

# 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**  
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**

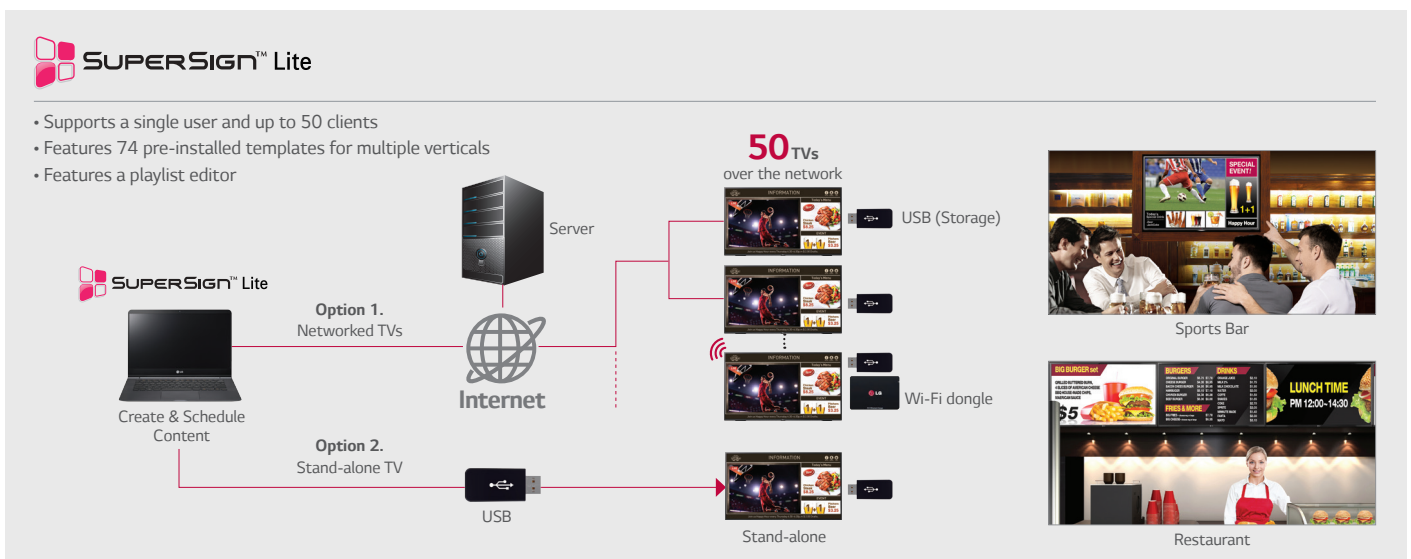
Save time and improve convenience with RTC (Real Time Clock). When the TV's power is off, time information is stored on the RTC module via an internal memory, and a time sync process can be omitted as the TV turns on.

**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.

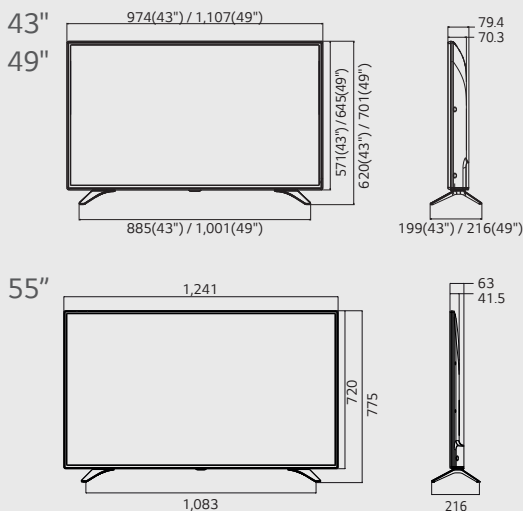


# Specifications

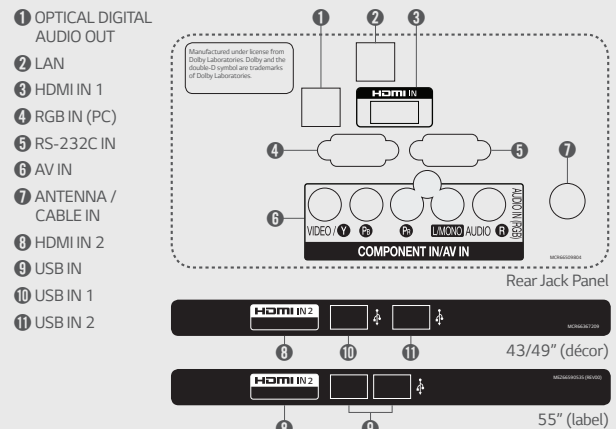
LW540S (SCA ISDB-T)

		43	49	55
DISPLAY	Type	Direct LED		Edge LED
	Resolution	1,920 x 1,080 (FHD)		
	Brightness	300cd/m <sup>2</sup>		
	Dynamic Contrast Ratio	1,000,000:1		
	Static Contrast Ratio	1,200:1		
	Viewing Angle Degree	178° / 178°		
	Response Time (G to G)	9		
BROADCASTING SYSTEM	Frame Rate	60 Hz		
	Analog	PAL-M/N, NTSC-M		
VIDEO	Digital	ISDB-T		
	Triple XD Engine	•		
	Dynamic Color Enhancer	•		
AUDIO	Aspect Ratio	7 modes (16:9, Just Scan, Set by Program, 4:3, Zoom, Zoom2, Cinema Zoom1)		
	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	Teleadapt (RS-232C), Teleadapt / 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, Smart Energy Saving		
COMMERCIAL FEATURES	Anti-theft System	Kensington Lock		
		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)		
INTERFACE	Side	HDMI In, USB 2.0 (2)		
	Rear	RF In, AV In (Sharing with Component In), Component In, Optical Audio Out, RGB In, PC Audio Input (Sharing with Component In), RS-232C, HDMI In, LAN Port		
CABINET	Bezel Width (L/R, U, B) : on bezel based (mm)	12.1, 12.1, 15.1		12.9, 12.9, 15.9
	Bezel Width (L/R, U, B) : off bezel based (mm)	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)	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)	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)	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		
	Max	89	99	117
	Typical (Watts)	64	74	93
	Energy Saving (Min)	52	60	75
	Energy Saving (Med)	36	41	52
	Energy Saving (Max)	20	23	28
STANDARD APPROVAL	Stand-by (Watts)	0.3↓		
	Safety	CB		
SOFTWARE COMPATIBILITY	ETC	RoHS		
		SuperSign Lite (Free), SuperSign C (Free), SuperSign Simple Editor (Free), SuperSign W		

## Dimensions



## Connectivity



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