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LG LAUNCHES ULTRA STRETCH ALL-IN-ONE DVLED DISPLAY FOR HIGH-IMPACT PUBLIC SPACES

Wide-Format Display Delivers Immersive Viewing, Simplified Installation and Integrated Audio for Professional Environments

News Summary:

- LG Electronics USA introduces the 98-inch All-in-One 32:9 Ultra Stretch DVLED display (LUPA098), the first model in its LUPA Series, for digital signage and public spaces.
- Integrated dual 9W speakers and an embedded webOS™ 4.0 controller support built-in audio and streamlined content playback without the need for external components.
- VESA-compatible mounting and scalable multi-screen configurations of up to 10 displays provide flexible installation across a range of layouts.

LINCOLNSHIRE, Ill., June 4, 2026 — [LG Electronics USA](#), a leader in commercial digital display solutions, today unveiled the 98-inch All-in-One (AIO) 32:9 Ultra Stretch Indoor DVLED display (LUPA098), a large-format solution designed to deliver an immersive viewing experience in public-facing environments. As the first model in LG's LUPA Series, the display combines a wide-format screen, embedded control and built-in audio while simplifying installation and reducing the need for additional hardware. The new Ultra Stretch AIO will be showcased at booth #C7836 at InfoComm 2026.

Designed for high-traffic public spaces, the new Ultra Stretch AIO display supports digital signage, real-time information displays and corporate communications across retail locations, transportation hubs and corporate lobbies. The 98-inch ultra-wide display features a 32:9 aspect ratio and 1,920 × 540 resolution, while a 1.25 mm pixel pitch and brightness up to 600 nits help deliver clear, high-definition visuals in well-lit indoor settings.

“The new Ultra Stretch AIO display was developed to help simplify large-format DVLED deployment without compromising on visual impact,” said Michael Kosla, B2B senior vice president at LG Electronics USA. “Its ultra-wide 32:9 format helps create a more immersive viewing experience and gives organizations a distinctive canvas in demanding public environments. The wide-format design also offers more room for messaging and content layouts in spaces where visibility matters.”

The display is well-suited for airport and transportation environments where visibility, flexibility, and efficient deployment are essential. In airports, it can be used for ticketing back walls as a single banner, as a standalone display or as part of a continuous banner made up of multiple

units. Other applications include digital overhead wayfinding, digital overhead advertising signage for branded messages, or Gate Information Displays at gate counter back walls, TSA banners positioned over security lanes to mark entry into service zones, and gate jet bridge entrances.

Simplified Installation and Flexible System Design

The LUPA model includes design features that streamline installation, support maintenance and provide flexibility across deployment scenarios.

Key Technical Features:

- **Integrated audio and embedded controller:** Built-in dual 9W speakers and an embedded webOS 4.0 controller streamline playback without external components
- **Simple installation process:** Rear frame mounting, modular DVLED assembly and single AC power connection to help reduce setup time and labor requirements.
- **Single-cable power design:** Operates using one AC cable, eliminating complex power configurations and supporting streamlined installations.
- **Front-access maintenance:** DVLED modules and system components can be serviced from the front, enabling faster repairs and minimizing downtime.
- **Flexible mounting and scalability:** VESA-compatible mounting and multi-screen configurations of up to 10 displays support a range of installation layouts, while the expandable design makes it easy to build larger walls quickly.
- **Engineered for reliable operation:** Designed for use at altitudes up to 3.1 miles (5,000 meters).

The Ultra Stretch AIO DVLED display is designed to support a wide range of commercial applications where immersive, high-impact content delivery is important, including retail environments, transportation facilities, and corporate spaces. Its ultra-wide 32:9 format and scalable configuration options enable organizations to tailor display installations to specific spatial and operational requirements.

For more information on LG's LUPA DVLED display, click [here](#). For images, click [here](#).

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About LG Electronics USA

LG Electronics USA 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's U.S. Media Entertainment Solution B2B division delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60 billion from consumer electronics, home appliances, HVAC solutions and vehicle



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