
landmark with perfect colors and innovative forms.

※ Actual on-site appearance may differ from the above simulated scene.

# Flexible Curved Open Frame OLED Signage
## 55EF5E

## Unrivaled Picture Quality

### Perfect Black
**Limitless contrast and the deepest blacks**
Self-lighting pixels switch off completely to reproduce absolutes blacks with no light bleed, offering infinite contrast.

### Perfect Color
**Accurate & stable color reproduction**
Self-lighting pixels bring colors to life with superb accuracy.

### Perfect Viewing Screen
**Wide viewing angle**
LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.



LCD          LG OLED Signage



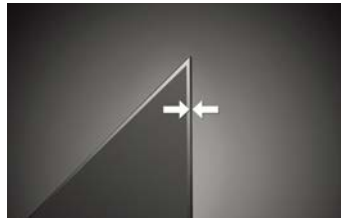LCD          LG OLED Signage

# Flexible Curved Open Frame OLED Signage
## 55EF5E

## Space-fitting Design

### Perfect Design

LG's OLED technology unlocks the new worlds of design flexibility with unbelievably lightweight and slim display.



Slim



Lightweight



Curved



Flexible

### Expandable Screen Size

The screen size can be as large as users want by tiling up displays horizontally and vertically. This provides viewers with incredible immersion in their viewing experience.

# Space-fitting Design

**Variety of Curvatures for Landmarks**

The 55EF5E series supports a various concave and convex curvatures in both portrait and landscape orientations. It can be positioned in a variety of ways to keep passengers captivated.

## In Portrait
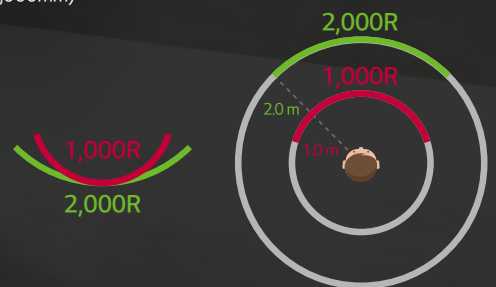
Max Curvature in Portrait
• Concave/Convex: up to 1,000R

## In Landscape

Max Curvature in Landscape
• Concave/Convex: up to 1,000R

## What is R?

Due to the nature of its curved design; "R" signifies the radial length of a circle which allows for its curved display. For example, displays with a curvature of 1,000R will have a radius of 1m (1,000mm)

2,000R
1,000R
2.0 m
1.0 m

1,000R
2,000R

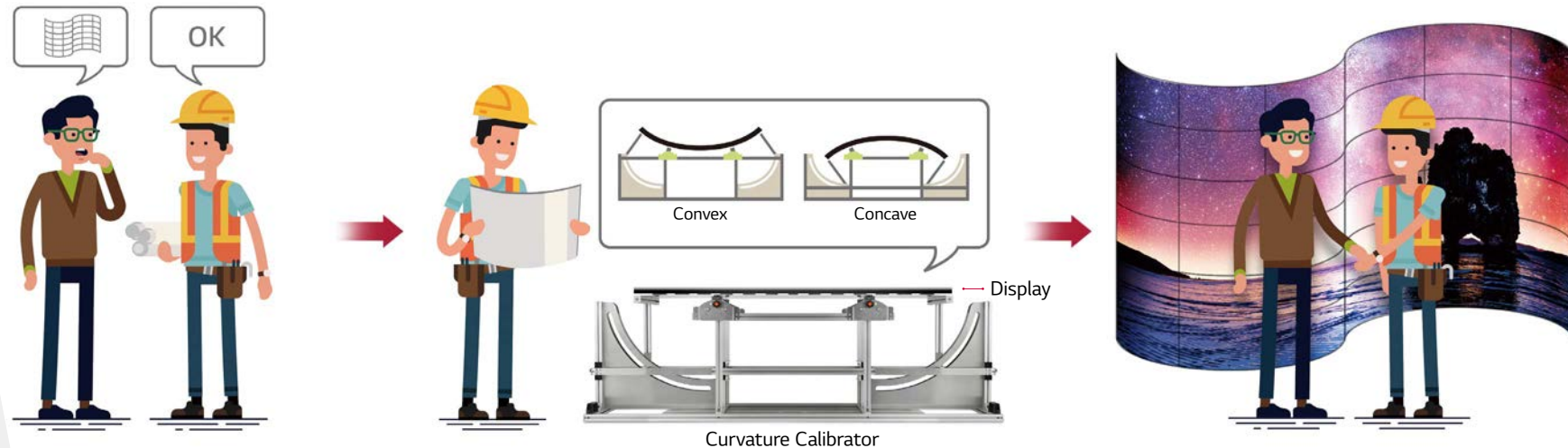※ Actual on-site appearance may differ from the above simulated scene.

# Flexible Curved Open Frame OLED Signage
## 55EF5E

## Design Flexibility

### On-site Customization

The 55EF5E enables a completely new approach for innovative and flexible designs. Its optional "Curvature Calibrator(CC)[1]" supports the coordination of displays with various convex and concave curvatures, depending on the requirements. It is possible to rapidly respond to changes on-site, making it easier to successfully build an eye-catching landmark.



Convex    Concave

Display

Curvature Calibrator

1) A Curvature Calibrator needs to be purchased separately.
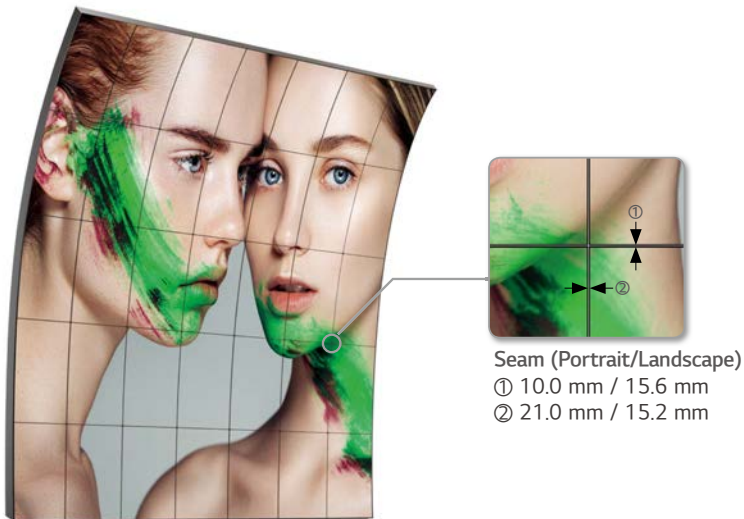   Please contact your regional LG sales representatives for details.

# Flexible Curved Open Frame OLED Signage
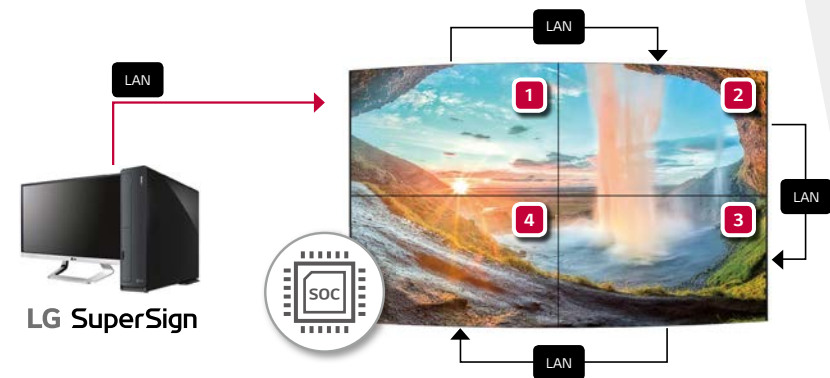## 55EF5E

## Immersive Viewing Experience

### Slimmer Bezel

Compared to the previous model, 55EF5E has reduced its bezel size to provide much more immersive and seamless viewing experiences to viewers.
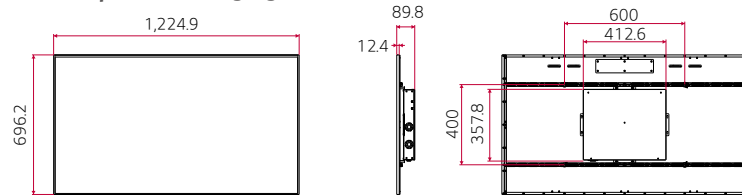


**Seam (Portrait/Landscape)**
① 10.0 mm / 15.6 mm
② 21.0 mm / 15.2 mm

### Synced Playback and Management

Using its built-in high performance SoC, each display plays its video tile without lag for synchronized content playback. Also, the LAN daisy chain allows users to control and monitor displays, transmit data and even update firmware all at once.
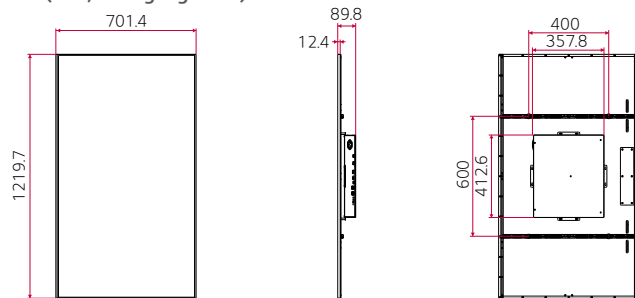


LAN

LG SuperSign

SoC

LAN
1    2
4    3
LAN
LAN

# Dimension (unit: mm)

## Landscape (Flat, w/ Signage Box)



1,224.9
696.2
89.8
12.4
400
357.8
600
412.6

## Portrait (Flat, w/ Signage Box)



701.4
1219.7
89.8
12.4
600
412.6
400
357.8
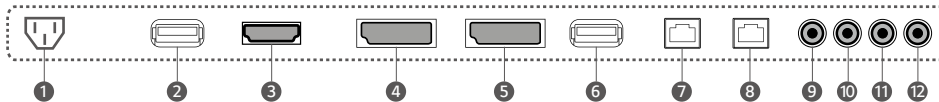
\* Dimensions may vary depending on the curvature of the display.
Please contact your regional LG sales representatives for a precise 2D drawing.

# Connectivity (Signage Box)



| ❶ | AC IN | ❺ | DP OUT | ❾ | IR IN |
|---|---|---|---|---|---|
| ❷ | USB IN 1 | ❻ | USB IN 2 | ❿ | RS232C IN |
| ❸ | HDMI IN | ❼ | LAN IN | ⓫ | RS232C OUT |
| ❹ | DP IN | ❽ | LAN OUT | ⓬ | AUDIO OUT |

**HDMI** HIGH-DEFINITION MULTIMEDIA INTERFACE

# Specifications                    55EF5E

| | | |
|---|---|---|
| **PANEL** | Screen Size | 55" |
| | Panel Technology | OLED |
| | Aspect Ratio | 16 : 9 |
| | Native Resolution | 1,920 x 1,080 (FHD) |
| | Brightness | 400/150 cd/m² (APL¹ 25%/100%) |
| | Contrast Ratio | 150,000 : 1 |
| | Viewing Angle (H x V) | 178 x 178 |
| | Life Time (Typ.) | 30,000 Hrs |
| | Operation Hours | 18 Hrs / 7 Days (Moving Video Only) |
| | Orientation | Landscape & Portrait |
| **CONNECTIVITY** | Input | HDMI, DP, USB 2.0 (2) |
| | Output | DP, Audio (Fixed/Off/Variable) |
| | External Control | RS232C In/out, RJ45 In/out, IR In |
| **PHYSICAL SPECIFICATION** | Bezel Color | Black |
| | Bezel Width (T/B/L/R) | Landscape: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel)<br>Portrait: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel)<br>Landscape: 5.0 / 10.6 / 7.6 / 7.6 mm (Flat, On Bezel)<br>Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm (Flat, On Bezel) |
| | Monitor Dimension (W x H x D) | Landscape: 1,224.9 x 696.2 x 38.0 mm (Head, w/Pem-nut)<br>Portrait: 701.4 x 1,219.7 x 38.0 mm (Head, w/Pem-nut)<br>Landscape: 1,224.9 x 696.2 x 12.4 mm (Head Only)<br>Portrait: 701.4 x 1,219.7 x 12.4 mm (Head Only)<br>Signage Box: 413 x 353 x 57.3 mm |
| | Weight | Landscape: 9.9 kg (Set)<br>Portrait: 9.9 kg (Set)<br>Signage Box: 3.5 kg |
| | Carton Dimensions (W x H x D) | 1,350 x 837 x 250 mm |
| | Packed Weight | Landscape: 17 kg / Portrait: 17 kg |
| **SPECIAL FEATURES** | | Internal Memory (64GB), Temperature Sensor, webOS 3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Failover (USB/DP/HDMI/Internal Memory), Content Sync. (RS232C/Local Network), Video Tag(2), OSD/Content Rotation, Gapless Playback, Tile Mode, Setting Data Cloning, Firmware Update by Network, SNMP, ISM Mode, DPM, Wake on LAN, HDMI-CEC², Crestron Connected®³ |
| **ENVIRONMENT CONDITIONS** | Operation Temperature | 0°C to 40°C |
| | Operation Humidity | 10% to 80% |
| **POWER** | Power Supply | 100-240V~, 50/60Hz |
| | Power Type | Built-In Power |
| | Power Consumption    Typ. / Max. | 309 W⁴ / 318 W⁴ |
| **CERTIFICATION** | Safety | IEC 60950-1 / EN 60950-1 / UL 60950-1 |
| | EMC | FCC Class "A" / CE / KCC |
| | ErP / Energy Star | Yes / No |
| **MEDIA PLAYER COMPATIBILITY** | OPS Type Compatible | No |
| | External Media Player Attachable | Yes |
| **SOFTWARE COMPATIBILITY** | Content Management Software | SuperSign CMS |
| | Control and Monitoring Software | SuperSign Control+ / Control |
| **ACCESSORIES** | Basic | Remote Controller (2 Batteries Included), Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, RS232 Cable (4p-4p), FFC Cables (220mm x 4ea for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable) |
| | Optional | Curvature Calibrator (ACC-CC-EF5E) |

1) Average Picture Level    2) Compatibility may differ by equipment.    3) Network Based Control    4) Based on 8 color bar