

**FOR IMMEDIATE RELEASE**

**LG ELECTRONICS UNVEILS EXPANSIVE PORTFOLIO  
OF DIGITAL SIGNAGE SOLUTIONS AT INFOCOMM 2017**

*Versatility and Convenience Lead Best-in-Class  
Lineup of Digital Signage Displays*

**ORLANDO, Fla., June 15, 2017** – LG Electronics USA Business Solutions’ cutting-edge commercial display portfolio demonstrated at InfoComm 2017 showcases the industry’s broadest array of digital signage technologies – led by unique LG OLED and LED displays. Debuting at this year’s show are three entirely new products for the U.S. market: the 88-inch LG Ultra Stretch, LG Transparent LED Film, and 55-inch LG Ultra-Bright video wall displays.

“Our new digital signage displays represent LG’s singular focus on providing innovative solutions that are highly functional and that drive business,” said Clark Brown, vice president, digital signage, LG Electronics USA Business Solutions. “From our new LG Transparent LED Film and Ultra Stretch displays to our industry-leading LG OLED commercial displays showcased at InfoComm, our digital signage technologies are created with the end-user in mind.

Visitors to LG’s InfoComm Booth (Orange County Convention Center, West Building #1626) will be able to experience first-hand LG’s innovative 2017 digital signage solutions. LG will also spotlight its massive video wall installation under way at the [Orlando International Airport](#).

**LED Film Transparent Display**

The LG Transparent LED Film display (model LAT300MT1) offers eye-catching digital content and information while creating a unique ambiance by interacting seamlessly with its surrounding environment. The versatile display offers over 1,000 nits of brightness and each 480x480mm panel contains 256 LED pixels, ideal for indoor and window-facing areas with large glass surfaces such as retail storefront windows. At just 0.8mm thick, the 30mm Pixel Pitch display

can be installed on any existing glass surface using its self-adhesive transparent film, making it easy to install with minimal construction required. (See separate [news release](#).)

### **Ultra Stretch Displays**

Making its U.S. debut at InfoComm 2017 is the sleek 88-inch LG Ultra Stretch digital signage display (model 88BH7D) – which joins the pioneering 86-inch LG Ultra Stretch display (model 86BH5C) to offer a portfolio of unique displays that address an array of installation needs. (See separate [news release](#).) LG Ultra Stretch displays are flexible in installation – acting as a stand-alone display, layered together for an artistic video wall display or installed in a square pillar to create a 360-degree video wall column. Example installations include clothing or cosmetic store displays, wayfinding, airport flight information, museum features, QSR menu boards and behind-the-counter displays.

### **Advanced Video Wall Displays**

Expanding upon LG’s reputation for high-quality video wall displays, the just announced LG 55-inch Ultra-Bright Video Wall (model 55VX1D) offers users an innovative display that is three times brighter than conventional video wall solutions in a sleek 3.5mm bezel to bezel width design. (See separate [news release](#).) LG provides a host of video wall displays that redefine the video wall category, including the 49-inch video wall display (49VM5C), the highly-acclaimed 55-inch VH7B video wall and the new 55-inch VM5B, all with a narrow bezel to bezel width of 1.8mm, allowing the displays to be connected seamlessly with each other.

With the largest selection of ultra-slim video walls in the market, LG’s video wall portfolio features IPS panel technology creates powerful and impactful images from virtually any viewing angle for an immersive experience that’s certain to capture any viewer’s attention, such as the installation in the departure processing facilities at the Orlando International Airport, which serves more than 41 million travelers each year. Each model in LG’s video wall portfolio is designed to be lightweight, which allows for simply product installation and maintenance.

### **Commercial OLED Displays**

The award-winning lineup of LG OLED commercial displays will be a major highlight of InfoComm 2017. The six distinct versions are LG OLED Wallpaper, In-Glass Wallpaper, Video Wall, Open Frame, Dual-View Curved and Dual-View Flat displays. The proprietary LG OLED technology delivers awe-inspiring picture with perfect blacks and incredible color, even from wide viewing angles, unlike any LCD/LED display can deliver.

### **Small-Format Desktop Monitors**

As one of the world's leading manufacturers of 4K UHD displays, LG just added premium 4K UHD and In-Plane Switching (IPS) commercial monitors to its already-broad portfolio of cutting-edge desktop monitors. (See separate [news release](#).) Led by the brand new 43-inch 4K UHD monitor (model 43MU79), the new displays provide users the high-end picture quality and flexibility needed to maximize productivity and ease of use. The 43MU79 is joined by the 32MU99 4K UHD monitor with HDR support and 27MU58P 4K UHD monitor, as well as LG's enhanced 24- and 27-inch BK75 and BK55 IPS series, to meet evolving customer needs across verticals.

### **Direct View LED Digital Signage**

LG recently announced a host of new Indoor LED display solutions, including 1.0, 1.5 and 2.0mm pixel pitch displays, exhibiting its industry leadership in and commitment to the large-screen video market. The LG Indoor LED displays produce outstanding color contrast, saturation and brightness levels. These displays join LG's vast LED display portfolio, which includes both indoor and outdoor options for a variety of installations, including retail spaces, sports stadiums, transportation hubs and hospitality applications.

### **4K Ultra HD Signage Displays**

The 4K Ultra HD display technology industry leader, LG offers the broadest 4K UHD portfolio in the market, featuring two families of products with models ranging from 49- to 98-inches. LG's 98-inch 98LS95D display delivers an immersive 4K viewing experience with four times the resolution found in full HD displays. This display solution can divide the screen's content in

up to four different images on one screen – a feature that customers are familiar with from LG’s 75- and 86-inch models – in addition to displaying native 4K content. Additionally, LG’s 4K Ultra HD displays also support LG’s webOS. LG’s expansive 4K UHD display portfolio offers a wide array of high-end solutions perfect for installations in offices, hotels, airports, museums, retail spaces and more.

### **Durable Outdoor Solutions**

For customers looking for a high-performance LED-backlit LCD flat-panel display that can withstand nature’s elements, LG is showcasing the 55-inch class XE3C Outdoor Display (also available in 75-inch class). The XE3C series features technologies that make it a well-suited solution for delivering messages in outdoor spaces. LG’s unique display technology provides a temperature tolerance that helps alleviate a common problem of screens overheating, affecting picture quality. The XE3C series also features enhanced thermal management with an environmentally sealed structure for waterproofing and protecting the display from dust and fumes. The display can also prevent overheating without the use of an air filter, while its protective 7.5mm glass panel is designed to outlast accidental impacts in outdoor environments.

### **In-Room Hotel Solutions**

LG’s portfolio also includes a wide variety of guest-centric technologies for a superior hotel and hospitality consumer experiences. Leading the 4K Ultra HD revolution for hotels is the first-ever OLED TV designed specifically for hotels (model EW960H). With perfect blacks, intense colors and infinite contrast, these razor-thin 55- and 65-inch class LG OLED hotel TVs are sure to impress guests with their stunning picture quality.

Complementing the high-end LG OLED hotel TV collection are new LG 4K Ultra HD hotel TVs enhanced with LG’s Pro:Centric<sup>®</sup> interactive TV platform and the Pro:Idiom<sup>®</sup> digital rights management system. LG also offers a portfolio of other products specifically designed for the hospitality market, including the LG Styler,<sup>™</sup> a unique steam clothing care system that keeps guests’ clothes refreshed and de-wrinkled, and LG PuriCare<sup>™</sup> air purifiers, equipped with powerful cleaning and intuitive air quality sensors to improve guest-room air quality.

Visitors to LG's booth at InfoComm 2017 in Orlando (June 14-16, Orange County Convention Center, West Building #1626) will be able to experience LG's full lineup of digital displays. For more information, please visit [www.lgsolutions.com](http://www.lgsolutions.com).

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**About LG Electronics USA Business Solutions**

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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