**Accessories**

<table>
<thead>
<tr>
<th>Media Players</th>
<th>AD Box</th>
<th>HDBaseT Box</th>
<th>OPS Tool Kit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP700 • Intel® Core i7-3610QE 2.3 GHz (Quad Core) • Intel® Core i5-3610ME 2.7 GHz (Dual Core) • Mobile Intel® QM77 • Windows Embedded Standard 7 Professional (64bit) • Full HD x 4 or Ultra HD x 1 (by DP) • Maximum Resolution 3,840 x 2,160 @ 30 Hz (by DP)</td>
<td>TSP500 • 1,920 x 1,080 (FHD) • Video Input : HDMI, DVI-D, RGB • Audio Input : RGB / DVI-D (3.5Ø) • External Control : RS232C, RJ45 • SuperSign Lite</td>
<td>EB-B100 Compatible Product : LS77A / LS73B / SM5B / SM3B • Valens v1.0 • Resolution : 640 x 480 to 1,920 x 1,080 (FHD) for PC Mode • Input/Output : HDBaseT / Ethernet (10/100BaseT) • Format : OPS (Open Pluggable Specification) • Digital Audio Extraction : HDMI • Transmission Distance : up to 100m</td>
<td>KT-OPSA Compatible Product : LS77A / LS73B / SM5B / SM3B • Connector with OPS Player : 80 Pin (Top : 40 Pin, Bottom : 40 Pin) • Connector with Signage Monitor : 41 Pin • UART / OPS Control Signals</td>
</tr>
<tr>
<td>MP500 • Intel Core i5-520M Processor 2.40 GHz (Dual Core) • Windows Embedded Standard 7 Professional (32bit) • Full HD x 2 • Maximum Resolution 2,560 x 1,600 @ 60 Hz (DP) Maximum Resolution 1,920 x 1,200 @ 60 Hz (HDMI)</td>
<td>TSP300 • 1,920 x 1,080 (FHD) • Video Input : HDMI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP500-F • Intel Celeron Processor N2930 1.83 GHz / 2.16 GHz (Burst) (Quad Core) • Bay-Trail M Based • Windows Embedded Standard 7 Professional (32bit)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Software**

- **SuperSign® Lite**
  - Web-based Contents Authoring and Operation Solution Player
  - Offered as a Bundle with LG's External Player and SuperSign Embedded Player
  - Connections Up to 50 Clients
  - Solution Suitable for SMB
  - Supports Dual Content Editor in Both PC App and Web

- **SuperSign® W**
  - Web-based Contents Authoring and Operation Solution Player
  - Licensed Version
  - Connections Up to 1,000 Clients
  - Solution Suitable for Enterprise
  - Multi-User Account Management
  - Supports Dual Content Editor in Both PC App and Web

- **SuperSign® C**
  - Monitor Control & Auto Calibration S/W
  - Remote Monitor Control Solution
  - Enhanced Auto Calibration - More Accurate Color Adjustment in 2~3 Minutes
Digital signage is used for advertising or as an information display board with attractive commercial contents highlighted with pictures, animation, and even interactive experiences in fashion shops, markets, auto showrooms and other retail environments. LG provides the best signage solution for SMB or shopping mall owners who promote corporate commercials, product advertisements and information in the retail industry. Digital signage solutions for retail use require the following key elements.

LG’s reliable and innovative solutions satisfy every requirement to maximize your business.

Application Scenes

**Advertisement / Art Gallery**

- **Ultra HD**
  - High-quality Ultra HD display is a real attention grabber in high-foot-traffic areas.
  - 98LS95A
  - 84WS70MS/BS
  - UH5B

- **Video Wall**
  - Display is effective for shop walls or large spaces that require expandability.
  - Ultra Narrowest Bezel VH7B
  - Super Narrow Bezel LV77A
  - LV75A
  - LV35A
  - High Brightness WW50MS
  - Immersive Viewing WW50BR

**Promotion Board**

- **Standard Signage**
  - 6P
  - Display widely used in commercial spaces.
  - Standard Premium SH7D/B
  - LS75A
  - Standard Performance SM5B/SM5K/B
  - SL5B
  - LS73A

- **Interactive**
  - 8P
  - Display guides customers in obtaining information directly and performing interactive communication.
  - UHD Multi-Touch WT77D
  - 84TR3B
  - Overlay Touch KT-7 Series

**Information Board**

- **Special Promotion**
  - 9P
  - Display has outstanding versatility and is available in multiple sizes and forms.
  - Mirror MS75A

**Kiosk**

- **Cooler**
  - Transparent TS50
  - LW55A

- **Advertisement**
  - Stretched WR30
  - 22SM3B
  - 10SM3TB

**Artwall**

- **Video Wall**
  - 5P

- **Ultra HD**
  - 4P
Outstanding scalability and visual impact in a large space

Video Wall

This is effective on store walls or large spaces as artwall. The narrow bezel maximizes display scalability and heightens image brightness and clarity, even in intensely lit areas. The immersive images deliver a powerful visual impact in the store.

<table>
<thead>
<tr>
<th>Ultra Narrowest Bezel</th>
<th>Super Narrow Bezel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VH7B</strong></td>
<td><strong>LV77A</strong></td>
</tr>
<tr>
<td>55&quot;</td>
<td>55&quot;</td>
</tr>
<tr>
<td>Ultra HD : 3,840 x 2,160</td>
<td>Ultra HD : 3,840 x 2,160</td>
</tr>
<tr>
<td>HEVC Decorder</td>
<td>HEVC Decorder</td>
</tr>
<tr>
<td>Content Up-scaling (FHD to UHD)</td>
<td>Content Up-scaling (FHD to UHD)</td>
</tr>
<tr>
<td>Brightness : 500 cd/m²</td>
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</tr>
<tr>
<td>24/7 Operation</td>
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</tr>
<tr>
<td>Landscape &amp; Portrait Mode</td>
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</tr>
<tr>
<td>Remote Control (R5323C, R45)</td>
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</tr>
<tr>
<td>Anti-Glare</td>
<td>Anti-Glare</td>
</tr>
<tr>
<td>DP1.2 Daisy-Chain</td>
<td>DP1.2 Daisy-Chain</td>
</tr>
</tbody>
</table>

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<tr>
<th><strong>LV75A</strong></th>
<th><strong>LV35A</strong></th>
<th><strong>WV50MS</strong></th>
<th><strong>WV50BR</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>55&quot;</td>
<td>55&quot;</td>
<td>47&quot;</td>
<td>47&quot;</td>
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<tr>
<td>Brightness : 500 cd/m²</td>
<td>Brightness : 500 cd/m²</td>
<td>Brightness : 800 cd/m²</td>
<td>Brightness : 800 cd/m²</td>
</tr>
<tr>
<td>Bezel to Bezel : .5mm</td>
<td>Bezel to Bezel : .5mm</td>
<td>Bezel to Bezel : .4mm</td>
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</tr>
<tr>
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</tbody>
</table>
Signage solutions fitting into versatile business environments

**Standard Signage**

This most widely used display is available in premium, performance and essential models that enhance every store environment, deliver the intended information, and highlight the current promotion.

---

**Standard Premium**

- **SH7DB**
  - 55", 49", 42"
  - Brightness: 700cd/m²
  - 24/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - 7.4mm Even Bezel
  - Wi-Fi Dongle, SNMP; Self-Diagnosis
  - OPS Compliant

- **LS75A**
  - 55", 49", 42"
  - Brightness: 700cd/m²
  - 24/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - 7.4mm Even Bezel
  - Detachable Logo, Wi-Fi Dongle, SNMP; Self-Diagnosis
  - DP1.2 Daisy-Chain, OPS Compliant

**Standard Performance**

- **SM5B/SM5KB**
  - 65", 55", 49", 43", 32"
  - Quad Core Built-in
  - Brightness: 450cd/m² (32")
  - 24/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - Detachable Logo, Black Bezel
  - Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
  - Self-Diagnosis, SNMP
  - Wi-Fi Dongle Ready, SNMP
  - 22" SM3B is different from this series.

- **SL5B**
  - 55", 49", 43"
  - Brightness: 450cd/m²
  - 18/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - Detachable Logo, Black Bezel
  - Wi-Fi Dongle Ready, SNMP

- **LS73B**
  - 55", 49", 43"
  - Brightness: 500cd/m²
  - 24/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - 7.4mm Even Bezel
  - Detachable Logo, Wi-Fi Dongle, SNMP; Self-Diagnosis
  - DP1.2 Daisy-Chain, OPS Compliant

**Standard Essential**

- **SM3B**
  - 55", 49", 43"
  - Quad Core SoC Built-in
  - Brightness: 350cd/m²
  - 18/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - Detachable Logo, Black Bezel
  - Built-in Wi-Fi, BEACON Ready, Soft AP, Mirroring
  - Self-Diagnosis, SNMP

- **SE3B/SE3KB**
  - 65", 55", 49", 43", 32"
  - Brightness: 400cd/m² (65"), 350cd/m² (55", 49", 43", 32")
  - 18/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - Detachable Logo, Cable Management
  - Power Management Mode, Enhanced ISM Method
  - Local Time Auto Setting, USB Content Scheduling
  - Embedded Media Player
  - Built-in Speaker Model

- **LS33A**
  - 65", 55", 47", 42", 32"
  - Brightness: 350cd/m² (65"), 330cd/m² (55"), 300cd/m² (47", 42", 32")
  - 16/7 Operation
  - Landscape & Portrait Mode
  - Remote Control (RS232C, RJ45)
  - Embedded Media Player
### Interactivity fulfills customer needs

**Interactive**

Multi-touch screen allows two-way communication so that customers quickly and easily obtain the desired information.

#### UHD Multi-Touch

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
</tr>
</thead>
</table>
| 84WT70 | - 84"  
- Built-in Multi-Touch  
- Ultra HD: 3,840 x 2,160  
- Anti-glare  
- 10 Point Multi-Touch  
- Ghost-Free Touch (IR Spread)  
- Media Player Ready (MP500) |
| 84TR3B | - 84"  
- Built-in Multi-Touch  
- Ultra HD: 3,840 x 2,160  
- 4K Upscaler  
- Anti-glare  
- 10 Point Multi-Touch  
- Ghost-Free Touch (IR Spread)  
- Media Player Ready (MP500) |

#### Overlay Touch

- **KT-T Series**
  - 65"  
  - 55"  
  - 49"  
  - 43"  
  - 32"

- **Mirror**
  - MS75A
  - 49"  
  - Built-in Mirror  
  - Brightness: 300cd/m²  
  - 24/7 Operation  
  - webOS Signage Platform  
  - OPS Compatibility  
  - Supports Wi-Fi Ready (Dongle)

- **Transparent**
  - LW55A
  - 32"
  - Full HD: 1,920 x 1,080  
  - 24/7 Operation  
  - Landscape & Portrait Mode  
  - Superior Color Gamut / True Color

### Attention grabbing digital reality

**Special Promotion**

Mirror, transparent, and stretched forms ensure special promotional effects and maximize information acquisition for an enhanced customer experience.

#### Mirror

- MS75A
  - 49"
  - Built-in Mirror  
  - Brightness: 300cd/m²  
  - 24/7 Operation  
  - Landscape & Portrait Mode  
  - Superior Color Gamut / True Color

#### Transparent

- LW55A
  - 32"
  - Full HD: 1,920 x 1,080  
  - 24/7 Operation  
  - Landscape & Portrait Mode  
  - Superior Color Gamut / True Color

#### Stretched

- WR30
  - 32"
  - Quad Core Built-in  
  - Brightness: 250cd/m²  
  - 16/7 Operation  
  - Landscape & Portrait Mode  
  - Built-in Wi-Fi, BEACON Ready, Soft AP Mirroring  
  - Self-Diagnosis, SNMP

#### Small Signage

- TS50
  - 47"  
  - Built-in Mirror  
  - Brightness: 300cd/m²  
  - 24/7 Operation  
  - Landscape & Portrait Mode  
  - Superior Color Gamut / True Color

- WR30
  - 29"
  - WHHD: 2,560 x 1,080  
  - 219 Cinema Screen  
  - Easy Content Creation

- 10SM3TB
  - 10"
  - Dual Core, Built-in Touch  
  - Brightness: 400cd/m²  
  - 16/7 Operation  
  - Landscape & Portrait Mode  
  - Power over Ethernet  
  - Built-in Wi-Fi, BEACON Ready, Soft AP Mirroring  
  - 5.9GB Internal Memory, SD Card Slot
In QSRs, small cafés, and restaurants, digital signage is mainly used as a menu board. Recent advancements make it possible to not only display the menu image and information, but also highlight short-term promotional events. These digital boards have an impact on the store interior design and mood and deliver entertaining content to customers, but store managers must make quick changes to effectively manage promotional contents. To make all this possible, the following conditions for digital signage must be considered.

**Easy Content Management**
- **Remote Management**
- **Reliable Operation (24/7)**

### Application Scenes

#### Menu Board
- **Standard Signage 12P**
  - Display installed at counters or inside stores to provide menu information.
  - **Standard Premium** SH7DB, LS75A
  - **Standard Performance** SM5B/SM5KB, LS73B, SL58

#### Promotion Board
- **High Brightness 14P**
  - Display installed on store’s exterior highlights special promotions and offers.

**Drive-Thru**
- **Open Frame** XF2B, WX70, WX50

**Promotion Board**
- **Window Facing** XS2B, WX30

**Hamburgers**
- Mega $6.50
- Super $5.50
- Regular $4.50
- Cookies Dipped in... $4.50

**Hotdogs**
- Mega $4.95
- Super $3.95
- Regular $2.50

**Drinks**
- Soda $1.50
- Juice $1.90
- Milkshake $1.40
- Water $1.00

**High Brightness**
- Standard Signage
- High Brightness
Signage solutions fitting into versatile business environments

**Standard Signage**

Menu information inside the store reduces in-line waiting time so customers enjoy greater convenience and the store's staff gains managerial efficiency.

### Standard Premium

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Size</th>
<th>Brightness</th>
<th>24/7 Operation</th>
<th>Landscape &amp; Portrait Mode</th>
<th>Remote Control</th>
<th>Bezel Width</th>
<th>Wi-Fi Dongle, SNMP, Self-Diagnosis</th>
<th>OPS Compliant</th>
</tr>
</thead>
<tbody>
<tr>
<td>SH7DB</td>
<td>55&quot;, 49&quot;, 42&quot;</td>
<td>700 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>LS75A</td>
<td>55&quot;, 49&quot;, 42&quot;</td>
<td>700 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>LS77B</td>
<td>55&quot;, 49&quot;, 42&quot;</td>
<td>700 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Standard Performance

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Size</th>
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<th>24/7 Operation</th>
<th>Landscape &amp; Portrait Mode</th>
<th>Remote Control</th>
<th>Bezel Width</th>
<th>Wi-Fi Dongle, SNMP, Self-Diagnosis</th>
<th>OPS Compliant</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM5B</td>
<td>65&quot;, 55&quot;, 49&quot;, 43&quot;, 32&quot;</td>
<td>450 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>SL5B</td>
<td>55&quot;, 49&quot;, 43&quot;</td>
<td>450 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>LS73B</td>
<td>55&quot;, 49&quot;, 43&quot;</td>
<td>350 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Standard Essential

<table>
<thead>
<tr>
<th>Model</th>
<th>Display Size</th>
<th>Brightness</th>
<th>24/7 Operation</th>
<th>Landscape &amp; Portrait Mode</th>
<th>Remote Control</th>
<th>Bezel Width</th>
<th>Wi-Fi Dongle, SNMP, Self-Diagnosis</th>
<th>OPS Compliant</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM5B</td>
<td>65&quot;, 55&quot;, 49&quot;, 43&quot;, 32&quot;</td>
<td>400 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>SL5B</td>
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<td>400 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>LS33A</td>
<td>65&quot;, 55&quot;, 49&quot;, 43&quot;, 32&quot;</td>
<td>350 cd/m²</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

* 22" SM5B is different from this series.
Achievement of clear visibility and operational reliability

**High Brightness**

Perfect for outdoor advertising or as a menu board at the Drive Thru. Customers have clear access to menu information so orders are placed quickly.

### Open Frame

#### XF2B
- **55”, 49”**
- **Brightness**: 2,750cd/m\(^2\) (Max), 2,250cd/m\(^2\) (Min), 2,500cd/m\(^2\) (Typ)
- **Shine-Out**
- **Low Power Consumption by M+ Panel**
- **Provide Full Brightness for 30,000 Hours**
- **Slim Depth**: 106mm (55”), 105mm (49”)
- **Operating Temperature**: 0°C ~ 50°C
- **High Resistance to Blackening Defect (Tni : 110°C)**
- **Light Sensor** (Auto Brightness Control)
- **Built-in Fans for Optimal Ventilation**
- **Dual Temperature Sensor (Auto Fan Speed Control)**
- **Landscape & Portrait Mode**

#### WX70
- **72”**
- **Brightness**: 2,000cd/m\(^2\) (Max), 1,600cd/m\(^2\) (Min)
- **Provide Full Brightness for 30,000 Hours**
- **Slim Depth**: 135.5mm / 5.4in
- **Operating Temperature**: 0°C ~ 50°C
- **High Resistance to Blackening Defect (Tni : 110°C)**
- **Light Sensor** (Auto Brightness Control)
- **Built-in Fans for Optimal Ventilation**
- **Dual Temperature Sensor (Auto Fan Speed Control)**
- **Landscape & Portrait Mode**

#### WX50
- **47”**
- **Brightness**: 2,000cd/m\(^2\) (Max), 1,600cd/m\(^2\) (Min)
- **Shine-Out**
- **Easy to Customize** (Open Frame)
- **High Resistance to Blackening Defect**
- **Built-in Fans for Optimal Ventilation**
- **Dual Temperature Sensor (Auto Fan Speed Control)**
- **Landscape & Portrait Mode**

### Window Facing

#### XS2B
- **55”, 49”**
- **Brightness**: 2,750cd/m\(^2\) (Max), 2,250cd/m\(^2\) (Min), 2,500cd/m\(^2\) (Typ)
- **Shine-Out**
- **Low Power Consumption by M+ Panel**
- **Provide Full Brightness for 30,000 Hours**
- **Slim Depth**: 89mm (55”), 53.5mm (49”)
- **Fan-less Noise Reduction**
- **Operating Temperature**: 0°C ~ 45°C
- **Landscape & Portrait Mode**
- **Self-Diagnosis, SNMP**

#### WX30
- **55”, 47”, 42”**
- **Full HD**
- **Brightness**: 700cd/m\(^2\)
- **Shine-out**
- **High Resistance to Blackening Defect**
- **Landscape & Portrait Mode**