

# Artistic Immersion, Overwhelming Captivation

## VH7E series

The impressive immersion generated by the extremely narrow 0.9 mm bezel becomes even more powerful with a state-of-the-art smart signage platform. Beyond the self-playing feature, the VH7E series is capable of multitasking that raises brand awareness, drives traffic to your store, and engages customers in brand storytelling, all while providing user convenience with a simplified and more intuitive UI.





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### Achieving Incredible Immersion

#### Seamless Large Screens with Extreme-Narrow Bezel

The borderless design, with its 0.9 mm\* even bezel and 1.8 mm\* BtB (Bezel to Bezel), verified by Nemko, minimizes bezel interference and delivers immersive and seamless content on assembled video wall screens.



\* The 0.9mm even panel bezel and 1.8mm BtB size (borderless type, no metal bezel) have been verified by Nemko, a global institution that tests and certifies electrical equipment.

#### Image Gap Reduction

The VH7E series includes an image improvement algorithm that can reduce image gaps among tiled displays when playing back videos. Objects located on the bezel boundaries are adjusted for a seamless viewing experience.



\* The "Conventional" refers to displays which do not include an image improvement algorithm.

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### Vivid and Dynamic Picture Quality

#### Higher Viewing Angle

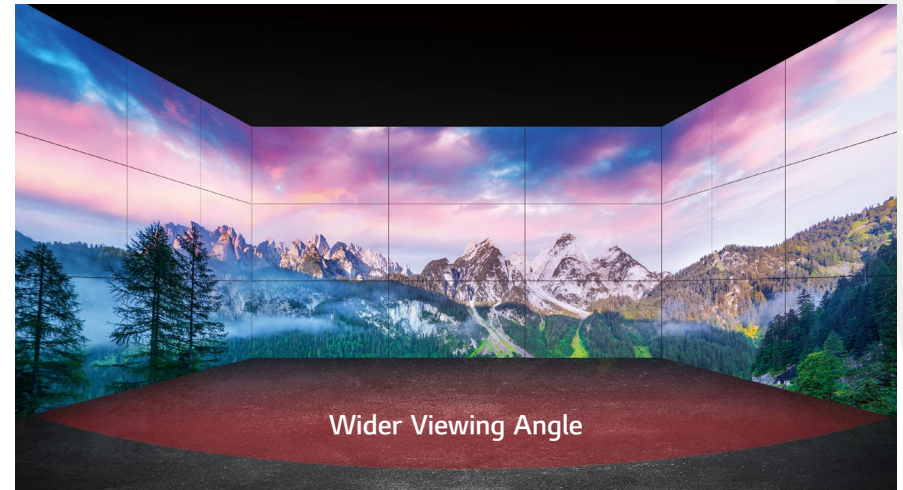
Large screens are usually positioned higher than human-eye level, making uniform picture quality essential for video walls. The viewing angle of the VH7E series is high enough to display vivid colors throughout the screen with no distortion.



45°\* High Viewing Angle

#### Wider Viewing Angle

It is well known that LG IPS panel technology provides better control of liquid crystals, which in turn allows the screen to be viewed at virtually any angle. Thereby, the VH7E series captivates the attention of more viewers with lifelike colors, regardless of their viewing position.



\* Results based on in-house testing. Actual test results may differ depending on environment and measuring equipment.

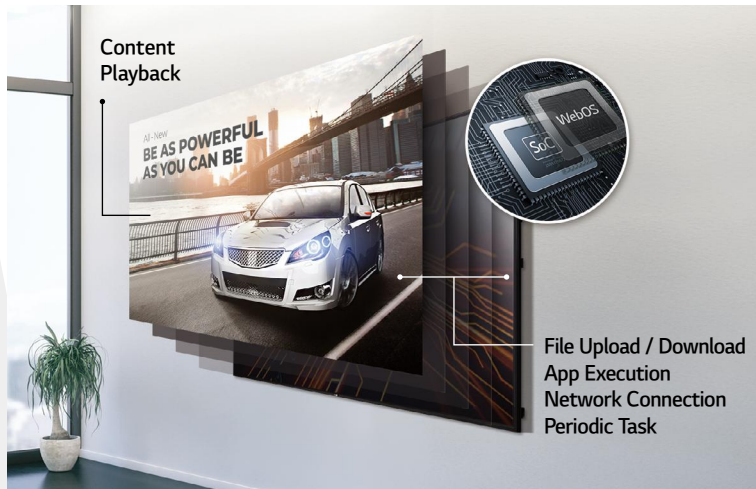
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### Powerful Smart Signage Platform

#### High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the VH7E series can execute several tasks at once while providing smooth content playback without the need for a media player. As webOS supports HTML5 as a web-based platform and offers SDK<sup>(Soft Development Kit)</sup>, it is even easier for SIs to build and optimize their web apps.



#### Flexible Content Creation

Four different videos can be played simultaneously via web apps, and various animation effects, such as scaling or rotating, are added to content using CSS<sup>(Cascading Style Sheets)</sup> transition effects. Real-time streaming\* is also available, providing the flexibility to organize and diversify content free from capacity limits.



\* Supported protocols : RTSP, RTP, HLS, UDP Multicast

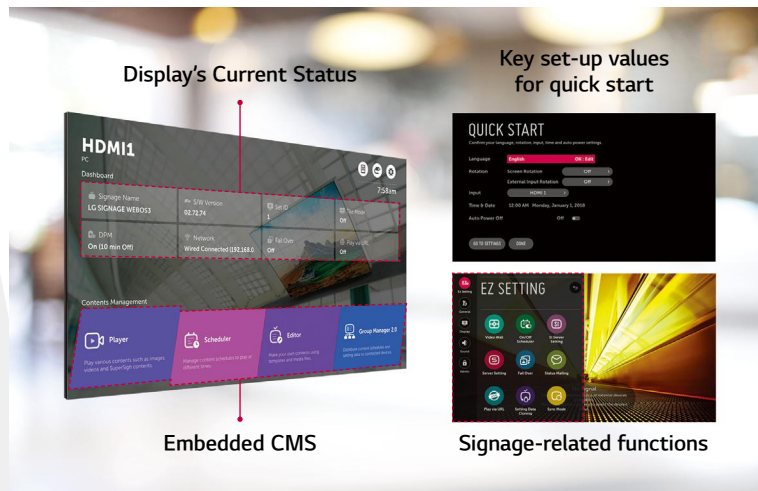
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## VH7E series

### User-Friendly Smart Signage UX

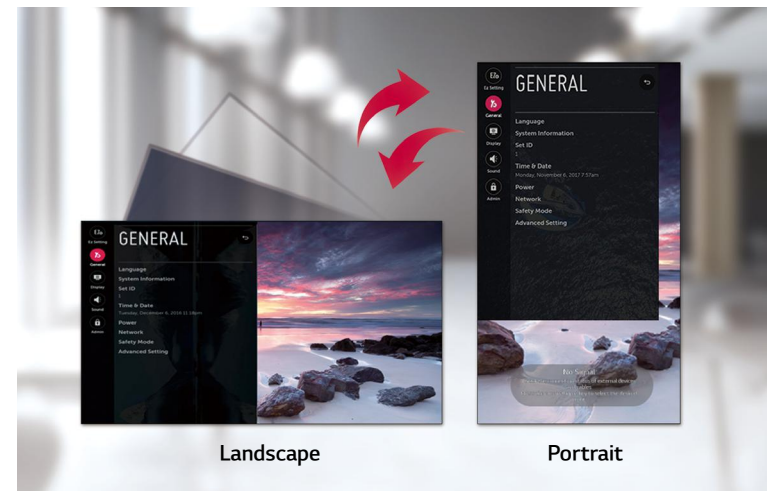
#### Intuitive Menu Structure

The menu structure has been optimized for commercial use. It simplifies approach flows and groups similar functions together, adopting a more intuitive GUI for ease of use. This way, users can avoid having to do trial-and-error when exploring desired functions and managing displays.



#### Dedicated GUI for Portrait Orientation

The conventional GUI(Graphic User Interface) was designed based on landscape-oriented consumer TV usage, so OSD(On Screen Display) wasn't well-suited for screens in portrait mode. The OSD of the VH7E series, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.





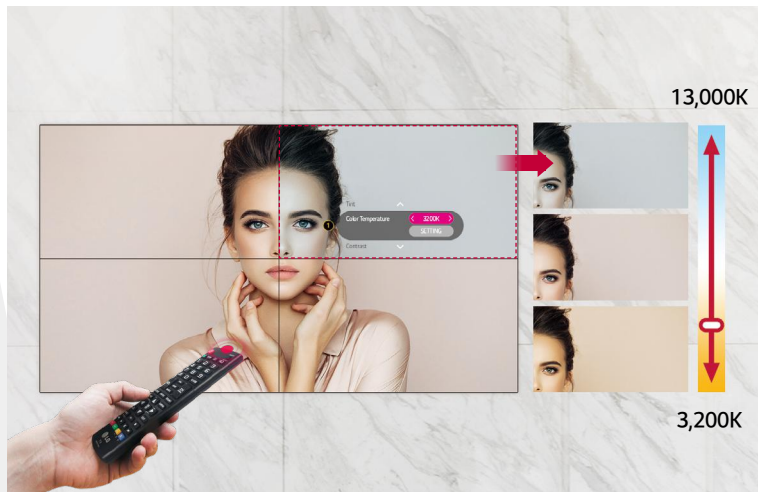
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### User Convenience

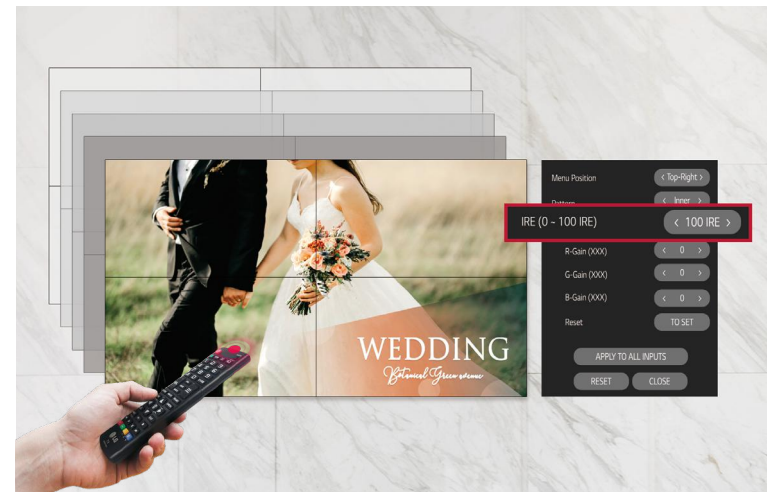
#### Easy Color Adjustment

Depending on the content, the color temperature of the display can be easily adjusted in increments of 100K using a remote control.



#### Simple White Balance Adjustment

In conventional video walls, white balance was adjustable only in “full-white” mode, but the VH7E series allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.



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### User Convenience

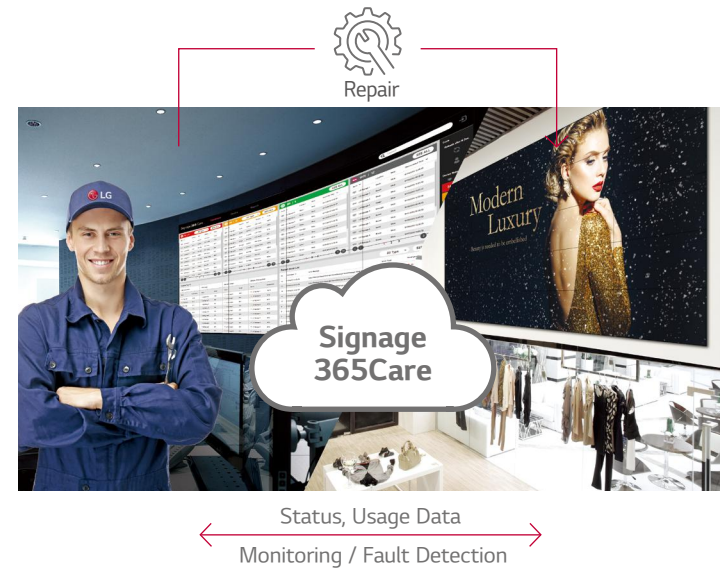
#### LAN Daisy Chain Management

A LAN daisy chain allows you to execute commands to control and monitor video walls and even update their firmwares at once.



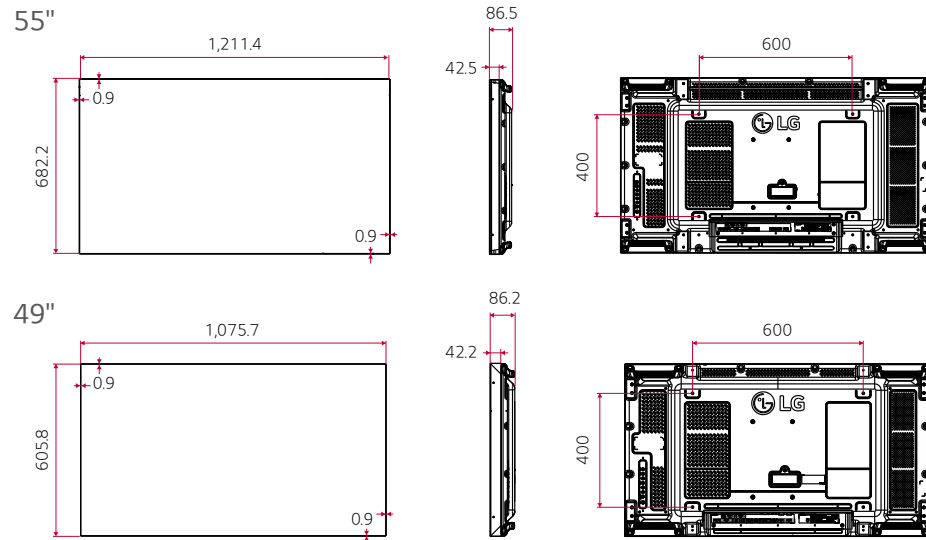
#### Real-Time Care Service

The maintenance gets easier and faster with an optional service Signage365Care\*, 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.



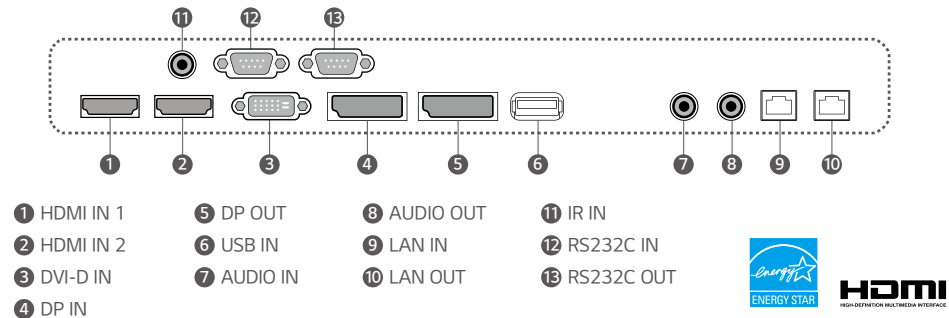
\* The availability of "Signage365Care" service can differ by region, so please contact the LG sales representative in your region for further details.

## Dimension (Unit: mm)



## Connectivity

55" / 49"



## Specifications

	55VH7E-A	49VH7E
PANEL	Screen Size	55"
	Panel Technology	IPS
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness (Typ.)	700 cd/m <sup>2</sup>
	Contrast Ratio	1,400:1
	Dynamic CR <sup>1)</sup>	500,000 : 1
	Viewing Angle (H x V)	178 x 178
	Color Depth	1.07 Billion (10 bit)
	Response Time	8 ms (G to G)
CONNECTIVITY	Surface Treatment	Haze 3%
	Life Time (Typ.)	60,000 Hrs
	Operation Hours	24 Hrs
	Orientation	Landscape & Portrait
	Input	HDMI (2), DP, DVI-D, Audio, USB 2.0
	Output	DP, Audio
	External Control	RS232C In/out, RJ45(LAN) In/out, IR In
	Bezel Color	Black
	Bezel Width	0.9 mm (Even), B to B <sup>2)</sup> 1.8 mm
	Monitor Dimension (W x H x D)	1,211.4 x 682.2 x 86.5 mm
MECHANICAL SPECIFICATION	Weight (Head)	18.6 kg
	Carton Dimensions (W x H x D)	1,353 x 855 x 263 mm
	Packed Weight	25.3 kg
	Handle	Yes
	VESA™ Standard Mount Interface	600 x 400 mm
	Internal Memory 8GB (System 4GB + Available 4GB, Temperature Sensor, Tile Mode (Up to 15x15), Natural Mode @Tile Mode, ISM Method, DPM Select, Smart Energy Saving, Contents Scheduling (USB, Internal Memory), USB Cloning, Calibration Mode, Sync Mode, PM Mode, Firmware Update (LAN), HDMI-CEC <sup>3)</sup> , Wake on LAN, Fail Over, No Signal Image, Embedded Template, OPS Power Control, Scan Inversion (with Pivot Mode)	
	ENVIRONMENT	Operation Temperature
	CONDITIONS	Operation Humidity
	POWER	Power Supply
		Power Type
CERTIFICATION		Power Consumption
		Safety
		EMC
		ErP / Energy Star
		MEDIA PLAYER COMPATIBILITY
		COMPATIBILITY
		SOFTWARE COMPATIBILITY
		ACCESSORIES
		Optional

1) The luminosity ratio of Full Black/Full White color on video input condition.

2) B to B: Panel bezel to panel bezel

3) Compatibility may differ by equipment



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