



Artistic Space beyond Display LG OLED Signage

55EF5DE

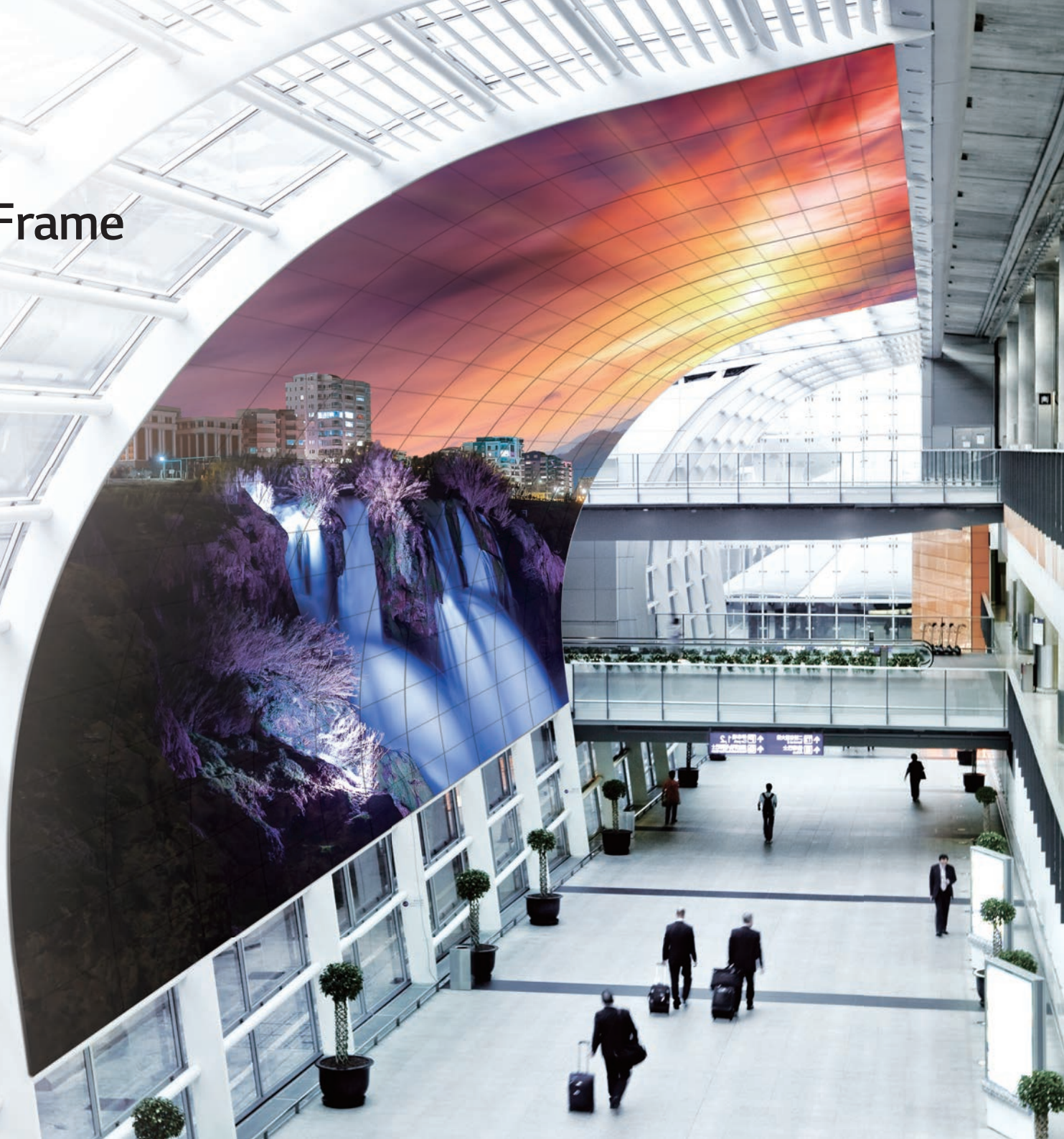
※ Actual on-site appearance may differ from the above simulated scene.

Fixed Curved Open Frame OLED Signage

“Harmony in the space, the space is harmony”

LG Fixed Curved Open Frame OLED signage,
55EF5DE, redesigns your space as a prestige-
enhancing landmark with innovative designs.

Its slim and curved form enables space-fitting
design, and its lifelike color expression
ensures superior picture quality.



※ Actual on-site appearance may differ from the above simulated scene.

Fixed Curved Open Frame OLED

55EF5DE

Unrivaled Picture Quality



Perfect Black

Limitless contrast and the deepest blacks
Self-lighting pixels switch off completely to reproduce absolute blacks with no light bleed, offering infinite contrast



LCD



LG OLED Signage



Perfect Color

Accurate & stable color reproduction
Self-lighting pixels bring colors to life with superb accuracy.



LCD

LG OLED Signage



Perfect Viewing Screen

Wide viewing angle
LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.



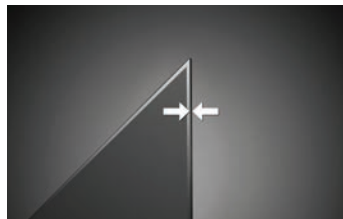
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Space-fitting Design

Perfect Design

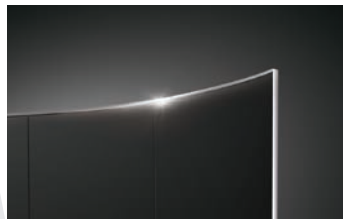
LG's OLED technology unlocks the new worlds of design flexibility with unbelievably lightweight and slim display



Slim



Lightweight



Curved



Circular

Expandable Screen Size

The screen size can be as large as users want by tiling up displays horizontally and vertically. This provides viewers with incredible immersion in their viewing experience.



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Space-fitting Design

Variety of Curvatures for Landmarks

The 55EF5DE series supports a various concave and convex curvatures in both portrait and landscape orientations. It can be positioned in a variety of ways to keep passengers captivated.



In Landscape



Max Curvature in Landscape
• Concave/Convex: $\sim 2,000R^*$
• Circle: $3,300R$



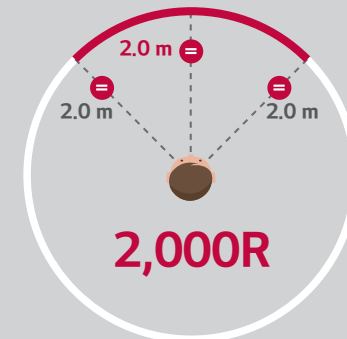
In Portrait



Max Curvature in Portrait
• Concave/Convex: $\sim 1,500R$
• Circle: $2,700R$

What is R?

Due to the nature of its curved design; "R" signifies the radial length of a circle which allows for its curved display. For an example, displays with $2,000R$ curvature they will have a radius of 2m (2,000mm)



* This products consists of an assorted order of codes that may differ from other models depending on its curvature.
Please contact your sales representative for additional details regarding accessories and initial setup.

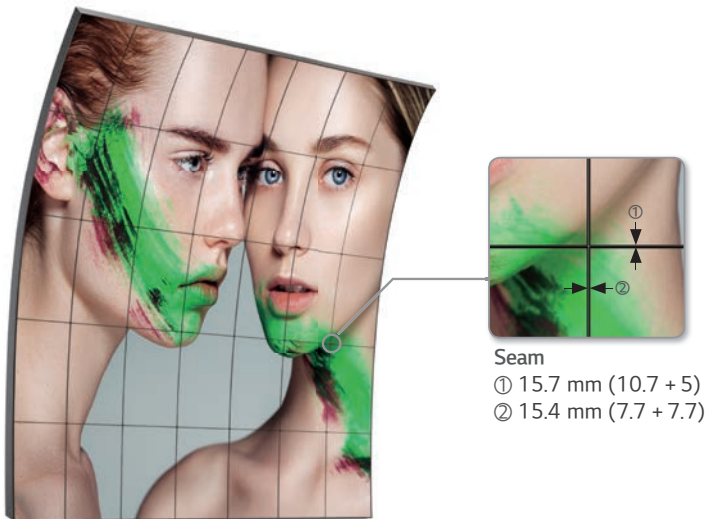
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Immersive Viewing Experience

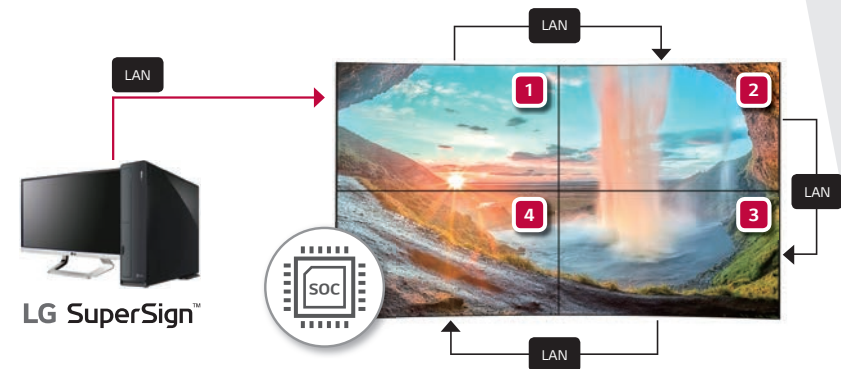
Slimmer Bezel

Compared to the previous model, the 55EF5DE has a reduced seam to provide better immersion to viewers.



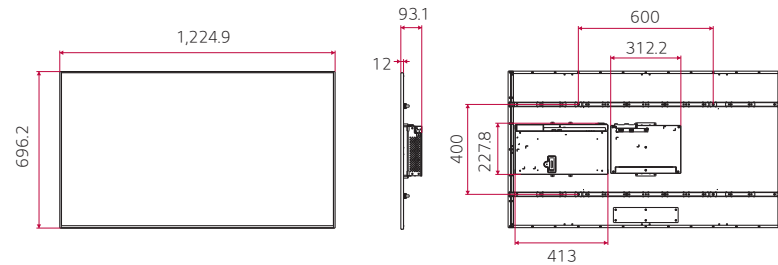
Synced Playback and Management

Using its built-in high performance SoC, each display plays its video tile without lag for synchronized content playback. Also, the LAN daisy chain allows users to control and monitor displays, transmit data and even update firmware all at once.



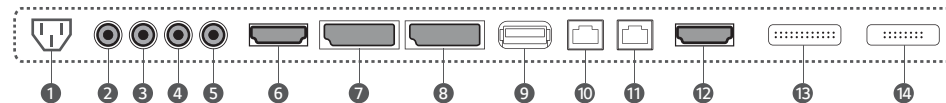
Dimension

55" (Landscape with OR (Flat Type))



* Dimensions may vary depending on the curvature of the display.
Please contact your sales representative for a precise 2D drawing.

Connectivity (Signage Box)



- | | | | |
|--------------|-------------|--------------|----------------|
| 1 AC IN | 5 AUDIO OUT | 9 USB 3.0 IN | 13 22PIN POWER |
| 2 IR IN | 6 HDMI IN | 10 LAN IN | 14 16PIN POWER |
| 3 RS232C IN | 7 DP IN | 11 LAN OUT | |
| 4 RS232C OUT | 8 DP OUT | 12 HDMI OUT | |



Specifications

55EF5DE

PANEL	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness	400/150 cd/m ² (APL* 25%/100%)
	Contrast Ratio	150,000 : 1
	Viewing Angle (H x V)	178 x 178
	Life time (Typ.)	30,000 Hrs
	Operation Hours	18 Hrs / 7 Days (Moving Video Only)
	Orientation	Landscape & Portrait
CONNECTIVITY	Input	HDMI, DP, USB 3.0
	Output	DP, Audio
	External Control	RS232C In/out, RJ45 In/out, IR In
	Bezel Color	Black
PHYSICAL SPECIFICATION	Bezel Width (On-Bezel)	Landscape: 5.2 / 10.6 / 7.6 / 7.6 mm, Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm
	Monitor Dimension (W x H x D)	Landscape: 1,224.9 x 696.2 x 31.5 mm (OR Flat, Display Only) 1,224.9 x 696.2 x 93.1 mm (OR Flat, Set**)
		1,209.5 x 696.2 x 196.5 mm (2,000R Concave, Set) 1,209.7 x 696.2 x 157.8 mm (2,000R Convex, Set)
	Portrait	701.4 x 1,219.7 x 31.5 mm (OR Flat, Display Only) 701.4 x 1,219.7 x 93.1 mm (OR Flat, Set)
		697.8 x 1,219.7 x 134 mm (1,500R Concave, Set) 698 x 1,219.7 x 92 mm (1,500R Concave, Set)
	Weight	Landscape / Portrait: 14 kg (Set)
	Carton Dimensions (W x H x D)	1,350 x 837 x 250 mm
	Packed Weight	Landscape / Portrait: 21 kg (Set)
SPECIAL FEATURES		Internal Memory 64GB, Temperature Sensor, webOS3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Fail Over, Video Tag (2), OSD Rotation, Content Rotation, Gapless Playback, Tile Mode Setting, Firmware Update by Network, SNMP, ISM Mode, Auto Set ID, Control Manager, HDMI-CEC***, SI Server Setting, webRTC
ENVIRONMENT CONDITIONS	Operation Temperature Range	0°C to 40°C
	Operation Humidity Range	10% to 80%
POWER	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption Typ. / Max.	230 W / 260 W
CERTIFICATION	Safety	UL / cUL / CB / TUV / KC
	EMC	FCC Class "A" / CE / KCC
MEDIA PLAYER COMPATIBILITY	ErP / Energy Star	Yes / N/A
	OPS Type Compatible	Yes
SOFTWARE COMPATIBILITY	External Media Player Attachable	Yes
	Content Management Software	SuperSign CMS
ACCESSORIES	Control and Monitoring Software	SuperSign Link
	Basic	Remote Controller (2ea Batteries Included), Power Cord, QSG, HDMI Cable (1M x 1ea for Connection Between T-con Box and Signage Box), Power Harness Cable (1M x 1ea for Connection Between T-con Box and Signage Box), IR Receiver, Regulation Book, Phone to RS232C Gender, Jack Cover, Signage Box Mounting Bracket, FFC Cables (350mm x 4ea for Connection Between Panel and T-con Box), DP Cable, LAN Cable, LC (VLC Cable)
	Optional	Accessory Type1 (CaseTop / Bar): A3L****EF5E, A3P****EF5E Accessory Type2 (Jig): A2L****EF5C, A2P****EF5C, OPS Kit (KT-OPSA)

* Average Picture Level

** The set is composed of display, signage box and T-con box.

*** Compatibility may differ by equipment

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