


# See Beyond,
# LG Transparent OLED Signage

## 55EW5F-A

* All images used are for illustrative purposes only.

LG | Business Solutions

# A New Level of See-through View

## Imagination becomes reality

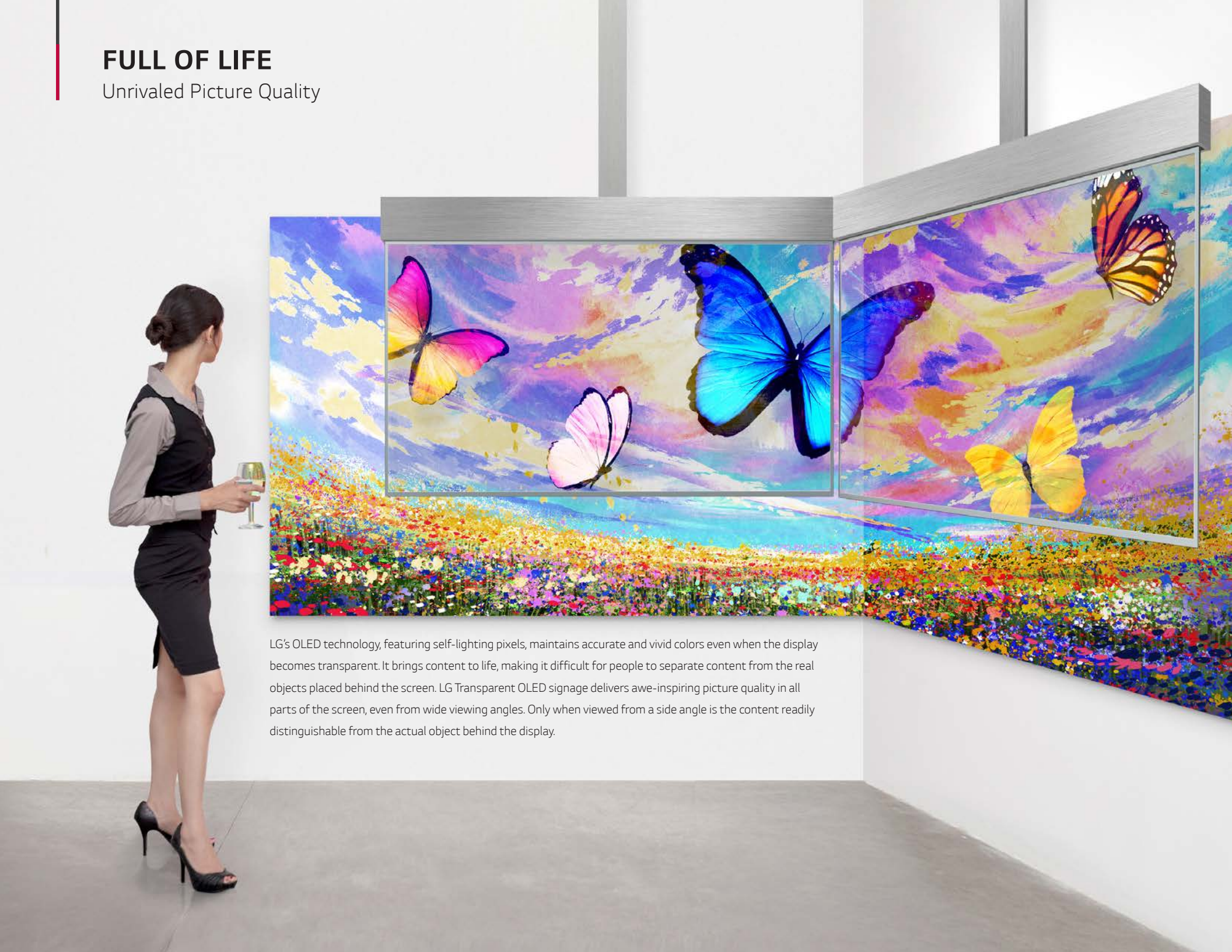
LG Transparent OLED signage illuminates spaces that once were hidden away behind the display, completely harmonizing with its surroundings.

Boasting vivid and clear colors with high transparency, this display provides valuable information and visual enhancements to objects placed behind it, giving viewers an impressive “wow” factor.



# FULL OF LIFE

## Unrivaled Picture Quality



LG's OLED technology, featuring self-lighting pixels, maintains accurate and vivid colors even when the display becomes transparent. It brings content to life, making it difficult for people to separate content from the real objects placed behind the screen. LG Transparent OLED signage delivers awe-inspiring picture quality in all parts of the screen, even from wide viewing angles. Only when viewed from a side angle is the content readily distinguishable from the actual object behind the display.

# SPACIAL HARMONY

## High Transparency

Thanks to its high transparency, much higher than conventional LCD transparent displays, LG Transparent OLED signage blends into its surroundings seamlessly and naturally. The display's see-through view turns places where it is installed into open and interactive spaces.



# SPACIAL HARMONY

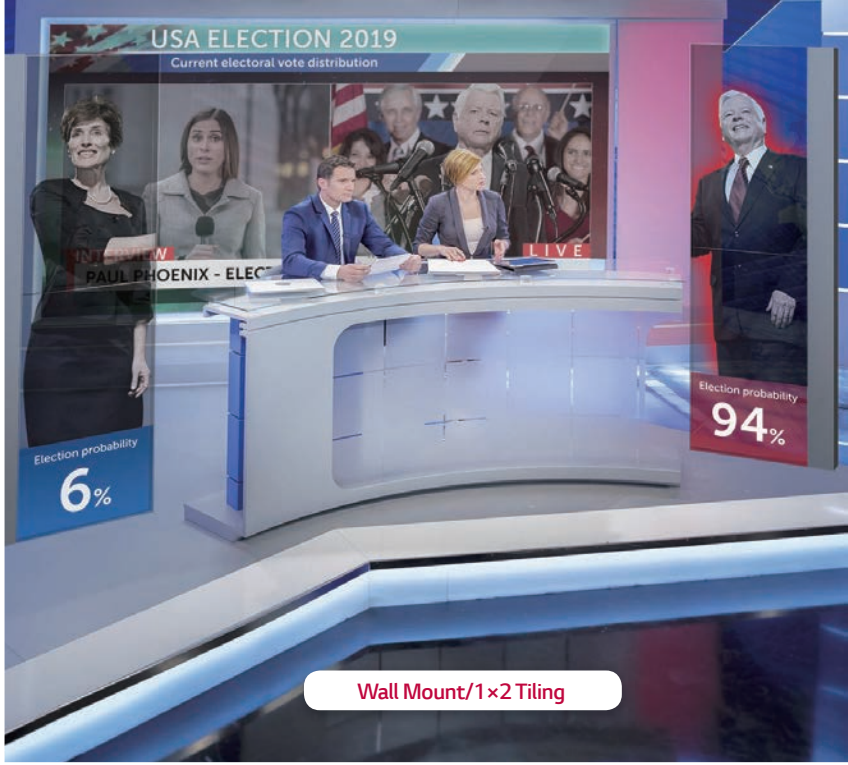
## Customizable and Expandable Design




LG Transparent OLED signage is designed specifically to be installed in various ways to fit into existing structures and spaces. Ceiling-mount, wall-mount and other tiling configurations can create a unique and immersive viewing environment. There is virtually no limit to the applications of Transparent OLED signage, and it can enhance any venue in which it is installed.*

* Installation accessories are not supplied by LG.

Ceiling/Single




Wall Mount/1×2 Tiling




2×2 Tiling

# SEE THROUGH

## Effective Information Delivery

When people observe an object, having supplemental information can help provide a richer understanding. In this case, LG Transparent OLED signage is the optimal solution. While clearly showing objects behind the screen, it overlays information right over them so that viewers can easily see both the object and the relevant information without having to change their view.



## VISUALLY AMAZING

AR Effects in the Dark

Using LG Transparent OLED signage, you can surprise viewers with AR effects in the dark. The content displayed seems life-like, adding another "wow" factor to the viewing experience.




## DESIGNED FOR DURABILITY

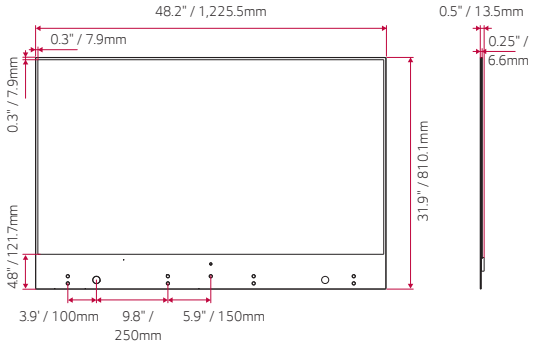
Robust Design for Safety

The tempered front glass protects the screen from external impact, and its verified safety design means it is reliable enough to endure shock and vibration caused by the surrounding environment, such as moving trains.

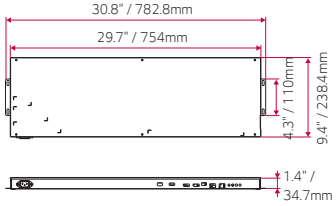


## Dimension (unit: mm)

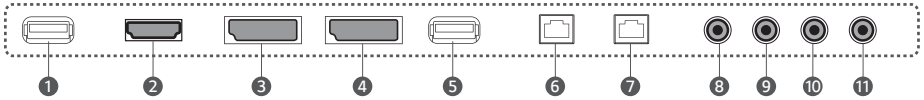
Head




Signage Box




## Connectivity




1. USB 2.0
2. HDMI IN
3. DP IN
4. DP OUT
5. USB 2.0
6. LAN IN
7. LAN OUT
8. IR IN
9. RS232C IN
10. RS232C OUT
11. AUDIO OUT

## Specifications

| | | 55EW5F-A |
|---|---|---|
| PANEL | Screen Size | 55" |
| | Panel Technology | OLED |
| | Aspect Ratio | 16 : 9 |
| | Native Resolution | 1,920 x 1,080 (FHD) |
| | Brightness (Typ.) | 400 nits |
| | Transparency (Typ.) | 38% (Panel) |
| | Viewing Angle (H x V) | 178° x 178° |
| | Response Time | 1 ms (G to G) |
| | Surface Treatment (Haze) | Hard Coating (2H), Anti-reflection Treatment of the Front Polarizer (Reflectance Typ. 14%) |
| | Life Time (Typ.) | 30,000 Hrs |
| | Operation Hours | 18 / 7 *Moving Video Only |
| | Orientation | Landscape & Portrait |
| CONNECTIVITY | Input | HDMI, DP, USB (2) |
| | Output | DP, Audio |
| | External Control | RS232C In/out, RJ45 (LAN) In/out, IR In |
| MECHANICAL SPECIFICATION | Bezel Color | Silver (Mirror) |
| | Bezel Width | 7.9 / 7.9 / 7.9 / 121.7 mm (T/L/R/B) |
| | Monitor Dimension (W x H x D) | (Head) 48.2" x 31.9" x 0.2" / 1,225.53 x 810.1 x 6.6 mm<br>(Signage Box) 30.8" x 9.4" x 1.4" / 782.8 x 238.4 x 34.7 mm |
| | Weight | (Head) 30.6 lbs / 13.9 kg<br>(Signage Box) 7.5 lbs / 3.4 kg |
| | Carton Dimensions (W x H x D) | 52.3" x 35.4" x 7.5" / 1,329 x 898 x 191 mm |
| | Packed Weight | 49.4 lbs / 22.4 kg |
| KEY FEATURE | | Internal Memory (64GB), Temperature Sensor, Embedded CMS, Fail Over, Content Sync., OSD Rotation, Lock Mode, Content Rotation, Gapless Playback, Tile Mode Setting, Setting Data Cloning, Firmware Update by Network, SNMP, ISM Mode, Control Manager, Crestron Connected®[2], DPM, PM Mode, Wake on LAN, SI Server Setting, webRTC |
| ENVIRONMENT CONDITIONS | Operation Temperature | 32°F to 104°F / 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. | 309 W |
| | Power Consumption Max. | 318 W |
| CERTIFICATION | Safety | IEC 60950-1 / EN 60950-1 / UL 60950-1 |
| | EMC | FCC Class "A" / CE / KC |
| | 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, Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, RS232 Cable (4p-4p), FFC Cables (for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable), Tape, Screws, Shield Cover Assembly, Rubber Dampers |
| OTHER | Warranty | 3 Year Limited Warranty |
| | UPC | 7 19192 63282 0 |

* Specifications may change without notice. Contact your sales representative to verify any questions.

http://www.lg.com/us/business/commercial-display
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