Effective Customer Engagement with LG Touch Display

TA3E

The LG touch display TA3E series offers an all-in-one touch experience powered by a webOS Smart Signage Platform. The built-in touch capability and embedded writing app facilitates powerful and meaningful interactions between customers and your brand.
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TA3E

All-in-one Touch Experience

Built-in Interactive Touch
The TA3E series is a built-in touch display that provides immediate touch experiences without the need to purchase any separate overlay touch accessories. Various touch-based solutions can be applied for customer interactions to promote your brand, with a maximum of 10 touch points* supported.

Embedded Writing Solution
The LG IDB, the embedded writing application, offers an all-in-one solution for advanced customer engagement. No separate PC or software is necessary for whiteboard performance, so operators can easily create two-way communication channels.

* Touch points can vary depending on the connection environment.
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TA3E

Simple Customization

User-friendly Smart Platform
The LG webOS smart platform supports web-based HTML5 and offers SDK*, allowing SIs to easily build their own apps for customer solutions. Also, it enhances user convenience with an intuitive UI optimized for business purposes.

Compatibility with AV Control System
The TA3E series is compatible with AV control system, with which users can easily manage, monitor and control LG commercial displays from one location.

Beacon Supported
With Beacon and Bluetooth Low Energy (BLE) support, the TA3E series lets stores provide coupons and information in real-time, which increases interactivity with customers at the moments when it most counts.

* SDK: Software Development Kit

* It is a network based control system. Available AV control systems may differ by regions.
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User Convenience

Easy Touch Navigator on Display
The touch menu is a subsidiary menu introduced to improve user-friendliness. Users can run the desired function or change the settings from anywhere by softly pressing the screen to call up the touch menu. The SI folder is especially designed to gather and show customized apps, making it easy for users to find and use them.

Auto Signal Switching
The failover function enables the display to detect the available input signals and automatically change the source when the current signal is disconnected or other higher priority signals* are connected. Users can prepare backup sources for any unexpected error.

Multi Screen with PBP/PIP
PBP* features multi screen in a single display with up to 2 input sources, thus maximizing usability of the screen. In addition, PIP** supports playing both main screen and sub screen at the same time with various layouts, so users can arrange many different usage scenarios efficiently.

* PBP: Picture-by-Picture
** PIP: Picture-in-Picture

* The priority can be set by users.
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High Reliability

Superior Picture Quality with IPS
The LG IPS panel has a wide viewing angle that delivers clear content, no matter where viewers see content on the display. Moreover, every pixel in the IPS panel truly reproduces the image colors without distorting them.

Conformal Coating
Circuit board reliability is enhanced with conformal coating that protects against dust, iron powder, humidity and other harsh conditions.
**Dimension (unit: mm)**

**55”**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
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<tbody>
<tr>
<td>1,278</td>
<td>748.85</td>
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**43”**

<table>
<thead>
<tr>
<th>Width</th>
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<tr>
<td>1,096</td>
<td>597.8</td>
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**49”**

<table>
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<th>Width</th>
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<tbody>
<tr>
<td>1,142</td>
<td>672.4</td>
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**32”**

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
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</thead>
<tbody>
<tr>
<td>768</td>
<td>462.9</td>
</tr>
</tbody>
</table>

**Connectivity**

55” / 49” / 43” / 32”

1. AUDIO IN
2. AUDIO OUT
3. HDMI
4. PIXEL SENSOR
5. IR & LIGHT SENSOR
6. DP IN
7. DP OUT
8. DVI-D IN
9. RGB IN
10. USB 3.0
11. RS232C IN
12. RS232C OUT
13. LAN
## Specifications

<table>
<thead>
<tr>
<th>PANEL</th>
<th>55TA3E</th>
<th>49TA3E</th>
<th>43TA3E</th>
<th>32TA3E</th>
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</thead>
<tbody>
<tr>
<td>Screen Size</td>
<td>55&quot;</td>
<td>49&quot;</td>
<td>43&quot;</td>
<td>32&quot;</td>
</tr>
<tr>
<td>Panel Technology</td>
<td>IPS</td>
<td>IPS</td>
<td>IPS</td>
<td>IPS</td>
</tr>
<tr>
<td>Aspect Ratio</td>
<td>16:9</td>
<td>16:9</td>
<td>16:9</td>
<td>16:9</td>
</tr>
<tr>
<td>Native Resolution</td>
<td>1,920 x 1,080 (FHD)</td>
<td>1,920 x 1,080 (FHD)</td>
<td>1,920 x 1,080 (FHD)</td>
<td>1,920 x 1,080 (FHD)</td>
</tr>
<tr>
<td>Viewing Angle (H x V)</td>
<td>178 x 178</td>
<td>178 x 178</td>
<td>178 x 178</td>
<td>178 x 178</td>
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<tr>
<td>Response Time</td>
<td>12 ms (6 to 6 BW), 38 ms (60 Hz)</td>
<td>12 ms (6 to 6 BW), 10.1 ms (60 Hz)</td>
<td>12 ms (6 to 6 BW), 9.4 ms (60 Hz)</td>
<td>18 ms (6 to 6 BW), 7.1 ms (60 Hz)</td>
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<tr>
<td>Surface Treatment</td>
<td>Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze Typ. 1%)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Life Time (Typ.)</td>
<td>50,000 Hrs</td>
<td>50,000 Hrs</td>
<td>50,000 Hrs</td>
<td>50,000 Hrs</td>
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<tr>
<td>Orientation</td>
<td>Landscape &amp; Portrait</td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
<td>Portrait &amp; Landscape</td>
</tr>
<tr>
<td>Connectivty</td>
<td>Input</td>
<td>HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0</td>
<td>HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0</td>
<td>HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0</td>
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<tr>
<td></td>
<td>External Control</td>
<td>RS232C In, RS45 In, IR Receiver In, Pixel Sensor In</td>
<td>RS232C In, RS45 In, IR Receiver In, Pixel Sensor In</td>
<td>RS232C In, RS45 In, IR Receiver In, Pixel Sensor In</td>
</tr>
<tr>
<td>Physical Specification</td>
<td>Bezel Color</td>
<td>Black</td>
<td>Black</td>
<td>Black</td>
</tr>
<tr>
<td></td>
<td>Bezel Width</td>
<td>32.7 mm (Even)</td>
<td>32.7 mm (Even)</td>
<td>32.7 mm (Even)</td>
</tr>
<tr>
<td></td>
<td>Monitor Dimension (W x H x D)</td>
<td>1,278 x 748.8 x 71.4 mm</td>
<td>1,142.2 x 672.4 x 71.4 mm</td>
<td>1,009.6 x 597.8 x 71.4 mm</td>
</tr>
<tr>
<td></td>
<td>Weight (Head)</td>
<td>28.0 kg</td>
<td>22.3 kg</td>
<td>17.1 kg</td>
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<tr>
<td></td>
<td>Carton Dimensions (W x H x D)</td>
<td>1,410 x 880 x 207 mm</td>
<td>1,260 x 785 x 162 mm</td>
<td>1,122 x 720 x 162 mm</td>
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<tr>
<td></td>
<td>Packed Weight</td>
<td>33 kg</td>
<td>26.3 kg</td>
<td>20.1 kg</td>
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<tr>
<td>VESA® Standard Mount Interface</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## SPECIAL FEATURES
- Temperature Sensor, Auto Brightness Sensor, Tile Mode (Up to 15x15), Natural Mode @Tile Mode, FPM Method, DPM Select, Energy Saving, Pixel Play with USB, PP/PBP (2), Internal Memory RGB (System-4GB + Available 4GB), Wi-Fi Built-in (802.11n combo), USB Cloning, Easy Brightness Control, Control and Monitoring Software3)
- Wi-Fi Built-in (802.11n combo)
- USB Cloning
- Easy Brightness Control
- IDB App. (Whiteboard App.)
- Fail Over
- Mirroring
- SoftAP
- Beacon
- Embedded Template
- Built-in Speaker (10W+10W), Crestron Connected®

## ENVIRONMENTAL CONDITIONS
- Operation Temperature | 0°C to 40°C | 0°C to 40°C | 0°C to 40°C | 0°C to 40°C |
- Operation Humidity | 10% to 80% | 10% to 80% | 10% to 80% | 10% to 80% |

## POWER
- Power Type | Built-In Power | Built-In Power | Built-In Power | Built-In Power |
- Power Supply | 100-240V~, 50/60Hz | 100-240V~, 50/60Hz | 100-240V~, 50/60Hz | 100-240V~, 50/60Hz |
- Power Consumption | Typ. / Max. | 60 W / 105 W | 55 W / 100 W | 45 W |
- Smart Energy Saving | | Built-In Power | Built-In Power | Built-In Power |

## SOFTWARE COMPATIBILITY
- Content Management Software | SuperSign CMS | SuperSign CMS | SuperSign CMS | SuperSign CMS |
- Control and Monitoring Software | SuperSign Control+ | SuperSign Control+ | SuperSign Control+ | SuperSign Control+ |
- Media Player Compatibility | Yes | Yes | Yes | No |
- External Media Player Attachable | Yes (MP500/MP700) | Yes (MP500/MP700) | Yes (MP500/MP700) | No |

## ACCESSORIES
- Basic | Remote Controller (2 ea Batteries Included), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, Memory Cover |
- Optional | Media Player, Wall Bracket (LSW3358), VESA Adapter (AM-B3305), OPS Kit (KT-OPS3A) |
- Touch Type | IR (Scattering) |
- Interface | USB 2.0 |
- Operation System Support | Windows 7, Windows 8, Windows 8.1, Windows 10, Android (Kernel Version 3.5 Over), Linux (Kernel Version 3.5 Over), Mac OS X (10.9 Over), Chrome (39 Over) |
- Multi Touch Point | Max 10 Points |

**Download**
- LG Information Display Mobile App
- Google Play Store
- LG Business Solutions

1) 325 (32": 289) cd/m² with Protection Glass
2) Network Based Control
3) Software compatibility may change over time. Please contact LG sales representative for details.

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