

# BURGERS HOT



F&B

**Quick Service Restaurant**

LG Information Display



F&B Quick service restaurant

## LG QSR Solutions can meet the needs of various stakeholders.



### Grace

Customer

QSR customers need fast service, accurate and convenient ordering, and non-face-to-face service.



### Mark

QSR store manager

QSR store manager has a need to increase sales, reduce costs and run stores more efficiently.

### Full lineup display

---

A wide range of products such as Window Facing Display, Outdoor Display, Standard Display, Transparent OLED, Videowall, etc., can be used for various spaces and purposes.

### Outstanding quality

---

The best picture quality and bright brightness from all angles to clearly and vividly express the original colours of food.

### Comprehensive support

---

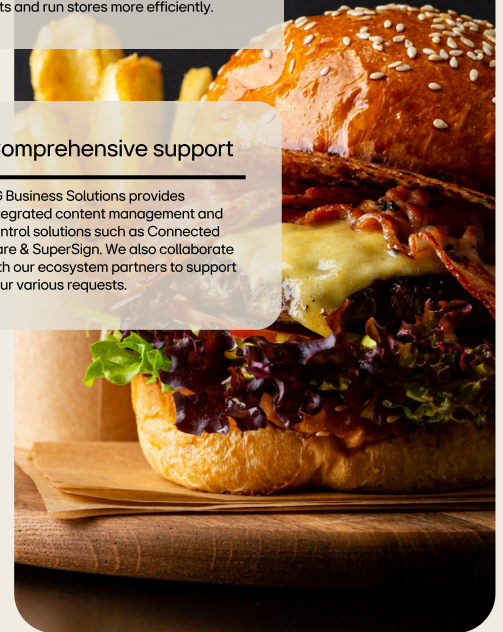
LG Business Solutions provides integrated content management and control solutions such as Connected Care & SuperSign. We also collaborate with our ecosystem partners to support your various requests.

## What is the current status of the QSR?

There is an overwhelming number of QSR stores in the Australia & New Zealand, and the global QSR market is growing rapidly.

Currently, in terms of the number of stores of the global leading QSR brands, Asia Pacific has the largest number of stores after North America, the projected growth rate of the QSR market in the APAC market from 2021 to 2027 is estimated at 5.4%. Globally, the QSR market is expected to grow very rapidly.

LG QSR Solutions



## How is the QSR changing?

QSRs are strengthening operational efficiency and customer convenience by actively introducing automation, AI/Machine Learning, robots, management systems, and cloud technologies.



**QSRs** are increasing the provision of non-face-to-face services by gradually introducing automation technology according to the conditions and circumstances of the store.

They are increasing sales through personalised menu recommendations by identifying consumer preferences based on artificial intelligence and machine learning. In Australia, for example, an app scans an order, reveals ingredient details, and shows the process (Farmer's Story) of the food being made.

Restaurant systems enhance operational efficiency by predicting inventory depletion, scheduling food orders, and staffing based on peak times. They improve customer experience through Beacon communication and biometrics, reducing waiting times.

Real-time interworking of solutions and cloud-based Point of Sale (PoS) systems are crucial for Quick Service Restaurants (QSR), allowing data access on mobile devices.

\* Image simulated for illustration purposes. Actual may be different.

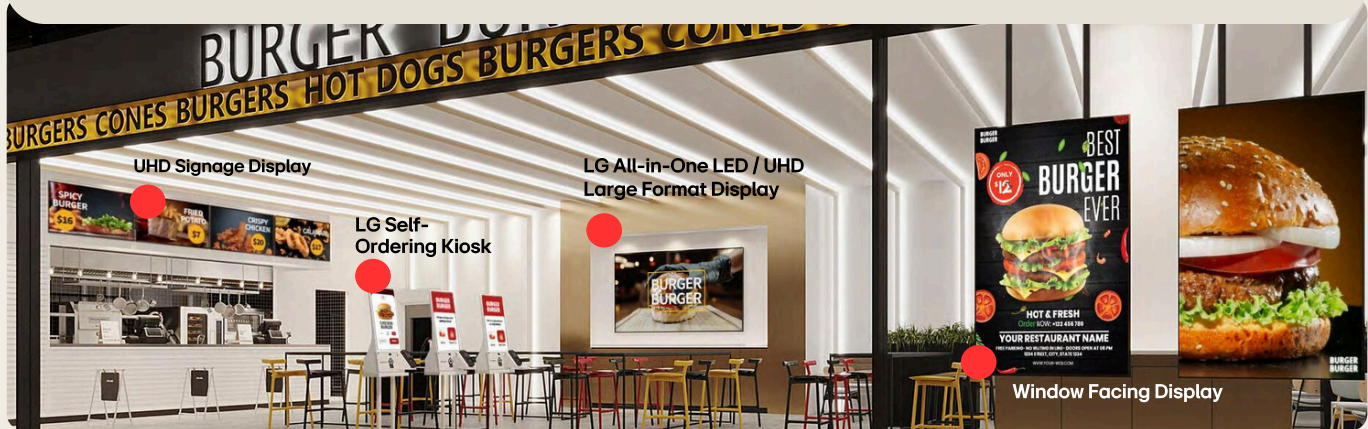
The counter's digital menu board helps customers make decisions, and the queuing display minimises space congestion.

### Spatial characteristics

- A space to maximise customer interest and promote promotional menu
- A space that influences customers' purchasing decision
- A space to inform customers of their order status

### LG's solution

- Standard: enhanced menu visibility with crystal-clear UHD
- Video Wall: maximise promotional effect through large slim-bezel display, which is connected to SuperSign that allows for the production, scheduling, release, and monitoring of content
- Kiosk: harmonious with the interior design, support customers' self-ordering and payment, and as well as content management through SuperSign QSR
- Transparent OLED: maximise publicity effect through promotions by attracting customers' attention



Explore how LG creates a better life for people and a better future for our planet through QSR Solutions.



F&B Quick service restaurant

## Your Innovation Partner

LG QSR Solutions

Digital signage enhances the in-store experience for both Consumers and Store owners. As a leading Brand in Information Display Technologies, LG Business Solutions commit to provide the best All-in-One Solutions connecting the brand with consumers. We are striving to provide not only LG's SuperSign CMS and ConnectedCare, also integrated with the tailor measured content management solutions to the Australian Customers.

These provide superior displays with high picture quality, wide design flexibility and easy-to-use software, along with the blending real-time monitoring, which makes remote failure response possible, lowers TCO, and provides distinct experiences to customers.



LG Self - Service  
Kiosk Modular  
27KC3PK-M



Window Facing Signage  
75XS4P  
75" | 55" | 49"



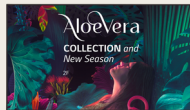
Outdoor IP-Rated  
Signage  
22XE1J-B



High Brightness IP-Rated  
Outdoor Signage  
49XE3P-B  
55" | 49"



32:9 Ultra Stretch  
Signage  
37BH7N



4K UHD Signage  
49UH5N-E  
65" | 55" | 49" | 43"



Transparent OLED  
Touch Signage  
30EW5TP-A



webOS Standard  
FHD Signage  
32SM5J-B



58:9 Ultra Stretch  
Signage  
86BH5F-M



LG SuperSign CMS  
LG ConnectedCare

F&B Quick service restaurant

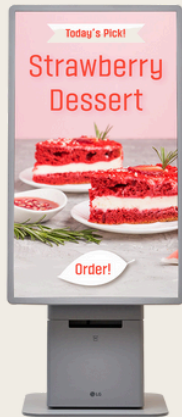
## LG Self - Ordering Kiosk

27KC3PK-M



### Key features

- 27" Display with Modular Design
- Display Orientation
- Versatile Stand
- Serviceability
- Windows OS



The LG Kiosk enhances user experience with customisable peripherals, an adjustable display for landscape & portrait modes, and USB-C connections on all sides. It offers three stand options, including a Back-to-Back Stand for various retail settings.



Learn more



## Outdoor IP-Rated Signage

22XE1J-B

### Key features

- Brightness (Typ, w/ Glass): 1,500 nits
- IP56 Rated Dust / Water Proof
- 21.5" of Versatile Display
- Wide Operating Temperature Range
- webOS Smart Platform
- Web-based Monitoring Solution

The 22XE1J display offers 1,500 nits brightness for visibility with polarised sunglasses in a flexible 21.5-inch design. It features an IP56 rating for outdoor durability, automatic brightness adjustment for energy efficiency, and is powered by a Quad Core SoC for multitasking & webOS 4.1 app development.



Learn more



F&B Quick service restaurant

## IP-Rated Outdoor Signage

XE3P-B  
55" | 49"

### Key features

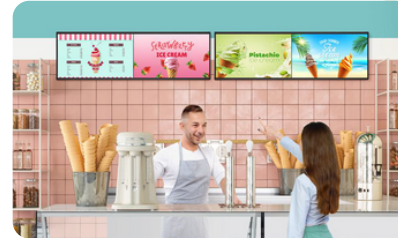
- UL Verified Display Anti-discoloration characteristics
- Resolution : 1,920 × 1,080 (FHD)
- Brightness : 3,500 nits (Typ.), 2,800 nits (Min.)
- Portrait / Landscape



The XE3P outdoor display ensures effective content delivery with features like 3,500 nits brightness, IPS technology for wide viewing angles, "Anti-Discoloration" technology, enhanced thermal stability, UL Verification for durability, and an IP56 rating for water and dust resistance, ideal for outdoor signage.



Learn more



## 32:9 Ultra Stretch Signage

37BH7N

### Key features

- Resolution : 1,920 × 540
- Brightness : 700 nit
- 32:9 Wide Screen
- Slim Design
- SuperSign CMS, SuperSign Control+, SuperSign Cloud, Mobile CMS, LG ConnectedCare
- webOS Solution

37BH7N brings the Remaining Space to Life with Space-fitting 32:9 Widescreen. The Picture-by-Picture (PBP) feature allows you to show multi content in one single display. It is very useful and convenient to deliver various advertisements or pieces of information at the same time.



Learn more



F&B Quick service restaurant

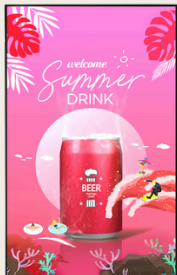
## Window Facing Signage

75XS4P

75" | 55" | 49"

### Key features

- UL Verified Display Anti-discolouration characteristics
- Resolution : 3,840 × 2,160 (UHD)
- Brightness : 4,000 nit (Typ.), 3,200 nit (Min.)
- Portrait / Landscape
- Space Efficiency



Learn more



LG's XS4P display boasts affordability, 4,000 nits brightness, and lower power consumption than RGB panels. It is UL Verified for anti-discolouration, viewable with polarised sunglasses, and allows slim, double-sided installation. With a Quad Core SoC and webOS 6.0, it supports multitasking & web-app integration, eliminating the need for a separate media player.



## UHD Signage Display

55UH5N-E

65" | 55" | 49" | 43"

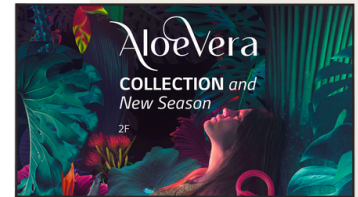
### Key features

- Resolution: 3,840 x 2,160 (UHD)
- Brightness (Typ.): 500 nit
- The carbon footprint of this product has been certified and achieved a reduction.
- Bezel : 8.9 mm (T/R/L), 12.9 mm (B)
- Interface : HDMI(3) / DP / USB 2.0 / RS232C / RJ45 / Audio / IR
- webOS Smart Platform

With a great brightness of 500 cd/m2, the UH5N-E series clearly deliver content and attract public attention, making it the most suitable display for marketing in airports, retail, shopping malls etc.



Learn more





F&B Quick service restaurant

## webOS Standard FHD Signage

32SM5J-B



### Key features

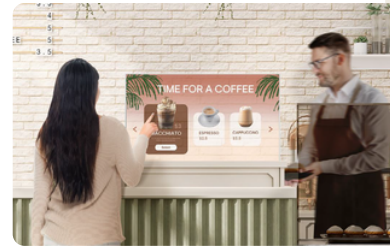
- Brightness(Typ.): 400 cd/m<sup>2</sup>
- Bezel: 13 mm (T/R/L), 18 mm (B)
- Depth : 55.5 mm
- Interface : HDMI(3) /USB 2.0/ RS232C/ RJ45/ IR / Audio Out
- Built-in Speaker : 10W + 10W

With LG's webOS 6.0, upgraded in SoC and web engine, the SM5J can turn your QSR solution for a smooth execution of several tasks.

This smart signage platform enhances user convenience with an intuitive GUI and provides to SI and/or developers simple app development tools such as SDK (Software Development Kit), SCAP, and sample applications.



Learn more



## Transparent OLED Touch Signage

30EW5TP-A

### Key features

- Brightness: 500 nit (Typ.)
- Resolution: ULTRA HD (3,840 x 2,160) Bezel: 17 mm (Even bezel)
- Built-in Speaker (10 W + 10 W)

Featuring self-lighting pixels, the display maintains vivid colors and high contrast ratio even when the display becomes transparent. It brings content to life from wide viewing angles, and the content blends into its surroundings seamlessly and naturally.

By adding P-Cap touch sensor film to the display, the utilization possibilities expand to various industries where customer interaction services are demanding. Users could enjoy its fascinating content using their fingertips.



Learn more



# Manage Your Displays Intelligently with LG's Powerful Tools

LG QSR Solutions



## LG ConnectedCare



### Manage Your Display Anytime, Anywhere More Efficiently

LG ConnectedCare is a powerful cloud-based solution that provides remote monitoring and control of LG signage devices. It offers constant care for your business, as if you were there in-person. Through active monitoring, LG ConnectedCare reports abnormal operating conditions in your signage displays, ensuring stable operation and minimising device downtime. With the ability to remotely change device settings and manage multiple devices at once, LG ConnectedCare saves you time and money on costly on-site visits, making it the ultimate solution for signage operators.

\* The availability may differ by region, extended options and models, so please contact local sales for more details.  
 \*\* Since LG ConnectedCare is a cloud-based solution, it may be affected by network conditions.

## LG ExtendedCare

LG's True Value Begins After Purchase

Longer Warranty Brings  
You Relief



As digital displays become more advanced prices also increase. LG's extended warranty helps maintain your important asset in its best condition.

\* Next Business Day (NBD) may vary from country to country.

\*\* Please note that terms & conditions may vary from country to country. Please ask local LG Sales for LG ExtendedCare. \*\*\* Sold separately.

Problems Solved as Quickly as  
Possible



Our LG service team will reach you within the Next Business Day\* depending on the coverage you select, thereby minimising downtime and quickly getting things up and running again.

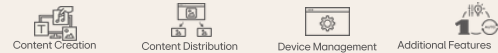
Leave It Up to Our Experts



Authorised and experienced LG service technicians will take care of every detail from repair to reinstallation.



## LG SuperSign CMS



### Easy to Use Content Management Solution

LG SuperSign CMS is an all-in-one solution for content management that simplifies the process with its comprehensive range of features. With LG SuperSign CMS, users can create, edit, and schedule content with ease, and distribute it across a variety of LG devices. In addition, with external database connectivity, LG SuperSign CMS allows for real-time data to be displayed in conjunction with SuperSign content. This feature is particularly useful for displaying information such as weather conditions or flight status updates, which can be updated automatically and displayed in real-time.

## LG SuperSign Cloud

Spark Creativity and Boost Efficiency with a Cloud-based Content Management Solution

Remote Control



With a network connection, you can run the display operation wherever and whenever, and widely distributed types of equipment can be managed from one place, making the process efficient and convenient.

\* Design, Art, and Music services are only available to customers with paid subscriptions.

Reduced Initial Cost



Cloud server-based solutions have lower initial investment costs compared to on-premise solutions because they do not require physical servers or operation costs.

Professional Content Partners



Professional content partnerships allow you to access a vast collection of templates and other creative assets that cater to their unique business requirements.

\* Please be aware that additional purchases are necessary to access these features.

F&B Quick service restaurant

## World's First UL verified Display for Anti-Discolouration characteristics

LG QSR Solutions

By focusing on the pain points of our customers, we obtained the world's first UL Verification for Display Anti-Discoloration Characteristics. Our new technology helps prevent 'screen-yellowing', while safeguarding display quality and performance stability.





**Justin Park**

Business Development Manager  
Quick Service Restaurant (QSR),  
Retail, Transportation

Mobile: 0421 878 767  
Email: justin2.park@lge.com



**LG Information Display**

<https://www.lg.com/au/business/information-display>

Copyright © 2025 LG Electronics. All rights reserved.