LG MAGNIT

Micro LED  True Innovation behind New Depths

* All images in this datasheet are for illustrative purposes only.
Black Immersion, Enlivened Details

By removing a package surrounding R, G, B LED chips and applying LG’s own Full Black Coating technology, the LG MAGNIT surprisingly delivers much deeper black than the conventional package LED signage*. This not only enhances color vividness, but also makes the details which were hidden in the shadows appear, providing audiences a sense of immersion.

* Based on LG’s conventional LED Signage

Stronger Light and Shadow

The solid black LG MAGNIT makes also results in superbly high contrast ratio which is a vital part of the picture quality. The difference between the dark parts and the light parts is clearly great, making every part of the content distinctive.
Accurate Colors as Intended

By carefully selecting an LED chip which is a key factor to determine color purity, its narrowed wavelength allows LG MAGNIT to show uniform colors across the screen. Furthermore, the enhanced Gamut Transfer technology supports it to describe colors close to the original color, which is essential for places where exact color representation is demanding.

Intelligent Image Processor

The Alpha 7 Intelligent Processor which is adopted from LG's TV technology recognizes and analyzes the original content, optimizing the clarity and sharpness of the content for itself.

* The above functions are created by using deep learning AI technology to improve the picture quality.
Vivid Color Expression Powered by HDR

With HDR (HDR10, HDR10 Pro*) support, content becomes vivid with great visual impact. The wider color spectrum and greater contrast ratio allow viewers to fully enjoy lively content.

* HDR10 Pro is LG’s own HDR solution to process HDR signal by using enhanced dynamic tone mapping.

Wide Color Viewing Angle

Thanks to the structure of LG MAGNIT, it minimizes color distortion according to the viewing angle. In other words, the original color can be appreciated even from the side angles, captivating various pedestrians even if it is installed in a large public places.
Care Less with Sturdy Design

Through several layers of coated film, LG MAGNIT can protect its LED chips from risks caused by water drops, dust, static electricity or physical impacts. Considering that it is usually installed in public places where many people come and go, its stability is vitally important to minimize unforeseen accidents.

* Based on in-house testing in accordance with the certification criteria, or under actual operating conditions.

Sleek Look with Smooth Surface

The screen surface of LG MAGNIT is very smooth just as LCD, making it looks nice even when the screen is off. Also, audiences or installers feel soft when touching the screen. If fingerprints are on the surface, they can be simply removed by wiping with a soft cloth without the need for any chemicals.
Optimum Cable-less Design for Simple Installation

The Cable-less Signal Transmission technology has been adopted for innovative LG MAGNIT. Thanks to this, no signal and power cable connection is required between the cabinets and you don’t need cables except for connecting the screen to its system controller and power. When configuring a UHD resolution screen of 16:9 ratio, only 6 signal cables and 6 power cables are needed. This way, its block assembly design facilitates hassle-free installation and simplifies rear structure of the screen.
Efficient Power Consumption by Colors

Common Cathode Drive-IC is one of the reasons why LG MAGNIT has low power consumption. It supplies the right necessary voltage to each R, G, B sub-pixel individually to minimize unnecessary power consumption.

Power Saving Standby Mode

When there is no input signal for a period of time, the screen turns off and the main circuit parts inside the LED cabinet go to a standby mode. This saves additional power consumption and enables the product to be reactivated simply by using a remote control.
Intuitive UX with Remote Control

By applying the same intuitive UI* as general LG digital signage, the user can easily adapt to it. It also allows users to easily access the settings by using a remote control instead of connecting to a PC.

* Available for over 1,280 × 720 resolution screen.

Compatibility with AV Control System

LG MAGNIT has been certified Crestron Connected® for a higher level of compatibility with professional AV controls to achieve seamless integration and automated control*, boosting business management efficiency.

* Network-based control

Dedicated Accessories for Tidiness

Three pairs of wall mount accessories and a frame kit are provided as options for LG MAGNIT. The wall mounts can be combined with any screen size to be installed clearly and neatly. Also, when building a screen of 163-inch, Ultra HD resolution, the frame kit will make the display have a smooth edge.
Total Content Management

LG MAGNIT is compatible with LG SuperSign CMS solution which is all-in-one content management solution for content editing, scheduling and distribution. Managers can operate LG’s commercial displays including LG MAGNIT all at once, enabling systematic and efficient management.

Real-time ConnectedCare Service

Maintenance is easy and fast with the optional ConnectedCare* service, a cloud service solution provided by LG. It remotely manages the status of displays in client workplaces for fault diagnosis and remote-control services, enabling the stable operation of clients’ businesses.

* ConnectedCare is the brand name of LG Signage365Care Service. The availability differs by region.
PRODUCT INFORMATION

Cabinet: LSA8007 / LSA8009 / LSA8012

- **Pixel Configuration**: Micro
- **Pixel Pitch**: 0.78 / 0.94 / 1.25 mm
- **Brightness**
  - P0.78: 500 / 1,000 nit (Peak.)
  - P0.94: 600 / 1,200 nit (Peak.)
  - P1.25: 800 / 1,600 nit (Peak.)
- **Contrast Ratio**
  - P0.78 / P1.25: 150,000 : 1 @10lux
  - P0.94: 100,000 : 1 @10lux
- **Processing Depth**: 20 (HDR10, HDR10 Pro)
- **Service Access**: Front and Rear

**DIMENSION**

[unit: mm]

**MAIN CABINET**

**SECONDARY CABINET**
PRODUCT INFORMATION

System Controller: CSAB-00914 / CSAB-00915D / CSAB-012X

Resolution: 3,840 × 2,160 @ 60Hz

Input: HDMI 2.0, HDCP 2.2, DP 1.2 / HDCP 1.3

Output: Ethernet (8-channel)

Control: LAN, RS-232C (LOOP)

DIMENSION
(unit: mm)

CONNECTIVITY
SYSTEM CONTROLLER
## SPECIFICATIONS

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### Optical Specifications

- **Max Brightness (After Calibration, nt)**: 500 / 1,000 (Peak)
- **Color Temperature (K)**: 3,200-9,300 (Default 7,300)
- **Visual Viewing Angle (H × V)**: 150 × 210
- **Brightness Uniformity**: 95%
- **Color Uniformity**: ±0.02 Cx, Cy
- **Contrast Ratio**: 150,000 : 1 @ 20lux
- **Processing Depth (bit)**: 20 (HDR10, HDR10 Pro)

### Electrical Specifications

- **Power Consumption (W/Cabinet, Max.)**: 110 W
- **Power Consumption (W/Cabinet, Avg.)**: 65 W
- **Power Consumption (W/m², Max.)**: 543 W/m²
- **Heat Dissipation (BTU/h/Cabinet, Max.)**: 375 BTU/h
- **Heat Dissipation (BTU/h/m², Max.)**: 543 BTU/h/m²
- **Power Supply (V)**: 100 to 240 V
- **Frame Rate (Hz)**: 60 Hz
- **Fan (RPM)**: Yes

### Operation Specifications

- **LED Lifetime (Half Brightness)**: 100,000 Hours
- **Operating Temperature (°C)**: 0 to +40°C
- **Operating Humidity**: 10-80% RH
- **IP Rating**: Front / Rear IP50 / IP20
- **Certification**: RoHS, REACH, TCO6, ENERGY STAR, CCC, CE, UL, CB, FCC, BSMI, C-Tick, NOM, Bluetooth, Wi-Fi, HDMI, DisplayPort

### Controller Specifications

- **Model Name**: CSAB-00914, CSAB-00915D, CSAB-012X
- **Max Output Range**: 3,840 x 2,160 @ 60Hz
- **Output Resolution**: 2,944 Million Pixels
- **Input**: HDMI 2.0, HDCP 2.2, RS-232C
- **Output**: Ethernet (10/100/1000Base-T), RS-232C, USB
- **Control**: LAN, RS-232C, RS-485
- **Video Processing**: Brightness Adjustment, Chroma Adjustment, Improved Grayscale at Low Brightness, Scaling
- **Application**: CMS, WS, LG ConnectedCare
- **Mechanical**: Size (W x H x D): 443 x 63 x 298, Weight (kg): 4.5

### Notes

1) Module can be accessed only from the front.

2) LG may make changes to specifications and product descriptions without notice. Please make sure to check the product manual for details about product usage.

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**Download**

LG C-Display+ Mobile App

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