Versatile Performance with a User-friendly Smart Platform

SM5KE

The SM5KE series provides dynamic content with clear picture quality, enhancing advertising effectiveness and helping to generate demand for your brand and products. LG webOS Smart Platform has not only been optimized to develop and run a variety of customized apps, but user convenience has been enhanced with intuitive UI and value-added functions.
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User-Friendly Smart Platform

Simple Set-up & Customization
The LG webOS smart signage platform supports HTML5 as a web-based platform and offers SDK (Software Development Kit), so SIs can easily build and execute their own apps. Also, it is easy to use with intuitive menu and usable without instructions, as all of signage-related functions can be indexed in one menu.

Embedded Content Management
The embedded CMS (Content Management System) allows you to edit and play content, schedule a playlist and even group and control signages via remote control, mouse or even mobile phone, without needing a separate PC or software. This makes content management much easier and user-friendly.

* The scenes are simulated for illustrative purposes. Actual GUI may differ from the accompanying image.
** All displays must be connected to the same network.
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Various Content Composition

Multi Screen Mode
PBP (Picture-By-Picture) and PIP (Picture-In-Picture) feature gives a chance to compose up to 2 divided split screen on landscape or portrait display format. This gives great flexibility to users to allocate space for each content source.

Video Streaming
SM5KE series can play real-time streaming content by supporting various types of IP video streaming protocols such as RTSP/RTP/HLS and UDP Multicast*. It makes users feel easy to manage content as it is free from capacity limits for content playback, and provides live broadcasts in real time.

* RTSP (Real-Time Streaming Protocol)
  RTP (Real-Time Transport Protocol)
  HLS (HTTP Live Streaming)
  UDP (User Datagram Protocol) Multicast
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Wireless Solution

Real-time Promotion
With Beacon and Bluetooth Low Energy (BLE), shop managers can provide coupons and information in real-time.

Content Sharing
Content Mirroring among devices is more convenient on a Wi-Fi network.

Wireless Access Point
The SM5KE series operates as a virtual router which can be an wireless access point for mobile devices.
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Reliable Operation

Quick Web Access via Proxy Server
Web access speed and security can be improved by supporting proxy server. Managers can not only block unwanted websites, but also quickly access to resources using caches.

Secured Network Communication
HTTPS* protocol support ensures secure communication between clients and servers. Content or documents using HTTPS can be shared and displayed on digital signages, so owners can protect their critical business assets from unwelcome pirates.

HTTPS: Hypertext Transfer Protocol over Secure Socket Layer
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Value-added Offerings

Thermal Printer Supported
Users can easily enable the thermal printer solution* by plugging a USB into the display. It functions versatilely as a ticketing machine for various locations such as restaurants, movie theaters, banks and airports.

Real-time Care Service
The maintenance gets easier and faster with an optional service Signage 365 Care*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client’s business.

* Supported model: NIPPON PRIMEX (NP-3511, NP-3611)

* The availability of “Signage 365 Care” service can differ by region, so please contact the LG sales representative in your region for further details.
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Industrial Design

Detachable Logo & Built-in Speaker
The detachable logo allows for installation in the desired orientation in landscape or portrait mode, making it easy for the user to arrange the signage. Also, sounds can be played from built-in speakers, giving advertisements greater impact.

Conformal Coating
The product can be often unavoidably exposed to dust and water during maintenance. Conformal coating on major circuit board eliminates such circumstances by protecting it against dust, iron powder, humidity, etc.
### Dimension

- **55”**: 1,238 x 700 x 43
- **49”**: 1,102 x 690.5 x 30.5
- **43”**: 969.6 x 544 x 200
- **32”**: 729.4 x 440 x 200

### Connectivity

55” / 49” / 43” / 32”

- 1. HDMI IN 1
- 2. DVI-D IN
- 3. DP IN
- 4. DP OUT
- 5. LAN
- 6. USB 3.0
- 7. RS232 IN
- 8. RS232 OUT
- 9. AUDIO IN
- 10. HDMI IN 2
- 11. HDMI IN 3
- 12. IR & LIGHT SENSOR
- 13. AUDIO OUT
### Specifications

<table>
<thead>
<tr>
<th>Screen Size</th>
<th>Panel Technology</th>
<th>Brightness</th>
<th>Response Time</th>
<th>Surface Treatment (Haze)</th>
<th>Power Supply</th>
<th>Power Type</th>
<th>Operation Temperature</th>
<th>Certification</th>
<th>ENVIRONMENTAL CONDITIONS</th>
<th>Key Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>55&quot;</td>
<td>IPS</td>
<td>450 cd/m²</td>
<td>12.91 ms (G to G BW), 10.1 ms (WOT)</td>
<td>Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))</td>
<td>Built-In Power</td>
<td>100-240V, 50/60Hz</td>
<td>0°C to 40°C</td>
<td>IEC 60950-1 / EN 60950-1 / UL 60950-1</td>
<td>Internal Memory with System Info, Available (3GB), KIT-In WiFi, Temperature Control, Auto Brightness Sensor, Current Sensor, WebOS 4.3, Embedded DCMI. Fall Over, Image Customization, FP-7821R, Screen Share, May be Use URL, Gapless Playback, Tile Mode Setting (Up to 15x15), Setting Data Cloning, Firmware Update by Network, SNMP (Ver. 1.4), Control Manager, Crestron Connection**, Extron IP Link, Smart Energy Saving, Beacon, HDMI-CEC**, Built-in Speaker (10W-10W)</td>
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<tr>
<td>49&quot;</td>
<td>IPS</td>
<td>450 cd/m²</td>
<td>12.7 ms (G to G BW), 9.0 ms (WOT)</td>
<td>Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))</td>
<td>Built-In Power</td>
<td>100-240V, 50/60Hz</td>
<td>0°C to 40°C</td>
<td>IEC 60950-1 / EN 60950-1 / UL 60950-1</td>
<td>Internal Memory with System Info, Available (3GB), KIT-In WiFi, Temperature Control, Auto Brightness Sensor, Current Sensor, WebOS 4.3, Embedded DCMI. Fall Over, Image Customization, FP-7821R, Screen Share, May be Use URL, Gapless Playback, Tile Mode Setting (Up to 15x15), Setting Data Cloning, Firmware Update by Network, SNMP (Ver. 1.4), Control Manager, Crestron Connection**, Extron IP Link, Smart Energy Saving, Beacon, HDMI-CEC**, Built-in Speaker (10W-10W)</td>
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<td>12.5 ms (G to G BW), 7.5 ms (WOT)</td>
<td>Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))</td>
<td>Built-In Power</td>
<td>100-240V, 50/60Hz</td>
<td>0°C to 40°C</td>
<td>IEC 60950-1 / EN 60950-1 / UL 60950-1</td>
<td>Internal Memory with System Info, Available (3GB), KIT-In WiFi, Temperature Control, Auto Brightness Sensor, Current Sensor, WebOS 4.3, Embedded DCMI. Fall Over, Image Customization, FP-7821R, Screen Share, May be Use URL, Gapless Playback, Tile Mode Setting (Up to 15x15), Setting Data Cloning, Firmware Update by Network, SNMP (Ver. 1.4), Control Manager, Crestron Connection**, Extron IP Link, Smart Energy Saving, Beacon, HDMI-CEC**, Built-in Speaker (10W-10W)</td>
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<td>32&quot;</td>
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<td>450 cd/m²</td>
<td>12.3 ms (G to G BW), 7.3 ms (WOT)</td>
<td>Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))</td>
<td>Built-In Power</td>
<td>100-240V, 50/60Hz</td>
<td>0°C to 40°C</td>
<td>IEC 60950-1 / EN 60950-1 / UL 60950-1</td>
<td>Internal Memory with System Info, Available (3GB), KIT-In WiFi, Temperature Control, Auto Brightness Sensor, Current Sensor, WebOS 4.3, Embedded DCMI. Fall Over, Image Customization, FP-7821R, Screen Share, May be Use URL, Gapless Playback, Tile Mode Setting (Up to 15x15), Setting Data Cloning, Firmware Update by Network, SNMP (Ver. 1.4), Control Manager, Crestron Connection**, Extron IP Link, Smart Energy Saving, Beacon, HDMI-CEC**, Built-in Speaker (10W-10W)</td>
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