

- 55" CLASS (55.0" DIAGONAL)
- 47" CLASS (47.0" DIAGONAL)
- 42" CLASS (42.0" DIAGONAL)
- 37" CLASS (37.0" DIAGONAL)
- 32" CLASS (31.5" DIAGONAL)

- 55LD650H HI GLOSS BLACK
- 47LD650H HI GLOSS BLACK
- 42LD650H HI GLOSS BLACK
- 42LD655H MATTE BLACK
- 37LD650H HI GLOSS BLACK
- 37LD655H MATTE BLACK
- 32LD650H HI GLOSS BLACK
- 32LD655H MATTE BLACK

Pro:Centric™ LCD Widescreen

HDTV with Applications Platform



LG's EXCLUSIVE Pro:Centric APPLICATIONS PLATFORM
Supports Java™ and Adobe® Flash® applications

b-LAN™ INTEGRATION
Includes full support of:
LodgeNet®'s HD Video On Demand (VOD)
LodgeNet's HD Free-To-Guest (FTG)
Supports many other FTG system providers (see sales rep)
Compatible with FMA-LG101

CALIFORNIA ENERGY COMMISSION (CEC) COMPLIANT

RESTRICTION OF HAZARDOUS SUBSTANCES (ROHS) COMPLIANT

EcoSmart™
Intelligent Sensor
Dynamic Power Savings
Static Power Savings

MPEG-4 DECODING

HD VOD PPV ENCRYPTION
Integrated Pro:Idiom

USB CLONING

USB 2.0 MEDIA HOST
for photos and music

NATIVE DISPLAY RESOLUTION
1920 x 1080 (37"/42"/47"/55")
1366 x 768 (32")

NEW! 180° DETACHABLE SWIVEL ALL METAL COMMERCIAL
GRADE STAND W/BUILT-IN SECURITY PLATE
mounting hardware parts included
(32"/37"/42")

40° DETACHABLE SWIVEL STAND
(47"/55")

BUILT-IN TUNER
ATSC/NTSC/QAM Clear Tuner

SPLASH IMAGE/LOGO ON START UP

LG's EXCLUSIVE XD ENGINE®

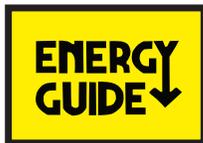
REAL CINEMA™ AND CLEAR VOICE

AUTO-SENSING REMOTE JACK PACK
(RJP) COMPATIBLE
PIP/Split Screen feature with optional RJP

2 HDMI™ V1.3 INPUTS WITH HDCP

2-YEAR LIMITED WARRANTY
parts/labor

NOTE: Contact your LG Sales representative on the RJPs that are compatible with these models



The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 55LD650H, 47LD650H, 42LD655H, 42LD650H, 37LD655H, 37LD650H, & 32LD650H are \$35, \$28, \$22, \$22, \$19, \$19, \$16 & \$16, respectively.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information, visit www.ftc.gov/energy."¹

¹FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).



WHEN IT'S GREEN.

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our LD650H/LD655H televisions have technologies to reduce power consumption and in return increase **cost savings** per room.

EcoSmart

- **Intelligent Sensor** - Continually monitors room light conditions to automatically optimize the picture quality for a more enjoyable viewing experience, which can help save energy.
- **Dynamic Power Savings** - Using built-in algorithms, TV will automatically reduce the power consumption based on incoming video, while maximizing picture performance.
- **Static Power Savings** - Picture brightness level can be set at the preferred power consumption level to reduce power and increase energy savings.
- **CEC Compliant** - Meets the Appliance Efficiency Regulations of the California Energy Commission.
- **RoHS Compliant** - Meets directive on restriction of hazardous substances.

APPLICATION ACCESSORIES

Pro:Centric

Interactive Guestroom Experience

An industry leading Pay-Per-View (PPV) compatible television to include an embedded applications platform, LG's new LD650H/LD655H series allows hoteliers to customize the in-room experience. Pro:Centric provides an easy way for the LD650H/LD655H series to interface with interactive program guides, games and Internet data feeds, as well as applications designed to connect guests to hotel services such as room service menus, spa services and golf course scheduling.

Electronic Program Guide



Pro:Centric PLATFORM¹



¹ May require optional software, hardware, third party subscription service/contract, and customization at an additional cost.

LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

When using LG televisions in For Free-To-Guest hotel installations there are now two options for remote management of TV settings such as virtual channel mapping, cloning of installer menu settings, and other settings:

1. Integrated b-LAN, plus LG's Free-To-Guest Management System (FMA)
2. LG's Pro:Centric server (PCS100R)

Both remote management options avoid having to visit rooms to change television settings, thereby saving labor charges to carry out this work.

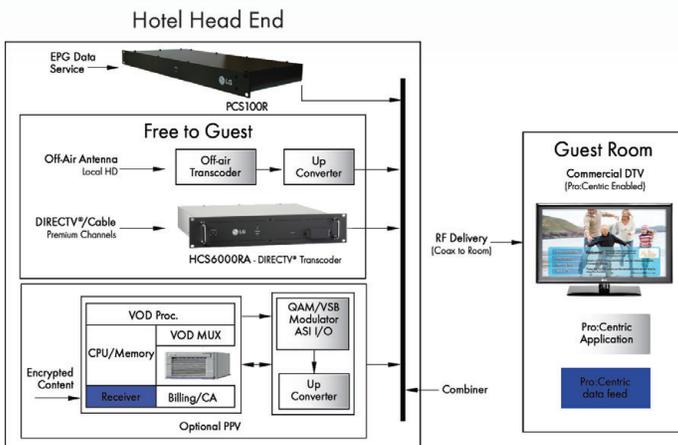
HOTEL COSTS FOR FREE-TO-GUEST CHANNEL MANAGEMENT

	Estimated Labor Costs	?MAP price	Total	Savings over other brand
Other brand	\$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years		\$20,000	
LG Pro:Idiom TV with b-LAN integration plus FMA		\$1,999 (FMA)	\$1,999	\$18,001
LG Pro:Idiom TV with Pro:Centric Server (PCS100R)		\$2,700 (PCS100R ³)	\$2,700	\$17,300

² MAP price subject to change.

³ Price includes modulator/up-converter costs.

Pro:Centric SYSTEM OVERVIEW (example for illustrative purpose only)



FREE-TO-GUEST REMOTE MANAGEMENT DEVICES

FMA-LG101

HEAD-END SYSTEM



Manages channel line-up changes, channel label changes, designates a startup channel, cloning of commercial installer menu settings, and can set the time/date, and broadcast that information to all the terminals on a regular basis. Also, enables Pro:Idiom tuning for Pro:Idiom encrypted content.

PCS100R

HEAD-END SYSTEM



Remote management functions also supported via the Pro:Centric server. The Pro:Centric Application software can be remotely added at a later date to deliver the benefits of LG's Applications features (Weather, EPG, Billboards...)

FREE-TO-GUEST INTEGRATED b-LAN

FREE-TO-GUEST TECHNOLOGY

Allows viewing of HD secured Pro:Idiom encrypted content from Pro:Idiom licensed Cable or Satellite providers. Compatible with FMA-LG101 systems. Pay-Per-View ready.



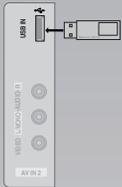
POWER ON SPLASH IMAGE

Welcome Screen

LG's commercial in-room televisions have a Splash Image/Logo (Customized Welcome Screen) feature that allows a property to enhance their brand image. It gives the installer the ability to upload a company logo/image so that a customer can view it on screen right when they turn on the TV. The company logo is easily uploaded by using a USB memory device. The TV has simple uploading instructions using the USB download menu in the installer settings.

DIMENSIONS

USB CLONING

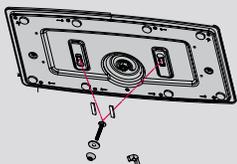


Pro:Idiom®

DIGITAL RIGHTS MANAGEMENT SYSTEM

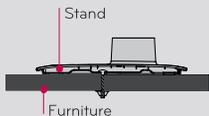
The Pro:Idiom system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for both of these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.

MOUNTING HOLES ON STAND FOR ATTACHMENT TO FURNITURE

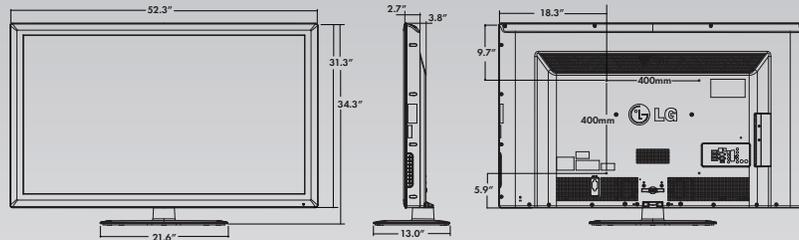


2-Screws, 2-Washers,
2-Nuts, 4-Rubbers

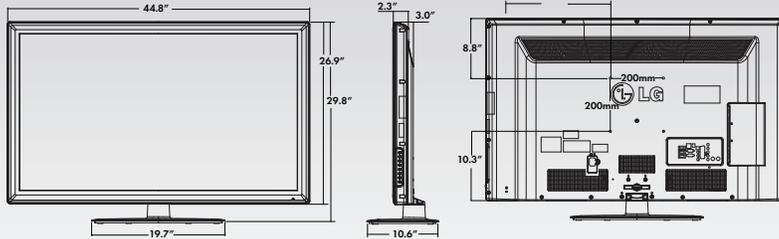
(mounting hardware parts included - except 47" & 55")



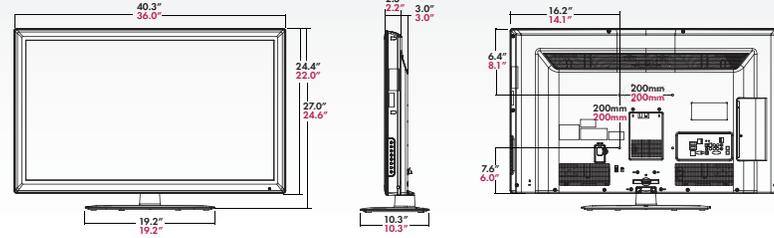
55LD650H



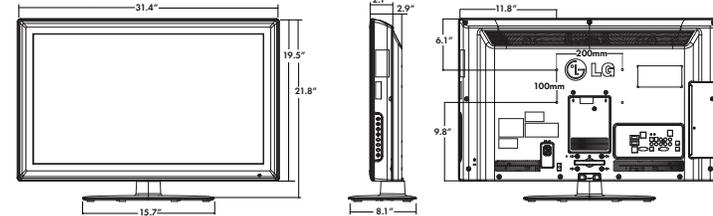
47LD650H



42LD650H/655H
37LD650H/655H

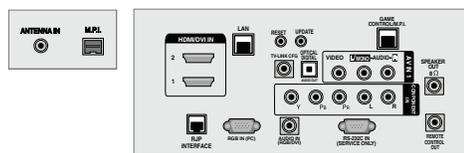


32LD650H/655H



32/37/42LD650H/655H

REAR JACK PANEL

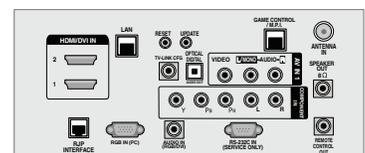


SIDE JACK PANEL



47/55LD650H

REAR JACK PANEL



SIDE JACK PANEL



HI GLOSS BLACK	55LD650H	55" CLASS (55.0" DIAGONAL)
HI GLOSS BLACK	47LD650H	47" CLASS (47.0" DIAGONAL)
HI GLOSS BLACK	42LD650H	42" CLASS (42.0" DIAGONAL)
MATTE BLACK	42LD655H	
HI GLOSS BLACK	37LD650H	37" CLASS (37.0" DIAGONAL)
MATTE BLACK	37LD655H	
HI GLOSS BLACK	32LD650H	32" CLASS (31.5" DIAGONAL)
MATTE BLACK	32LD655H	

SPECIFICATIONS

PANEL	
LCD Panel Type	55", 47", 42", 37", 32"
Display Area	55.0" diagonal, 47.0" diagonal, 42.0" diagonal, 37.0" diagonal, 31.5" diagonal
Dynamic Contrast Ratio	20,000:1
Contrast Ratio	1200:1
Native Display Resolution	1920 x 1080 (37"/42"/47"/55") 1366 x 768 (32")
Maximum Computer Resolution (RGB)	1360 x 768
Life Span	60,000 hours (approx.)
Viewing Angle (HxV)	178° x 178°
Response Time	4ms (max)
VIDEO	
Built-In Tuner	ATSC/NTSC/QAM Tuner
Comb Filter	3D Digital
Color Temperature	Cool, Normal, Warm, User
Aspect Ratio Adjustment	5 Modes
Picture Status Mode	7 Modes (Intelligent Sensor, Vivid, Standard, Cinema, Sports, Game, Natural)
EZ Picture Selection Mode	3 Modes (Cool, Medium, Warm)
XD Engine	Yes
Black Stretcher	Yes
XD Color (Active Color Management)	Yes
All Format Converter	1080i/720p/480p/480i~768p
Decoder Formats	MPEG-2/MPEG-4 H.264 (full HD real time decoding, AC-3 decoding)
24p Real Cinema	Yes
DTV Signal Strength (digital)	Yes
Video Reset/Initializing	Yes
Just Scan 0% over scan	
HDMI/Component	1080i/1080p/720p (32" 1080i only)
RF DTV	720p
AUDIO	
Audio Power	20W (10W x 2)
Speaker System Details	2 Way 4 Speaker
SRS TruSurround XT™	Yes
Clear Voice	Yes
Invisible Speaker System	Yes
Dolby Digital Decoder	Yes
Bass/Treble/Balance	Yes
EZ SoundRite (Auto Volume Limiter)	Yes
EZ Sound/Sound Selection Mode	5 Modes (Standard, Music, Cinema, Sports, Game)
Mute	Yes
Mono/Stereo/Dual (MTS/SAP)	Yes
INPUTS/OUTPUTS	
RF In	1 (ATSC/NTSC)
HDMI V1.3	2 Inputs
RGB In (PC/DTV Input)	1 (Rear for PC RGB)
Composite Video & Audio L/R In	1 Rear/1 Side
Digital Audio Out (Optical)	1
PC Audio In (RGB/DVI with adaptor)	1
Component HD/DVD & Audio L/R In	1
Remote Control Out (IR)	1
RJP Interface	1
LAN (RJ-45)	1 (service only)
USB 2.0	1 Side (Media Host, Cloning, and Service)
MPI Slot	1 (32", 37", 42" only)
MPI™ Port (RJ12)	1 (47", 55" only)
Bathroom Speaker Out (3.5mm phone jack)	1
RS-232C Input	1
IR Pass Thru	1
IR In/Out	1
SPECIAL FEATURES	
Integrated Pro:Idiom	Yes
Pro:Centric Platform	Yes (supports Java/Adobe Flash applications)
b-Lan Embedded (Version 6.3 or up)	Yes

MPEG4	Yes
Commercial Mode Setup Menu (Installer Menu)	Yes
TV Link Protocol	Yes
USB Cloning	Yes
USB Media Host (JPEG & MP3)	Yes
PIP with RJP	Yes
Channel Add/Delete	Yes
Favorite Channel	Yes
Channel Labeling	Yes
RJP Plug&Play Support	Yes
Discrete IR Codes	Yes
Splash Image-Logo (on startup)	Yes
Trilingual Menus	English/Spanish/French
Manual Clock	Yes
Sleep Timer, On/Off Timer	Yes
Flashback (Quick View)	Yes
Parental Control w/V-Chip	Yes
Auto Programming	Yes
Closed Captions	Yes
Anti-theft Warning Label	Yes
Key Lock/Child Lock	Yes

CABINET	
Dimensions with Stand (W×H×D)	52.3" x 34.3" x 13.0" (55") 44.8" x 29.8" x 10.6" (47") 40.3" x 27.0" x 10.3" (42") 36.1" x 24.6" x 10.3" (37") 31.4" x 21.8" x 8.1" (32")
without Stand (W×H×D)	52.3" x 31.3" x 3.8" (55") 44.8" x 26.9" x 3.0" (47") 40.3" x 24.4" x 3.0" (42") 36.1" x 22.0" x 3.0" (37") 31.4" x 19.5" x 2.9" (32")
Unit Weight	with Stand 72.8 lbs (55") 44.8 lbs (47") 34.2 lbs (42") 28.2 lbs (37") 19.2 lbs (32")
	without Stand 65.7 lbs (55") 40.3 lbs (47") 30.6 lbs (42") 24.7 lbs (37") 16.8 lbs (32")

Packaging (W×H×D)	58.9" x 34.7" x 11.3" (55") 48.4" x 32.0" x 10.0" (47") 43.6" x 30.3" x 9.0" (42") 39.2" x 26.0" x 9.0" (37") 34.6" x 23.6" x 7.5" (32")
Weight with Packaging	85.5 lbs (55") 54.0 lbs (47") 42.0 lbs (42") 35.7 lbs (37") 26.7 lbs (32")

TORX Security Screws (2 each)	Yes
Standard Stand Fixing Hole (360 x 90)	Yes
Stand w/built-in security plate	Yes (except 47", 55")
(parts included, tools not included)	
Table Stand Included	±90° Swivel (32", 37", 42" - New improved stand) ±20° Swivel (47", 55")
Power Cord Length	9 ft.
Color	High-Gloss Black (LD650H) Matte Black (LD655H)
VESA Standard Mount Interface	400mm x 400mm (55") 200mm x 200mm (37", 42", 47") 200mm x 100mm (32")

REQUIRED LISTINGS	
UL, c-UL, NOM	Yes
RoHS Compliant	Yes
UPC	
32LD650H/LD655H	7 19192 90164 3 / 7 19192 90169 8
37LD650H/LD655H	7 19192 90165 0 / 7 19192 90170 4
42LD650H/LD655H	7 19192 90166 7 / 7 19192 90171 1
47LD650H	7 19192 90167 4
55LD650H	7 19192 90168 1

POWER	
Power Source	100~240V 50/60Hz
Stand-by	Under 1W
Power Consumption (typ.) with Power Saving Modes Disabled	250W (55"), 190W (47"), 160W (42"), 140W (37"), 105W (32")
EcoSmart	
Intelligent Sensor	Yes
Dynamic Power Savings	Yes
Static Power Savings	Yes

SERVICE/LIMITED WARRANTY	
Limited Warranty (Parts/Labor)	2 Years



LGsolutions.com

LG Electronics U.S.A., Inc.
Commercial Displays
2000 Millbrook Drive
Lincolnshire, IL 60069

Customer Service: 888.865.3026
www.LGsolutions.com/support

Contact your LG Regional Sales Representative
Hospitality: 800.228.1236
Vertical Markets: 800.897.8788
Channel: 800.897.8871
E-mail: info@LGsolutions.com



LG
Life's Good

SPEC_LD650H_55H_101126_PR

All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

© Copyright 2011 LG Electronics USA, Inc. All Rights Reserved. "LG Life's Good" is a registered trademark of LG Corp. XD Engine, Pro:Centric and EcoSmart are registered trademarks or trademarks of LG Electronics, Inc. Pro:Idiom and MPI are trademarks of Zenith Electronics Corp.

DIRECTV is a registered trademark of DIRECTV, Inc. VESA is a trademark of Video Electronics Standards Association. HDMI, the HDMI Logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. Dolby and the double-D symbol are registered trademarks of Dolby Laboratories. Java is a trademark of Sun Microsystems, Inc. Adobe and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. b-LAN is a trademark of LodgeNet Interactive Corporation. All other product and brand names are trademarks or registered trademarks of their respective companies.

Printed in the USA, October 2011