

## IN A NEW **LIGHT**

Due to the lowering price point and increased product availability, direct view LED is becoming the preferred choice for corporate lobbies, conference centers, auditoriums, sports arenas, houses of worship, and airports. Characterized by their ability to provide bright, sharp images, these impressive displays can captivate viewers with breath-taking realism, indoors or out.

Leave it to LG to create a direct view LED display so easy to select and purchase that it could work for virtually any business.

Available in various sizes and performance levels, LG's direct view LED ultimate business display takes the guesswork out of configuring a display that's right for your business. From 2K to 8K resolutions with screen sizes from 81" to a show-stopping 325" (measured diagonally), this display comes with all the components you need to dynamically deliver your content on a jaw-droppingly vibrant, magnificent screen.

## THE LG DIFFERENCE

#### Impressive direct view LED displays are only the beginning of this story.

When creating this display, LG took everything into consideration. This fully-kitted display includes all of the components and an LG intelligent controller to make system operations a breeze. All of the components ship in custom-designed, wheeled ATA flight cases so that everything arrives securely with no need for fork trucks or pallet jacks to bring the display inside.\*

## A sophisticated controller and LG's webOS™ operating system deliver advanced multi-view options and simplified system integration.

LG's webOS™ features a Quad-Core SoC design that can execute several tasks to provide smooth content playback from connected base-band high-resolution video sources, the built-in media player, or video streaming decoder. The included LG controllers have 3.6GB of storage for applications and content. For added convenience, a remote control with an intuitive user interface puts system and image control in the palm of your hand.

#### This display includes an advanced controller that gives users added features and system control.

- Onscreen user-interface to simplify system control
- Remote control (adjust brightness, picture mode, active input, CMS configurations, Multi-view settings, etc.)
- Automatic brightness adjustment based on ambient lighting (light sensor included)
- Onboard CMS (storage, scheduling, playback)
- Built-in AV-over-IP decoder can simultaneously display up to four 4K RTSP video streams
- Screen sharing (Miracast and WiDi Wireless Display)

#### SuperSign<sup>™</sup> compatible.

A comprehensive content management software solution simplifies content creation and distribution, saves service time, and enables efficient operations across locations.

#### Compatibility with popular AV control systems.

Corporate meeting areas will appreciate how this display can seamlessly integrate with most professional AV control systems and are certified Crestron Connected.

This display is backed by LG warranty coverage, on-site training and LG TotalCare Support.

LG provides 3 year limited warranty coverage (optional ExtendedCare warranty support up to 5 years available), on-site training by LG authorized professionals, TotalCare health checks twice per year for 3 years and Connected Care system surveillance software (with optional professional remote monitoring service available).

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Learn more on pages 30-31.

\* Mounting hardware sold separately.



## **RIGHT FOR YOU**

LG has simplified the selection process so you can simply select by ENVIRONMENT (indoor or outdoor), RESOLUTION, and DISPLAY SIZE.

**ENVIRONMENT**. The LG direct view LED ultimate business display comes in both indoor and outdoor options to make sure there is a solution that fits for your business needs.

RESOLUTION. This display is available in 2K Full HD, 4K UHD and 8K UHD resolution options. If your needs call for a 32:9 display, LG offers nine different 32:9 Ultra Stretch options that deliver the same performance as their 16:9 counterparts.

DISPLAY SIZE. While the 8K UHD resolution features a jaw-dropping 325" display, the 2K and 4K options are offered in a variety of screen sizes that were chosen to cover most installations.

#### LG's MAGNIT DVLED panels deliver content in stunning detail and depth.

Featuring a pixel-pitch of just 0.93mm, Deep Black technology, Alpha 7 Intelligent Processor, LG's HDR10 Pro2, and an impressive 150,000:1 (@10 lux) contrast ratio, LG's MAGNIT display delivers content in breathtaking realism. Extremely wide viewing angles deliver off-axis viewing that isn't compromised. MAGNIT's finished coating resists reflection, glare, and fingerprints while protecting the screen from direct impact. Cable-less connectivity between the panels makes installation a breeze, while new technology can lower power consumption.

The LG BLOC DVLED panels combine advanced 3rd Gen technology with cable-less connectivity between panels.

LG's innovative BLOC display with cable-less connectivity between the panels simplifies installation. Featuring an advanced 3rd Generation 4-in-1 LED Surface Mount Design, a fine-pitch of 1.25mm, and Alpha 7 Intelligent Processor, this display can deliver uncompromised brightness and high contrast ratios for amazing lifelike images, even in high ambient light situations. LG's HDR10 Pro adds enhanced dynamic tone mapping provide an amazing color spectrum of over one billion color possibilities. Ruggedized pixel design enhances overall durability.

#### LG's UltraThin DVLED panels blend seamlessly into most environments.

LG's UltraThin display features a slim 37.5mm deep cabinet that blends seamlessly virtually any environment. Pixel-pitch options of 1.5mm, 1.8mm, and 2.5mm are chosen to optimize viewing based on screen size and viewing distance.

#### GS Series panels for Outdoor Displays and Scoreboards

Available in sizes ranging from 230" (19.2 ft.) to 538" (44.8 ft.), LG's fully-kitted outdoor display panels are designed for reliability, fast assembly and easy maintenance. Likewise, LG's indoor and outdoor scoreboards will enable you to engage the home team fans in new and eye-catching ways.

\* Mounting hardware sold separately

## LG SIMPLIFIES CHOOSING

## THE RIGHT DIRECT VIEW LED DISPLAY

From dynamic video presentations, brand messaging and informational content, direct view LED displays can be deployed in many diverse applications. The products in this catalog aim to simplify the selection process by creating pre-configured complete displays to satisfy a broad range of use scenarios for the vast majority of businesses.

## SPEAKING DIRECT VIEW LED

Direct View LED displays differ from their LCD counterparts in many ways.

Understanding these key specifications will help guide you through the selection process of choosing the LG display that's right for your needs.

# WIDTH DIAGONAL

## DIMENSIONS

The width, height, and diagonal length represent a display's total dimensions, which are shown in inches, feet, and millimeters. LG offers direct view LED displays in many sizes to meet the needs of your installation requirements.



DIAGONAL A subset of the display's dimensions, a screen's diagonal size is the length, in inches, from one corner of the display to the opposite diagonal corner.



PANEL ARRAY The final direct view display is comprised of an array of panels. Panel Array defines the number of panels within the array. LG's cable-less panel design simplifies array construction and provides a clean installation.



BRIGHTNESS Measured in "Nits," brightness refers to the display's maximum potential brightness when set to 100% brightness while showing a full-white test pattern. The display can be set to any relative brightness less than this to best suit the space in which it is installed.



RESOLUTION Resolution is defined by two numbers, the total number of columns of pixels (width) and rows of pixels (height). As an example, a 4K UHD display could have a resolution of  $3840 \times 2160$ .



PIXEL PITCH The screen of a direct view LED utilizes coarse pixel spacing. The distance between the individual pixels defines the display's pixel-pitch. Knowing the minimum viewing distance can guide the overall display size and required pixel-pitch. LG offers solutions in many sizes and pixel-pitches to help ensure that each display delivers optimal performance regardless of installation criteria.



ENVIRONMENT Environmental conditions help define which direct view LED display will perform well in outdoor locations and those suited for indoor use only. Criteria include an IP rating suitable for outdoor use (IP65) and a brightness rating that produces a vibrant image, even in direct sunlight (>5,000 Nits).



WEIGHT Understanding the total weight of the display will determine the amount of actual support needed by the wall to support each display properly. LG offers a variety of display options, including those that feature lightweight panels.



POWER A display's total maximum potential wattage draw is known as Power Load. To ensure safe operation, power circuit provisioning should comfortably meet this requirement regardless of brightness levels or content demands.



HEAT As with anything electric, displays give off heat. Heat Load tells us the amount of heat that the display could produce. For unique installations, extra ventilation may be appropriate.



MINIMUM RECOMMENDED VIEWING DISTANCE The minimum distance LG recommends between the viewer and the screen to enjoy moving content based on pixel pitch.

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**NOTE:** All screen images throughout this document are simulated for illustrative purposes only. **IMPORTANT:** Additional hardware may be required for multiple source content.

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## 2K FULLHD SIZES

NOT ALL 2K DISPLAYS ARE CREATED EQUAL

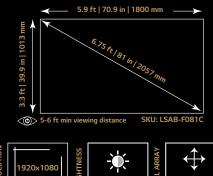
LG's direct view fine-pitch LED delivers 2K with breathtaking realism.

With a total of ten display sizes from which to choose, there is a 2K option that will almost certainly suit your needs. Rest assured, however, that no matter which one you select, your audience will be captivated by the brilliance, high contrast ratio, and broad color spectrum of an LG LED display.

Choose from the LSCB series ultra-thin display panels that blend seamlessly into any environment or advanced LG BLOC display panels that feature 3rd Generation 4-in-1 LED Surface Mount Design. LG's MAGNIT display panels with Deep Black Technology and an impressive 150,000:1 (@10 lux) contrast ratio deliver content in breathtaking realism.

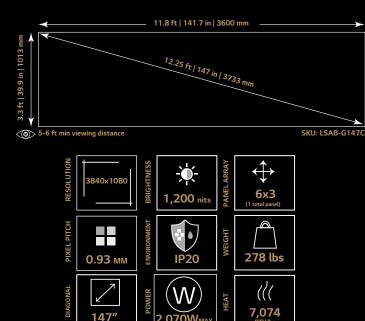
If your needs call for two displays, LG offers Dual2K Ultra Stretch and Dual4K Ultra Stretch configurations that can be mounted as one large display that provides a seamless, double-wide viewing experience or two separate displays that could be mounted separately to provide better coverage to large audiences.

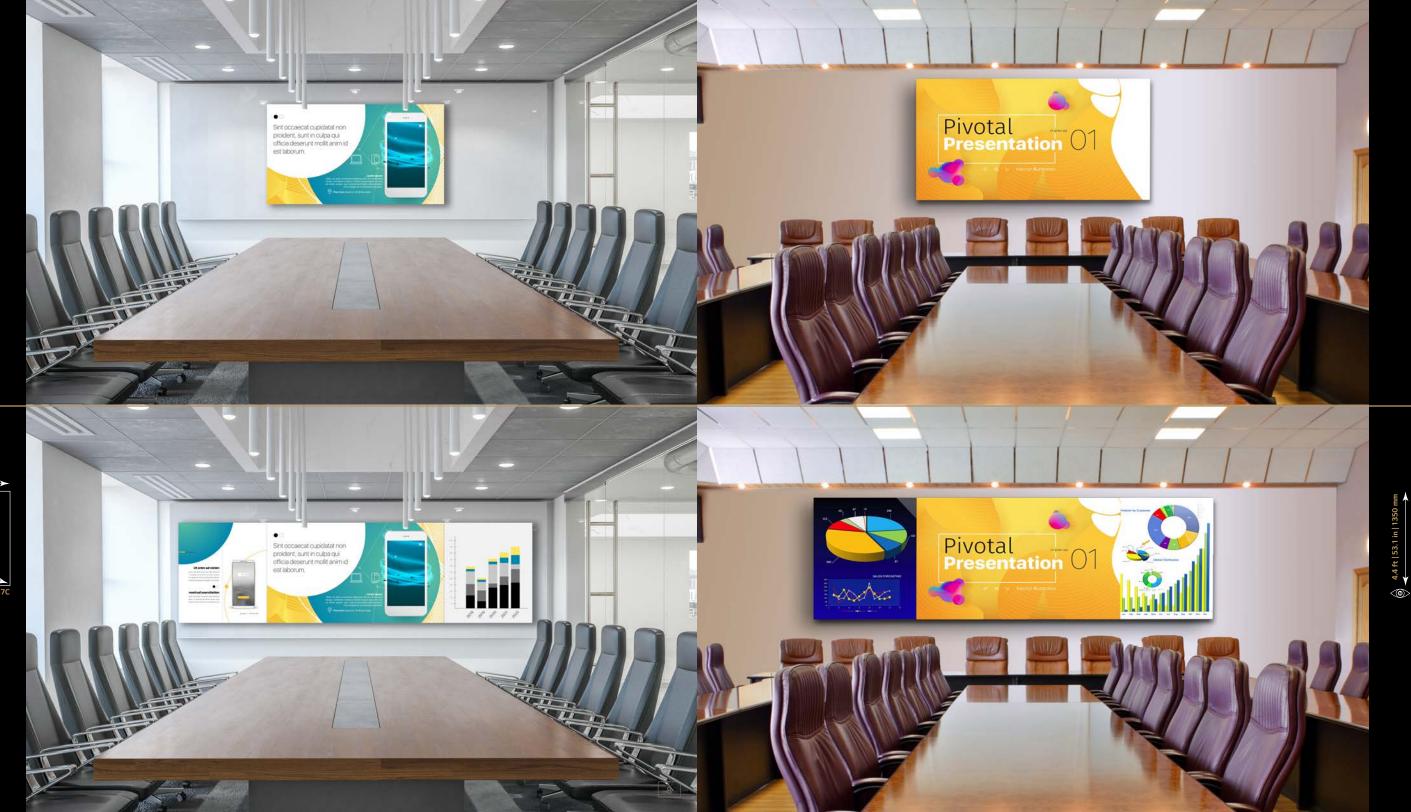
## 2K FULLHD 81"





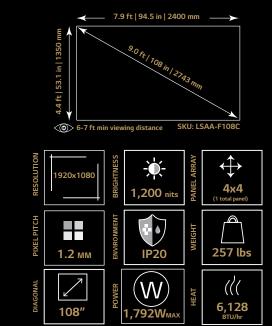
**dual2K** stretch **147"** (2 X 81") (COB 0.9MM)



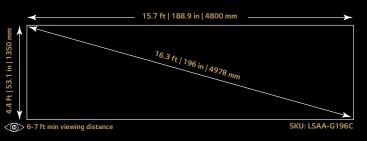


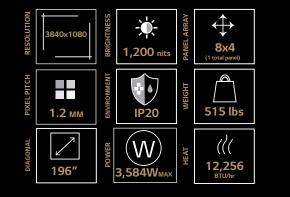
#### **2K FULLHD 108"**

(IMD 1.2MM)



**dual2K** stretch **196"** (2 X 108")

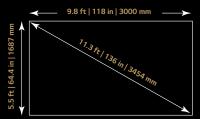


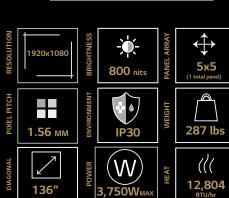


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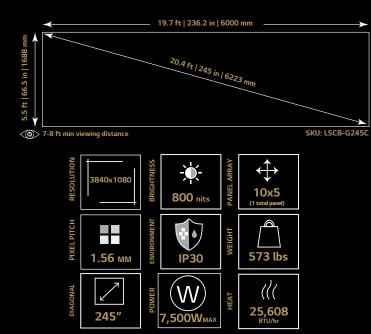
## 2K FULLHD 136"

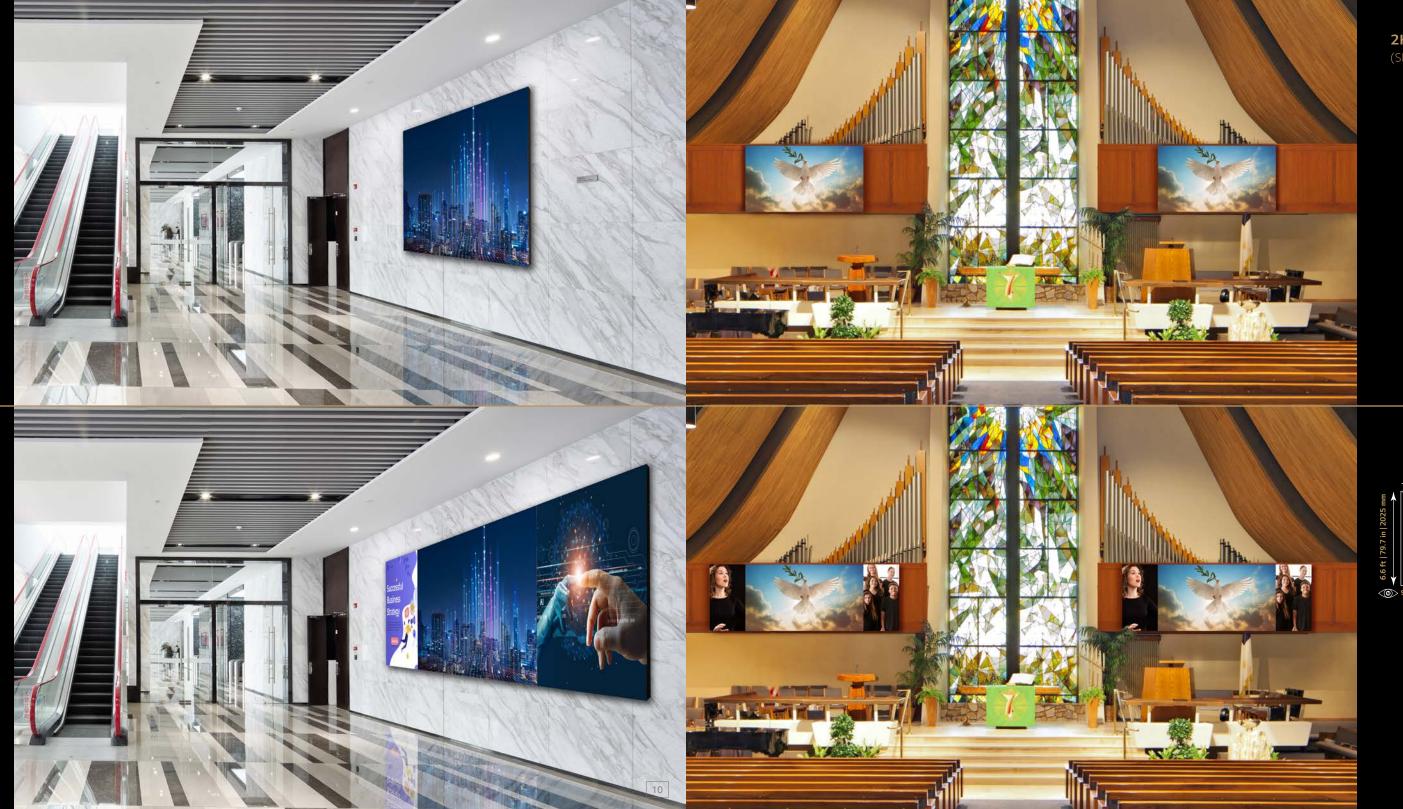
(SMD 1.5MM)





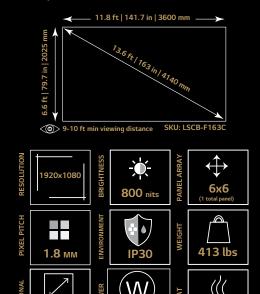
**dual2K** stretch **245"** (2 X 136") (SMD 1.5MM)



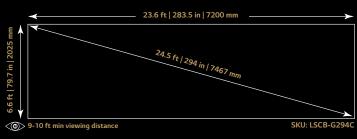


#### 2K FULLHD 163"

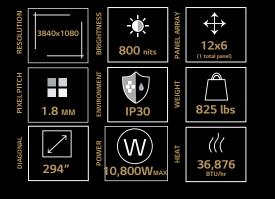
SMD 1.8MM



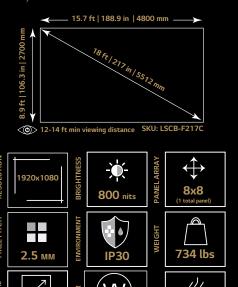
**dual2K** stretch **294"** (2 X 163")



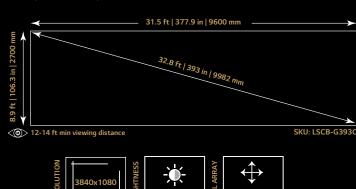
18,438 BTU/hr

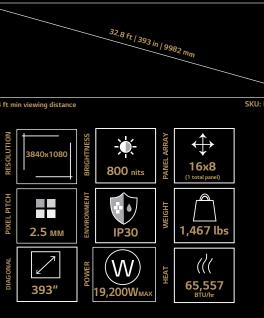


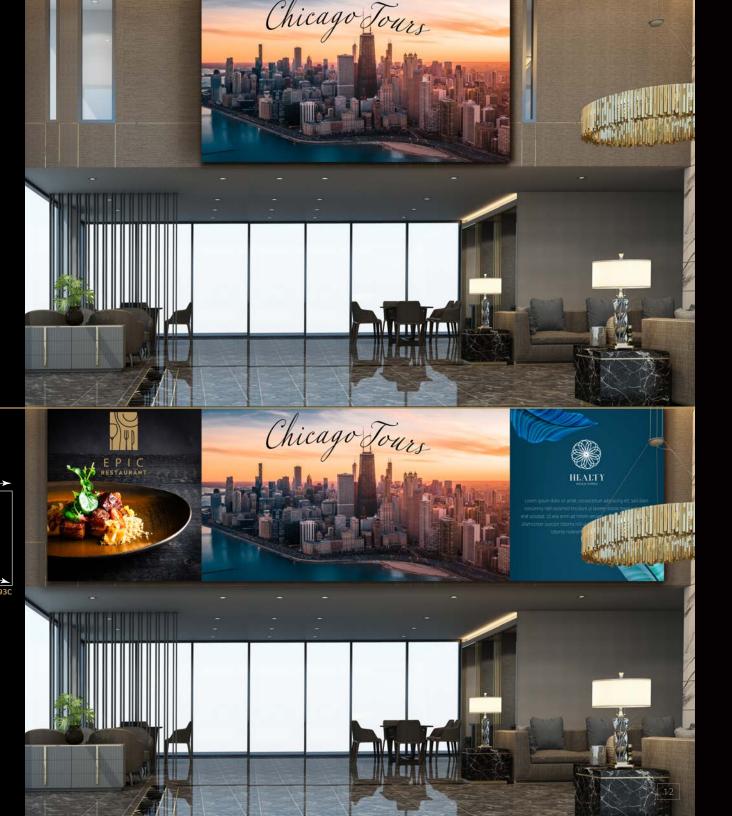
## **2K FULLHD 217"**



**dual2K** stretch **393"** (2 X 217")



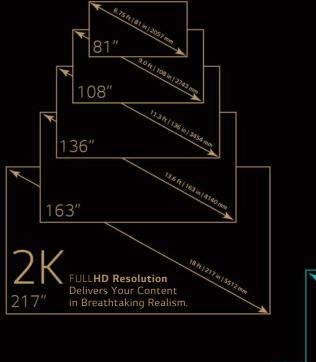


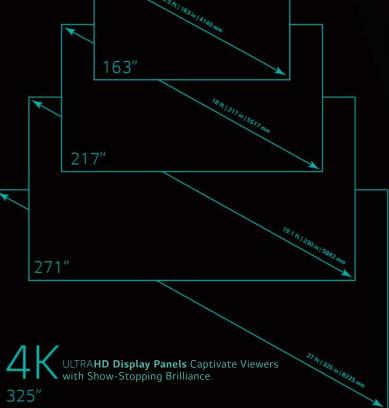


## LG DIRECT VIEW LED

## **ULTIMATE BUSINESS DISPLAY**

Choose The Ideal Resolution and Screen Size to Fit Your Needs







## 4K ULTRAHD SIZES

## 4K DISPLAY SIZES THAT CHALLENGE CONVENTION

LG's 4K direct view fine-pitch direct view LED sizes bring home the WOW factor.

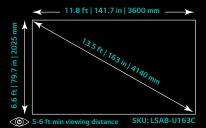
LG has put together a total of eight 4K display sizes. These screens, ranging from 163" to an incredible 325" diagonal, were created for those that simply want more of a good thing.

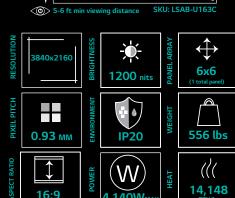
Choose from the LSCB series ultra-thin display panels that blend seamlessly into any environment or advanced LG BLOC display panels that feature 3rd Generation 4-in-1 LED Surface Mount Design. LG's MAGNIT display panels with Deep Black Technology and an impressive 150,000:1 (@10 lux) contrast ratio deliver content in breathtaking realism.

If your needs call for two displays, LG offers Dual2K Ultra Stretch and Dual4K Ultra Stretch configurations that can be mounted as one large display that provides a seamless, double-wide viewing experience or two separate displays that could be mounted separately to provide better coverage to large audiences.

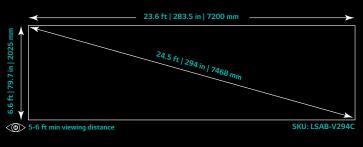
### 4K ULTRAHD 163"

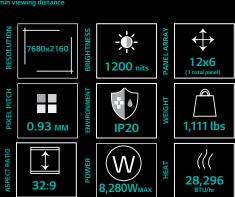
(COB 0.9MM)





**dual4K** stretch **294"** (2 X 163") (COB 0.9MM)

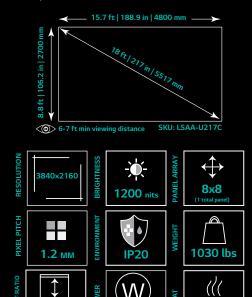




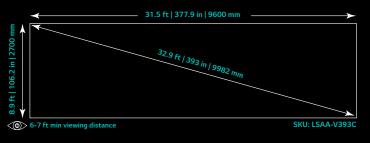


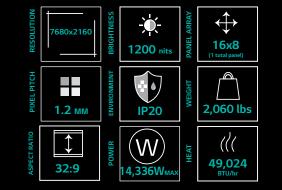
#### 4K ULTRAHD 217"

MD 1.2MM



**dual4K** stretch **393"** (2 X 217")



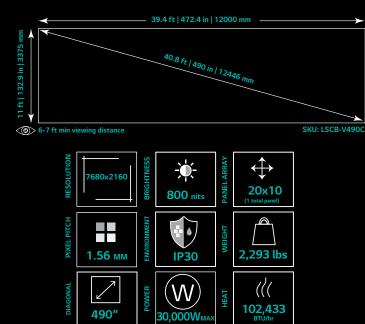


## 4K ULTRAHD 271"





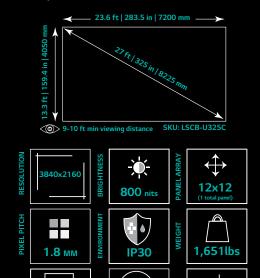
**dual4K** stretch **490"** (2 X 271") (SMD 1.5MM)



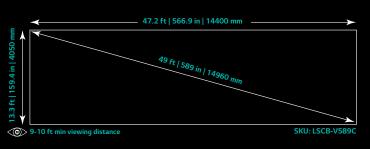


### **4K ULTRAHD 325"**

(SMD 1.8MM)

















## **8K** MAGNIT

## THE UNCOMPROMISED DIRECT TIEW LED DISPLAY

LG's MAGNIT LED 8K ultimate business display delivers "LARGER THAN LIFE" images in stunning detail.

LG's MAGNIT is the perfect choice for businesses looking to create a "larger than life" atmosphere, thanks to the incredible impact of an 8K display with a massive 325" screen. LG's MAGNIT panels feature a pixel-pitch of just 0.93mm, LG's Deep Black Technology, and an impressive contrast ratio of 150,000:1 (@10 lux). Add in the power of an Alpha 7 processor and LG's HDR10 Pro2, and you'll see images as the content creator intended, with vivid colors, breathtaking contrast, and ultra-fine detail.

Installing an ultimate business display with LG's MAGNIT panels on your corporate campus will create a lasting impression on clients and employees.

# 8K ULTRAHD 325' (COB 0.9MM) NOLLOGS 7680x4320

TO ASPEC

1200 nits | 12x

IP20



( LG

**Q**7

Intelligent Processor



AI



23.6ft | 283.5in | 7200mm 27h | 325in | 8255mn

(a)> 5-6 ft min viewing distance

MOVIE OR SPORTING EVENT IN

8K MAGNIFICENCE

ON A MASSIVE

325" SCREEN!

VIVID COLOR EXPRESSION
POWERED BY HDR10 AND
ENHANCED BY LG'S HDR10
PRO<sup>2</sup>
LG'S HDR10 Pro<sup>2</sup> adds enhanced

dynamic tone mapping to deliver a color spectrum of over one billion color possibilities.

## ALPHA 7 INTELLIGENT PROCESSOR OPTIMIZES IMAGE QUALITY

The Al-Powered a7 processor recognizes and analyzes the original content and optimizes image clarity and sharpness. It also works with an image sensor to optimize the display brightness level to changing ambient light conditions.

DEEP BLACK TECHNOLOGY
DELIVERS AMAZING CONTRAST
AND VIVID COLORS

MAGNIT display panels apply LG's full black coating technology to deliver deeper black levels than conventional package LED displays. This advancement can reveal enhanced color reproduction and more precise detail, thanks to an impressive 150,000:1 (@10 lux) contrast ratio.1

## WIDE 160° HORIZONTAL AND VERTICAL VIEWING ANGLES GIVE EVERYONE THE "BEST SEAT IN THE HOUSE."

Wide 160° horizontal and vertical viewing angles minimize off-axis viewing color distortions and ensure that viewers will see an immersive image virtually anywhere they sit.

#### RUGGED DESIGN FOR ADDED PEACE OF MIND

Several coated film layers help protect the LED chips from dust, static electricity, or physical impact. This rugged design also reduces glare and fingerprints.

## CRESTRON COMPATIBLE AND ADVANCED CONTROLLER MODULE.

LG's MAGNIT is Certified Crestron Connected® and is compatible with various professional AV control systems to provide virtually seamless integration and network-based control, making it easier to set up and run meetings. It also features a 4K UHD LED Controller Module, remote control, video scaling, 3.6GB memory, and Wi-Fi for screen sharing.

<sup>(1)</sup> Based on LG's conventional LED displays

<sup>(2)</sup> HDR10 Pro is LG's HDR solution for processing HDR s ignal by using enhanced dynamic tone mapping.



## **OUTDOOR**DIRECT VIEW **LED**

# LG OUTDOOR DIRECT VIEW LED ULTIMATE BUSINESS DISPLAY SHOWCASES YOUR CONTENT

For businesses that need a dramatic outdoor display, the LG DVLED ultimate business display comes in five configurations using LG's newest outdoor panel series. They share the ability to deliver bright images, thanks to brightness ratings up to 5000 nits. To help protect them from the elements, this display has an IP65 rating.

#### GSCA Series HD Solution

Available in 16.4' x 9.8' or 24.6' x 13.1' configurations, these display panels feature a pixel-pitch of 3.9mm, 5000 nits brightness, and an IP65 rating. A larger 29.5' x 16.4' display is also available and features a pixel-pitch of 4.6mm.

#### GSCC Series

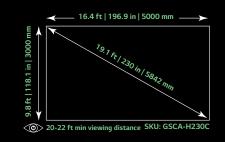
This Full HD display panel features a 42' x 23.6' screen configuration, a pixel-pitch of 6.6mm, and 5,000 nits brightness. It is IP65 rated and is designed for fast assembly and easy maintenance.

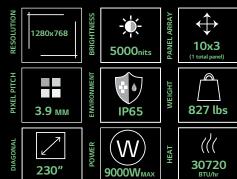
#### GSCD Series

Designed to bring a professional feel to high school football stadiums, the GSCD display panel is ultra-light and features a 26.2' x 26.2' configuration. A 10.4mm pixel-pitch, 5000 nits brightness, and rugged IP65 rating will give fans the score, relevant game data, and even display local business advertising.

## **OUTDOOR 230"**

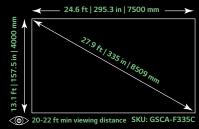
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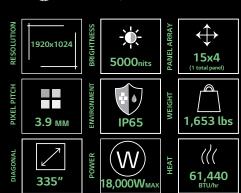




## **OUTDOOR 335"**

(SMD 3.9MM)







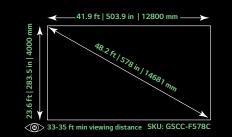
#### OUTDOOR 405"

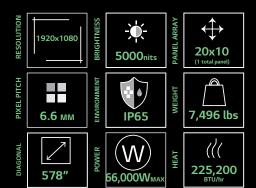
(SMD 4.6MM)





## 2K FULLHD **OUTDOOR 578"** (SMD 6.6MM)





## OUTDOOR SCOREBOARD

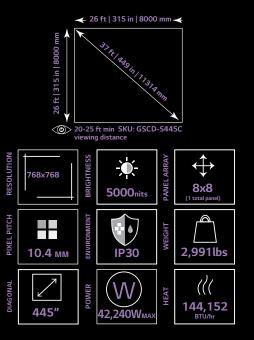
Wow high school football fans with a bright, high-resolution scoreboard that can display the game score and relevant statistics in dazzling brilliance, giving your stadium a professional look and feel. Local business advertising can also be featured as a way for schools to generate additional revenue to support their team and other extra-curricular activities.

#### Lightweight, Rugged Design

This ultimate business display features ultralight panels in a 26.2' x 26.2' configuration. The cabinets' front and back are IP65 certified, protecting your investment from weather and harmful outdoor environments. Pixel-pitch is 10.4mm, and maximum display brightness is 5000 nits.

#### **OUTDOOR SCOREBOARD 445"**

(SMD 10.4MM)





## INDOOR **SCORE**BOARD

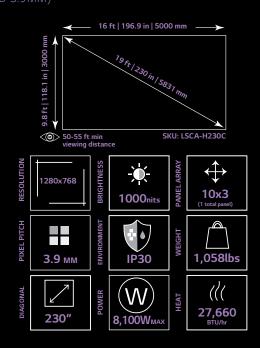
Elevate school gymnasiums with the ultimate direct view LED scoreboard. LG's indoor scoreboard is designed for fast installation and easy maintenance. Its bright screen and wide viewing angle allow all fans to view key stats and game information. Take competitive sporting events like basketball and wrestling to the next level.

#### Ideally Configured For Indoor Use

This ultimate business display is configured in a large 16' (W) x 9.8' (H) screen. Designed for indoor use, the cabinets' front and back are IP30 certified. Pixel-pitch is 3.9mm, and maximum display brightness is 1000 nits.

#### **INDOOR SCOREBOARD 230"**

(SMD 3.9MM)



## MAKING A COMPELLING CASE

## FOR A **COMPELLING DISPLAY**



While some may say ATA CERTIFIED FLIGHT CASES are overkill, LG believes they make perfect sense. After all, the ultimate business display deserves premium treatment. Each display comes in these highly protective cases that feature custom packaging to ensure that your system arrives without issue – free from damage or missing parts. LG even considered each case's exterior, using customized badging that reflects the quality of the system contained within.

## WARRANTY AND SERVICE

DESIGNED TO KEEP YOUR
SYSTEM RUNNING SMOOTHLY

- 3 YEARS OF OUR LG MANUFACTURER'S LIMITED WARRANTY SERVICE contact your LG representative with any warranty issues you may have
- .•3 YEARS OF LG TOTALCARE HEALTH CHECKS two visits per year by an LG authorized professional starting with a complete pre-inspection prior to installation and continuing with regular LG system check visits to ensure that all LG components are performing to specification
- 3 YEAR SUBSCRIPTION TO LG CONNECTEDCARE SYSTEM SURVEILLANCE allows you (or your system integrator) to remotely monitor the status of your system, monitors any fault diagnosis, and deliver remote-control services, enabling stable operation and virtually seamless service.
- OPTIONAL SERVICES LG White Glove Replacement Service provides an LG authorized technician to
  visit on site to investigate warranty issues, collaborating with your system integrator to repair any
  issues or swap any defective components. LG Professional Remote Monitoring provides our
  ConnectedCare system surveillance done completely by LG professionals who will contact you in the
  event of any system issues and expedite any service calls.

#### YOUR BUNDLE SHIPS COMPLETE TO SIMPLIFY SYSTEM SETUP.

Each bundle ships with the required LG components. We also include 5% ADDITIONAL SPARE PARTS, including modules, receiving cards, power supplies, and HUB boards. We also include a service tool to make installation and maintenance a breeze.

To get acquainted with the ins and outs of your DVLED ultimate business display, LG will provide up to 2 DAYS OF ON-LOCATION TRAINING by a certified Field Engineer/Trainer.

