

## TV Entertainment and Advertisements on One Screen

The LW540S includes a built-in TV tuner to broadcast TV programs and deliver advertisements simultaneously. This affordable solution allows you to create content and manage the displays using the SuperSign™ software. The 74 pre-installed templates make it easier than ever to create dazzling content for various verticals.



- Built-in Speakers and TV Tuner
- Wi-Fi Dongle Ready
- USB Plug and Play
- Fail Over (Internal Memory Only)
- RTC (Real Time Clock)
- NTP (Network Time Protocol)
- SuperSign Lite/C Compatibility

### screen size

32", 43", 49", 55"

## Key Features



### Simple Connectivity

With Wi-Fi dongle support, distribution of advertisement content has been simplified. By removing the need of an external media player and Ethernet/RS-232C cables, the total cost of ownership (TCO) can be reduced.



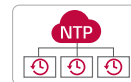
### Fail Over (Internal Memory only)

The USB fail over function enables content to be displayed without dead spots when no input signal is available. This feature supports files in JPG format with a maximum file size of 10 MB.



### RTC

Save time and improve convenience with RTC (Real Time Clock). When the TV's power is off, time information is stored on the RTC module via an internal memory, and a time sync process can be omitted as the TV turns on.



### NTP

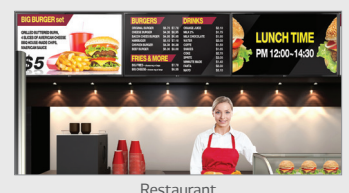
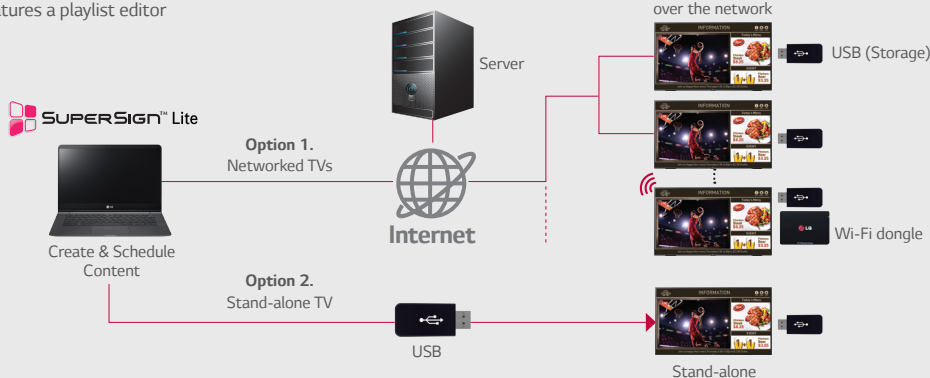
With NTP (Network Time Protocol), the TV receives real time updates from the network and synchronizes its time accordingly.

## SuperSign™ Solutions

The SuperSign™ Solution includes SuperSign Lite, SuperSign C and SuperSign Simple Editor to provide digital media editing, scheduling, distribution and management capabilities.

### SUPER SIGN™ Lite

- Supports a single user and up to 50 clients
- Features 142 pre-installed templates for multiple verticals
- Features a playlist editor

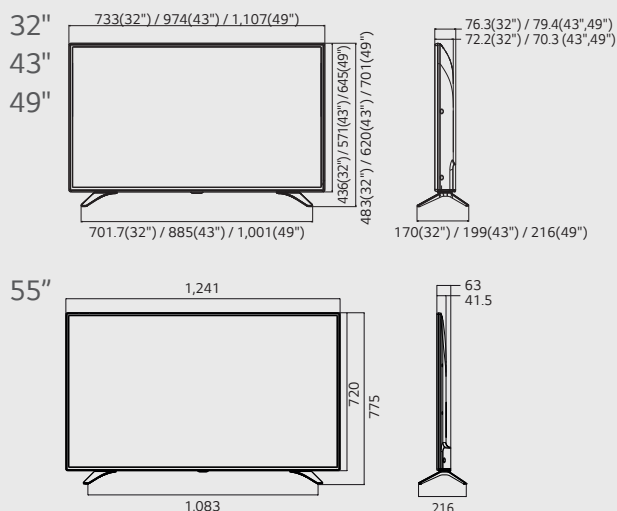


## Specifications

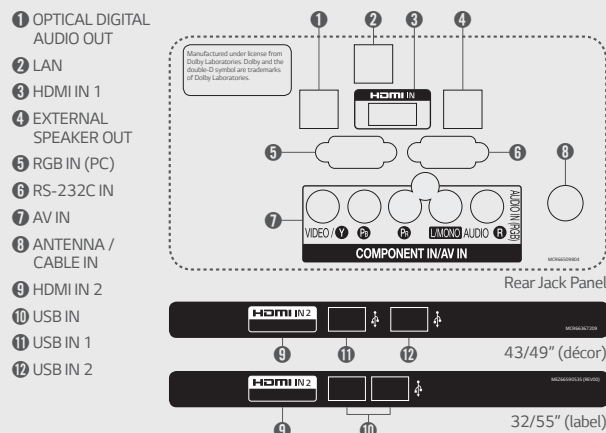
LW540S (Colombia)

		32	43	49	55
DISPLAY	Type	Direct LED			Edge LED
	Resolution	1,366 × 768 (HD)	1,920 × 1,080 (FHD)		
	Brightness	300cd/m²			
	Dynamic Contrast Ratio	1,000,000:1			
	Static Contrast Ratio	1,200:1			
	Viewing Angle Degree	178° / 178°			
	Response Time (G to G)	9			
	Frame Rate	60 Hz			
BROADCASTING SYSTEM	Analog	NTSC			
	Digital	DVB-T2			
VIDEO	Triple XD Engine	•			
	Dynamic Color Enhancer	•			
	Aspect Ratio	8 modes (16:9, Just Scan, Original, Full Wide, 4:3, 14:9, Zoom, Cinema Zoom 1)			
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch			
	Sound Mode	6 modes (Standard, News, Music, Cinema, Soccer, Game)			
	Sound Optimizer	3 modes (Normal, Wall-Mount Type, Stand Type)			
	Clear Voice	•			
GENERAL FEATURES	Management	Diagnostics (USB)			
	Interactivity	HTNG / HDMI-CEC			
	Connectivity	MHL			
	RJP Interface	RS-232C, HDMI			
	RJP Compatibility	Teledapt (RS-232C), Teledapt / Guestlink (HDMI CEC)			
	USB Media	USB Auto Playback+, Moving Picture Playback (DivX HD), Picture (JPEG), Audio Codec (MP3, AC3, MPEG, AAC, HEAAC, CDDA, LPCM)			
	Advanced Setting Option	Auto Off / Auto Sleep, Motion Eye Care			
	Anti-theft System	Kensington Lock			
COMMERCIAL FEATURES		Welcome Screen/Video, Lock Mode, Multi-IR Code, Hotel Mode, USB Cloning, IR Out, SNMP, RTC (Real Time Clock), Internal Memory, Wi-Fi Dongle Ready, NTP (Network Time Protocol), External Speaker Out			
INTERFACE	Side	HDMI In, USB 2.0 (2)			
	Rear	RF In, AV In (Sharing with Component In), Component In, Optical Audio Out, RGB In, External Speaker Out, PC Audio Input (Sharing with Component In), RS-232C, HDMI In, LAN Port			
CABINET	Bezel Width (L/R, U, B) : on bezel based (mm)	14.1, 13.6, 19.1	12.1, 12.1, 15.1	12.9, 12.9, 15.9	
	Bezel Width (L/R, U, B) : off bezel based (mm)	11.6, 11.1, 16.6	9.8, 9.8, 12.8	10.4, 10.4, 13.4	
	Vesa (mm)	200 x 200		300 x 300	
	WxHxD / weight (w/o stand)	733 x 436 x 72.2 (SPK 76.3) / 4.9kg	974 x 571 x 70.3 (SPK 79.4) / 9.2kg	1,107 x 645 x 70.3 (SPK 79.4) / 12kg	1,241 x 720 x 41.5 (SPK 63.0) / 16.3kg
	WxHxD / weight (with stand)	733 x 483 x 170 / 5.1kg	974 x 620 x 199 / 9.5kg	1,107 x 702 x 216 / 12.1kg	1,241 x 775 x 216 / 16.6kg
	WxHxD / weight (carton)	812 x 520 x 142 / 7.0kg	1,060 x 660 x 152 / 11.7kg	1,197 x 775 x 162 / 16.1kg	1,360 x 835 x 152 / 21.3kg
POWER (Unit : Watts)	Voltage, Hz	100 ~ 240V, 50/60Hz			
	Typical	44.4	51.8	77.9	85.4
	Stand-by	0.3↓			
STANDARD APPROVAL		ETC			
SOFTWARE COMPATIBILITY		RoHS			
SuperSign Lite (Free), SuperSign C (Free), SuperSign Simple Editor (Free), SuperSign W					

## Dimensions



## Connectivity



Download LG Commercial Display Mobile App



Learn more [www.lg.com/b2b](http://www.lg.com/b2b) or [www.lgcommercial.com](http://www.lgcommercial.com)

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

All screen images are simulated. Dimension and weights are approximate.  
Design, features and specifications subject to change without notice.  
© Copyright 2016 LG Electronics, Inc. All Rights Reserved. Pro:Centric, the "LG" logo, XD Engine are registered trademarks or trademarks of LG Electronics Inc. All other trademarks or registered trademarks are the property of their respective owners.

