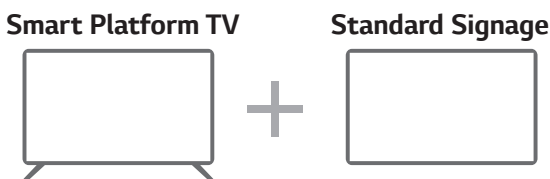# Smart TV Signage

TV Entertainment and Advertisements on One Screen

The LV640S series is a newly launched Smart TV Signage with easier content management possible. The series is especially designed for broadcasting TV programs and delivering advertisements simultaneously via a built-in TV tuner. Furthermore, with its assorted content management solutions including embedded content management and enriched content via preloaded YouTube App and web browser, users can efficiently and timely deliver messages/promotions.

What is Smart TV Signage?

Smart Platform TV + **Standard Signage**

⬇

Smart TV Signage

55"
43"/49"

screen size
43" (42.5" Diagonal), 49" (48.7" Diagonal),
55" (54.8" Diagonal)

16hr / 7 days

Entertain guests with "Smart TV" Signage

NEW
Enriched Smart Content
• Pre-loaded YouTube App
• Web Browser
• Live TV

NEW
Smart Connectivity with Built-in WiFi
• ScreenShare

Advertise and Manage with Smart TV "Signage"

CMS
Assorted Content Management Solution
• New Embedded Content Manager
  via remote control, keyboard and Chrome browser
• Compatibility with LG Simple Editor
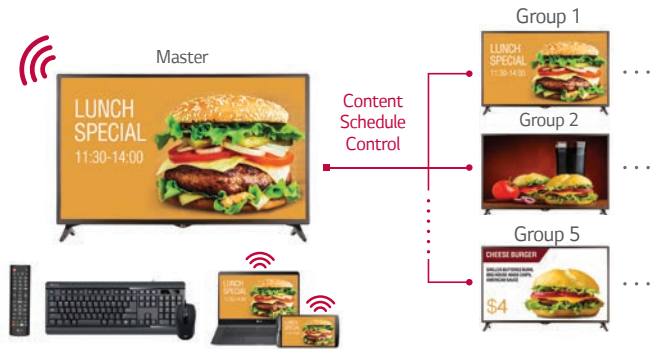
NEW
Easy Management and Control
• WOL (Wake on LAN)
• Crestron Connected® Certification

LG | Business Solutions

TV Entertainment and Advertisements on One Screen

Assorted Content Management Solution
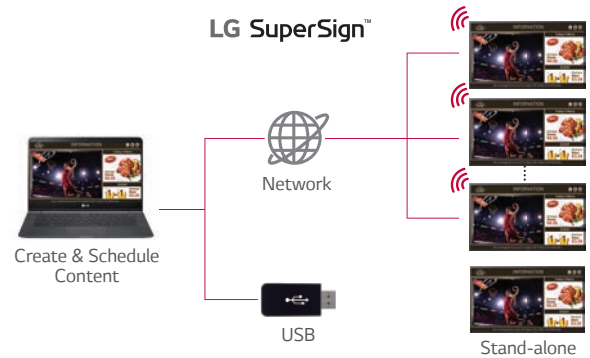
Embedded Content Managment

Without extra PC, content can be easily and promptly edited using embedded templates via remote control, keyboard and chrome browser. Also, because a Smart TV Signage itself works as a server, a master TV can distribute content and set data on a selected group within the same network.

Master

Content Schedule Control

Group 1

Group 2

Group 5

SuperSign™ Simple Editor

The LV640S series is compatible with LG Simple Editor, one of LG's editor software, to provide media&playlist editing, and distributing capabilities.

• Creation with embedded templates (143 templates, 100 stickers)
• Content Scheduling and direct distribution via USB
• Content distribution over the network available

LG SuperSign™

Create & Schedule Content

Network
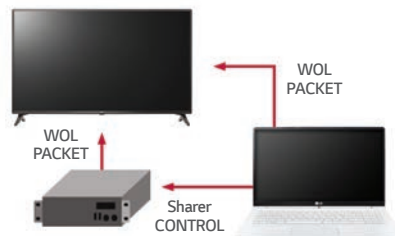
USB

Stand-alone

Easy Control and Management

Crestron Connected® Certified Display

LG offers a host of commercial displays that are Creston connected certified for seamless integration and automated control.
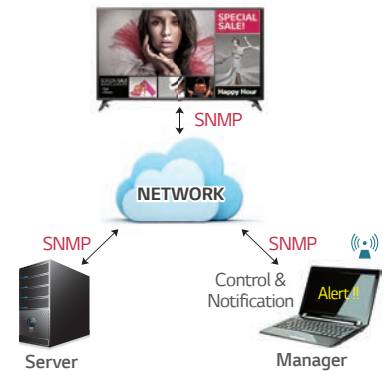

WOL

WOL (Wake on LAN) helps you remotely turn on TVs over the internet. Connect TVs and a PC in the same network, and send Magic Packet program to the MAC addresses of registered TVs. Then, it will wake up the TVs via LAN port.

WOL PACKET

WOL PACKET

Sharer CONTROL

SNMP

SNMP (Simple Network Management Protocol) ensures convenient network management for SI and business managers.

SNMP

NETWORK

SNMP

SNMP

Control & Notification

Alert !!

Server

Manager

Smart Connectivity & Experience

Enricher Smart Content

Customers can easily access to various content via pre-loaded YouTube app, web browser as well as live channel.

SmartShare

SmartShare allows users to share content more easily and quickly. It also searches for the content they want in order to share it more easily and accurately, thereby simplifying the process of sharing between various devices.

SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

*SoftAP should be set in installation menu after TV is on.
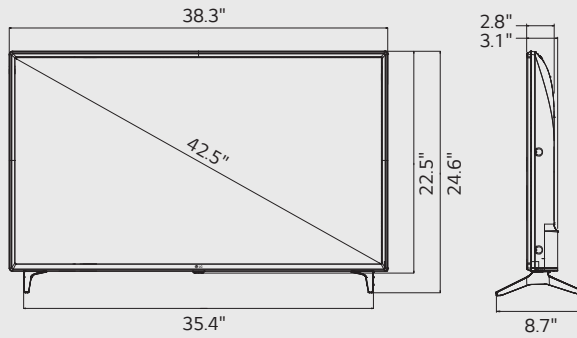*Smart Mirroring may not be operated at the same time.

TV Entertainment and Advertisements on One Screen
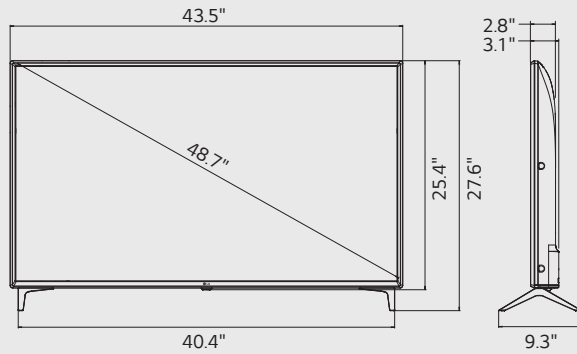
Dimensions (With stand - W x H x D / Weight)
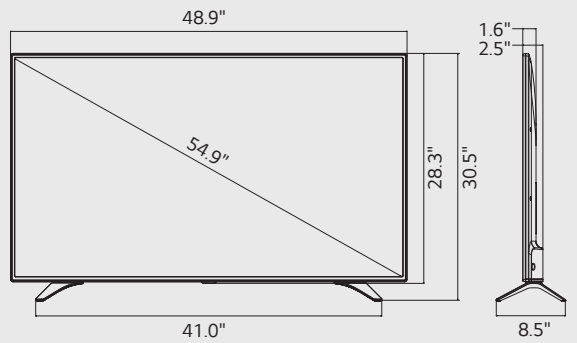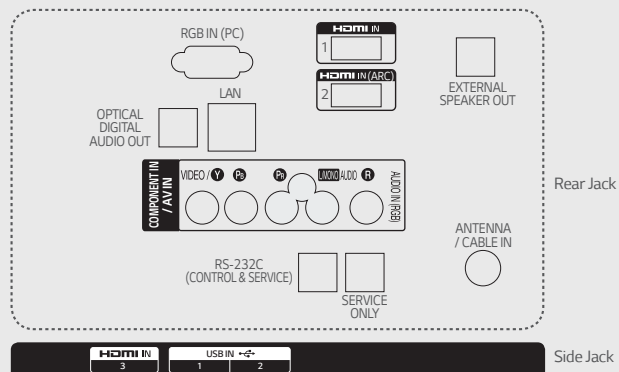
43"
38.3" x 24.6" x 8.7" / 20.5lb

38.3"
42.5"
22.5"
24.6"
35.4"
2.8"
3.1"
8.7"
200mm
200mm

49"
43.6" x 27.6" x 9.3" / 25.2lb

43.5"
48.7"
25.4"
27.6"
40.4"
2.8"
3.1"
9.3"
300mm
300mm

55"
48.9" x 30.5" x 8.5" / 36.6lb

48.9"
54.9"
28.3"
30.5"
41.0"
1.6"
2.5"
8.5"
300mm
300mm
LG

Jack Panels (Rear/Side)

RGB IN (PC)
HDMI IN 1
HDMI IN (ARC) 2
EXTERNAL SPEAKER OUT
LAN
OPTICAL DIGITAL AUDIO OUT
COMPONENT IN / AV IN
VIDEO / Y   PB   PR   AUDIO AUDIO R
AUDIO IN (RGB)
Rear Jack
RS-232C (CONTROL & SERVICE)
SERVICE ONLY
ANTENNA / CABLE IN

HDMI IN 3   USB IN 1   2
Side Jack

*A dongle connector (for RS232) is not included. Please reach and ask LG sales team this before order.

Specifications

		43	49	55
DISPLAY	Diagonal Size	42.5"	48.7"	54.8"
	Type	Direct LED		Edge LED
	Resolution	1,920 x 1,080 (FHD)		
	Dynamic Contrast Ratio	1,000,000:1		
	Static (Panel) Contrast Ratio	1,100:1		
	Brightness	400cd/m^2		
	Viewing Angle Degree	178° / 178°		
	Response Time	9		
BROADCASTING SYSTEM	Analog	NTSC		
	Digital	ATSC / VSB / Clear QAM		
VIDEO	Picture Engine	XD Engine		
	Real Cinema 24p (3:3 Pull down)	•		
	Aspect Ratio	• 6 modes (16:9, Just scan, Set by program, 4:3, Zoom, Cinema zoom1)		
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch		
	Sound Mode	• 6 modes (Standard, News, Music, Cinema, Sport, Game)		
	Clear Voice	•		
SMART FEATURES	Smart UX	webOS 3.5, Commercial Smart Home, Web Browser, Pre-loaded YouTube Apps, Magic Remote (Optional)		
	Connectivity	SoftAP, WiFi, ScreenShare (Miracast), DIAL, Bluetooth Sound Sync		
HOSPITALITY FEATURES		Hotel Mode, Lock Mode, Welcome Screen / Video, Insert Image, External Speaker Out, Time Scheduler / First Use, Content Manager, Group Manager, Crestron Connected® Certification, RTC (Real Time Clock), NTP sync timer		
GENERAL FEATURES	Installation	USB Cloning		
	Management	WOL (Wake on LAN), SNMP (Simple Network Management Protocol), Self Diagnosis via USB, Multi IR Code, HDMI-CEC		
	Setting Option	Auto Off/Sleep Timer, Smart Energy Saving, Motion Eye care		
	USB	Moving Picture Playback (.asf, .wmv, .avi, .mp4, .m4v, .mov, .3gp, .3g2, .mkv, .mpg, .mpeg, .dat, etc.), Picture (jpeg, jpg, jpe, BMP, PNG), Audio Codec (.mp3, .wav, .OGG, .WMA, .flac)		
LG SOFTWARE COMPATIBILITY		LG Simple Editor		
INTERFACE	Side	HDMI In, USB (2)		
	Rear	RF, AV In, Component In (RCA5), Optical Digital Audio Out, HDMI Input (2), RGB In, PC Audio Input (Sharing with Component Audio), RS-232C, RJ45 (Ethernet), External Speaker, Debug (Service)		
DIMENSION	Vesa	200 x 200 (mm)	300 x 300 (mm)	
	W x H x D / weight (with stand)	38.3" x 24.6" x 8.7" / 20.5lb	43.6" x 27.6" x 9.3" / 25.2lb	48.9" x 30.5" x 8.5" / 36.6lb
	W x H x D / weight (without stand)	38.3" x 22.5" x 2.8" / 20.3lb	43.6" x 25.4" x 2.8" / 24.9lb	48.9" x 28.3" x 1.6" / 35.9lb
	W x H x D / weight (Packing)	41.7" x 26.0" x 6.0" / 24.9lb	47.0" x 30.3" x 6.2" / 29.8lb	53.5" x 32.9" x 6.0" / 47.0lb
POWER (Unit : Watts)	Voltage, Hz	100-240V, 50/60Hz		
	Typical	38	42	49
	Stand-by	< 0.5		
STANDARD APPROVAL	Safety	UL		
	Environment	FCC		
	ETC	RoHS, UL, NOM, ENERGY STAR® Qualified		

*CMS and remote control are available with SuperSign Lite.

Learn more www.LG.com/us/commercial

You Tube youtube.com/c/LGECommercialDisplay

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