

**FOR IMMEDIATE RELEASE**

**LG UNVEILS EXPANDED 2017 DIGITAL SIGNAGE PORTFOLIO,  
INTRODUCES NEW LG OLED, LED DIGITAL SIGNAGE**

*Innovative New Commercial LG OLED Displays, LED Displays and  
Indoor/Outdoor Solutions Headline LG's Broad Product Line*

**LAS VEGAS, March 30, 2017** – Solidifying its leadership role in the digital signage industry, LG Electronics USA Business Solutions is showcasing the industry's broadest commercial display portfolio at the 2017 Digital Signage Expo (DSE). Expanding its award-winning commercial LG OLED family and LED Digital Signage lineup, LG boasts an expansive digital signage portfolio, which also features the unique 86-inch LG "Ultra Stretch" display, 4K Ultra HD monitors, outdoor signage systems and advanced video wall displays.

Attendees of LG's booth (Las Vegas Convention Center, South Hall #100) at DSE 2017 will discover how LG delivers solutions that elevate the end-user experience by seamlessly integrating high-resolution displays in retail, restaurants, hotels, airports, schools, churches, arenas and more.

"LG is dedicated to providing solutions that help our customers improve their businesses and bottom lines," said Dan Smith, sales vice president, LG Electronics USA Business Solutions. "As display technology continues to evolve, LG is leading the industry with unique cutting-edge solutions – like the LG OLED Wallpaper display – that elevate businesses, streamline content and provide more benefits to customers than ever before."

**Innovative Commercial LG OLED Solutions**

LG Electronics expanded the award-winning commercial OLED lineup with a number of new, innovative displays for high-end installations including the LG OLED Wallpaper, LG OLED Video Wall, "In-Glass Wallpaper" LG OLED display and Open Frame LG OLED display. (See separate news release.) The proprietary LG OLED technology delivers awe-

inspiring picture with perfect blacks and incredible color, even from wide viewing angles, unlike any LCD/LED display can deliver.

The new LG OLED displays join the highly acclaimed Dual-View Curved Tiling and Dual-View Flat LG OLED displays, available now.

### **LED Digital Signage**

Exhibiting its strong commitment to the giant-screen video market, LG announced a host of new Indoor LED display solutions, including 1.0, 1.5 and 2.0mm pixel pitch displays. The new displays developed by LG Electronics boast outstanding color contrast, saturation and brightness levels. The addition of these display solutions bolsters LG's LED display portfolio, which now includes both indoor and outdoor options for a variety of installations, including retail spaces, sports stadiums, transportation hubs and hospitality applications. The 1.0 and 1.5mm pixel pitch displays are available now, and the 2.0mm pixel pitch display will be available later this year.

### **Durable Outdoor Solutions**

For customers looking for a high-performance LED-backlit LCD flat-panel display that can withstand nature's elements, LG launched the 75-inch class XE3C Outdoor Display, which joins the company's popular 55-inch class model. The XE3C series features technologies that make it a well-suited solution for delivering messages in outdoor spaces. LG's unique display technology provides a temperature tolerance that helps alleviate a common problem of screens overheating, affecting picture quality. The XE3C series also features enhanced thermal management with an environmentally sealed structure for waterproofing and protecting the display from dust and fumes. The display can also prevent overheating without the use of an air filter and boasts a protective 7.5mm glass panel so the display outlasts accidental impacts in any outdoor environment.

### **Ultra-Bright Window-Facing Solutions**

LG's portfolio also includes a high-bright Outdoor Window-Facing Display, the XS series, which is perfectly suited for installation inside the windows of retail shops in streets. The

XS series features (IPS) panel technology to ensure accurate color saturation and contrast at wide-viewing angles, even under high heat and brightness.

The XS series also features enhanced brightness – up to 2,500 cd/m<sup>2</sup>, an ultra-thin depth of 84mm and support for LG's WebOS platform making the XS series the ultimate screen for outdoor visibility. The display is the perfect choice for any in-window display due to its quiet operation - the display does not have a cooling fan, allowing it to operate under 25dB, which is quieter than a library.

### **Advanced Video Wall Displays**

LG announced a new 49-inch video wall display, model 49VM5C, which complements the acclaimed 55-inch 55VH7B display in redefining the video wall category. The new display boasts a narrow bezel width of 0.9mm, allowing the displays to be connected seamlessly with each other to create a powerful and impactful image for an immersive experience that's certain to capture any viewer's attention.

The LG 49VM5C and 55VH7B video wall displays are selected for even the most demanding installations for their IPS panel technology, which ensures accurate color saturation, even from wide viewing angles, resulting in unparalleled picture quality. Featuring a high-performance SOC, which works with LG's WebOS for Signage, each model is designed to be lightweight, which, combined with a slim depth, allows for easier product installation and maintenance.

### **4K Ultra HD Signage Displays**

Exemplifying leadership in 4K Ultra HD display technology, LG offers the broadest 4K UHD portfolio in the market, featuring two families of products with models ranging from 49- to 98-inches. LG announced the new 98-inch 98LS95D display, which delivers an immersive 4K viewing experience with four times the resolution as comparable full HD displays. This display solution not only has the capability to display 4K native content and upscale content, but it can also divide the screen's content layout up to four different images

on one screen – a feature customers are familiar with from LG’s 75- and 86-inch models. Additionally, LG’s 4K Ultra HD displays also support LG’s WebOS.

Featuring unique solutions, LG 4K UHD portfolio boasts a sleek 86-inch Ultra Stretch Signage display (86BH5C), perfectly suited for a wide array of installations. This digital signage display measures just over seven feet long and features an amazing 58:9 bar-type display and LG’s Picture-by-Picture (PBP) technology, which allows the user to divide the long, rectangular signage into four seamless screens in landscape or portrait installations.

LG’s 4K UHD portfolio offers a wide array of high-end display solutions perfect for any installation, including offices, hotels, airports, museums, retail spaces and more.

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**About LG Electronics USA Business Solutions**

LG Electronics USA Business Solutions serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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