Artistic Space beyond Display
LG OLED Signage

55EF5E

※ Actual on-site appearance may differ from the above simulated scene.
Flexible Curved Open Frame OLED Signage

Blending in with the space while stamped on everyone’s mind.

With LG OLED signage, discover unprecedentedly flexible design.

Beyond its informative features, LG OLED signage delivers unsurpassed advertising effectiveness, redesigning space as a prestige-enhancing landmark with perfect colors and innovative forms.

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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.

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

**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.

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.
Variety of Curvatures for Landmarks

The 55EF5E series supports a variety of concave and convex curvatures in both portrait and landscape orientations. It can be positioned in a variety of ways to keep passengers captivated.

**Space-fitting Design**

**Max Curvature**
- **In Portrait**
  - Concave/Convex: up to 1,000R
- **In Landscape**
  - Concave/Convex: up to 1,000R

**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 example, displays with a curvature of 1,000R will have a radius of 1m (1,000mm).

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Design Flexibility

On-site Customization
The 55EF5E enables a completely new approach for innovative and flexible designs. Its optional "Curvature Calibrator(CC)" supports the coordination of displays with various convex and concave curvatures, depending on the requirements. It is possible to rapidly respond to changes on-site, making it easier to successfully build an eye-catching landmark.

1) A Curvature Calibrator needs to be purchased separately. Please contact your regional LG sales representatives for details.
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Immersive Viewing Experience

Slimmer Bezel
Compared to the previous model, 55EF5E has reduced its bezel size to provide much more immersive and seamless viewing experiences 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.
### Specifications

**Screen Size**
- 55"

**Panel Technology**
- OLED

**Aspect Ratio**
- 16:9

**Native Resolution**
- 1920 x 1080 (FHD)

**Brightness**
- 400/150 cd/m² (APL1 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

**Input**
- HDMI, DP, USB 2.0 (2)

**Output**
- DP Audio (Fixed/Off/Variable), USB OUT

**Bezel Color**
- Black

**Bezel Width (T/B/L/R)**
- Landscape: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel)
- Portrait: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel)
- Landscape: 5.0 / 5.0 / 7.8 / 13.2 mm (Flat, On Bezel)
- Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm (Flat, On Bezel)

**Monitor Dimension (W x H x D)**
- Landscape: 1,224.9 x 696.2 x 38.0 mm (Head, w/Pem-nut)
- Portrait: 701.4 x 1,219.7 x 38.0 mm (Head, w/Pem-nut)
- Landscape: 1,224.9 x 696.2 x 12.4 mm (Head Only)
- Portrait: 701.4 x 1,219.7 x 12.4 mm (Head Only)

**Signage Box**
- 413 x 353 x 57.3 mm

**Weight**
- Landscape: 9.9 kg (Set)
- Portrait: 9.9 kg (Set)
- Signage Box: 3.5 kg

**Packed Weight**
- Landscape: 17 kg / Portrait: 17 kg

**Internal Memory (64GB)**
- Temperature Sensor, webOS 3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Fauxkover (USB/DP/HDMI/Internal Memory), Content Sync, RS232C, Local Network, Video Tag, OIS/Content Rotation, Gapless Playback, Tile Mode, Setting Data Cloning, Firmware Update by Network, SNMP, SM Mode, DPM, Wake on LAN, HDMI-CEC, Crestron Connected

**Operation Temperature**
- 0°C to 40°C

**Operation Humidity**
- 10% to 80%

**Power Type**
- Built-In Power

**Power Consumption**
- Typ: 309 W / Max: 318 W

**Certification**
- FCC Class “A” / KCC

**Media Player Compatibility**
- SuperSign CMS

**Software Compatibility**
- External Media Player Attachable

**Basic**
- Remote Controller (2 Batteries Included), Power Cont & IR Receiver, Regulation Book, Phone to RS232 Cable, RS232 Cable (4p-4p), FCC Cables (220mm x 4ea for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable)

**Optional**
- Curvature Calibrator (ACC-CC-EF5E)

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**Connectivity (Signage Box)**

1. AC IN
2. DP OUT
3. IR IN
4. USB IN 1
5. USB IN 2
6. RS232C IN
7. HDMI IN
8. LAN IN
9. RS232C OUT
10. LAN OUT
11. AUDIO OUT

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*Dimensions may vary depending on the curvature of the display.*

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*LG may make changes to specifications and product descriptions without notice.*

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