Artistic Space beyond Display
LG OLED Signage

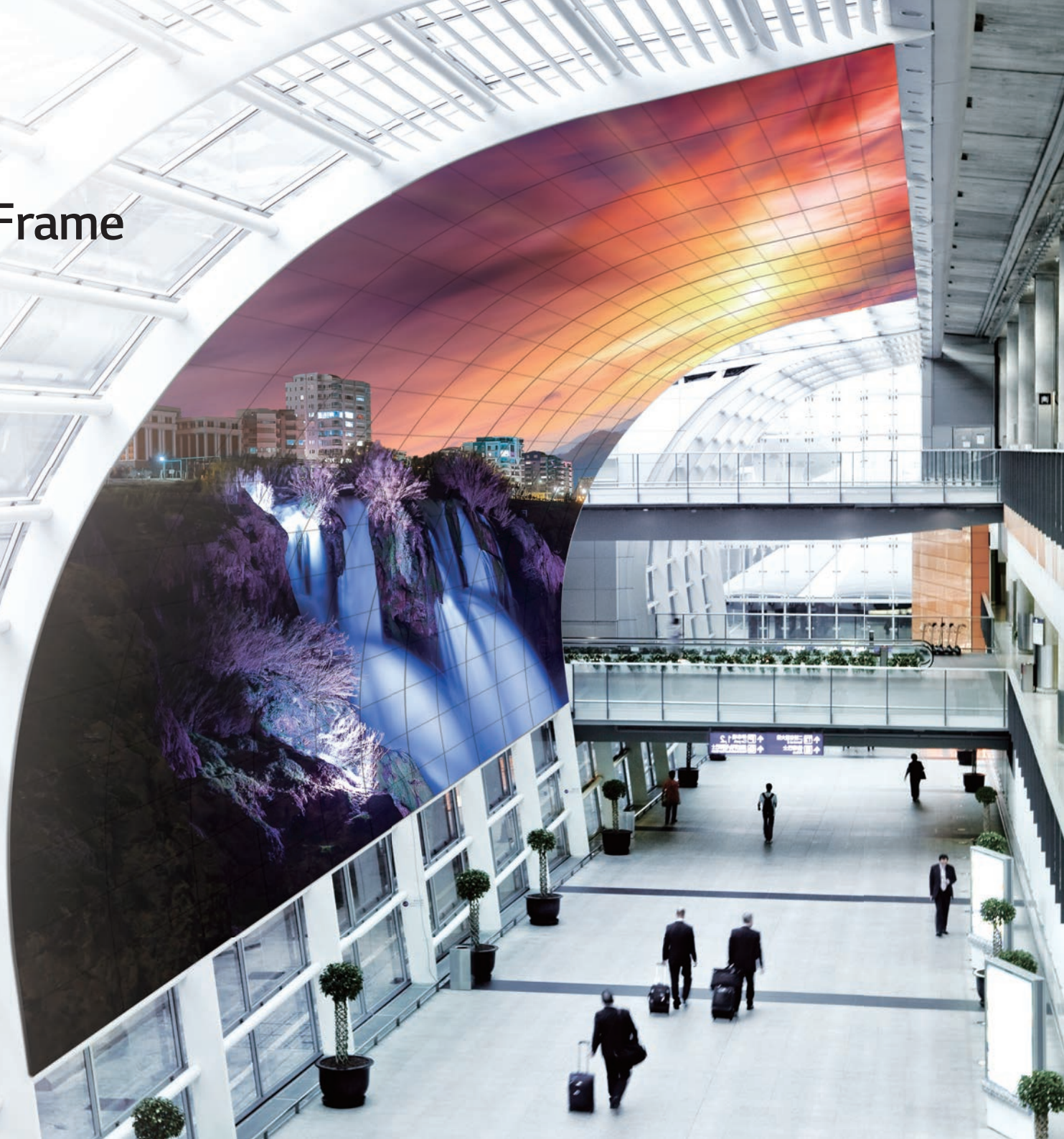**55EF5DE**

LG | Business Solutions

Fixed Curved Open Frame
OLED Signage

"Harmony in the space, the space is harmony"
LG Fixed Curved Open Frame OLED signage,
55EF5DE, redesigns your space as a prestige-
enhancing landmark with innovative designs.
Its slim and curved form enables space-fitting
design, and its lifelike color expression
ensures superior picture quality.

※ Actual on-site appearance may differ from the above simulated scene.

Fixed Curved Open Frame OLED
55EF5DE

Unrivaled Picture Quality

Perfect Black
Limitless contrast and the deepest blacks
Self-lighting pixels switch off completely to reproduce absolutes blacks with no light bleed, offering infinite contrast

Perfect Color
Accurate & stable color reproduction
Self-lighting pixels bring colors to life with superb accuracy.

Perfect Viewing Screen
Wide viewing angle
LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.
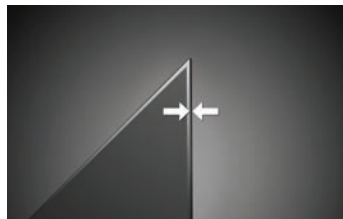

LCD   LG OLED Signage

LCD   LG OLED Signage

Fixed Curved Open Frame OLED
55EF5DE
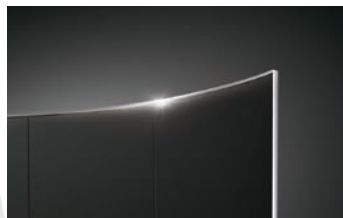
Space-fitting Design

Perfect Design

LG's OLED technology unlocks the new worlds of design flexibility with unbelievably lightweight and slim display

Slim

Lightweight

Curved

Circular

Expandable Screen Size

The screen size can be as large as users want by tiling up displays horizontally and vertically. This provides viewers with incredible immersion in their viewing experience.

Fixed Curved Open Frame OLED
55EF5DE

Space-fitting Design

Variety of Curvatures for Landmarks

The 55EF5DE series supports a various concave and convex curvatures in both portrait and landscape orientations.
It can be positioned in a variety of ways to keep passengers captivated.

Max Curvature in Landscape
• Concave/Convex: ~2,000R*
• Circle: 3,300R

In Landscape

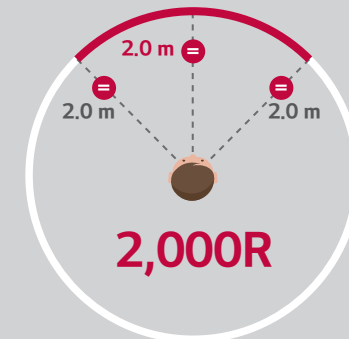Max Curvature in Portrait
• Concave/Convex: ~1,500R
• Circle: 2,700R

In Portrait

What is R?

Due to the nature of its curved design; "R" signifies the radial length of a circle which allows for its curved display. For an example, displays with 2,000R curvature they will have a radius of 2m (2,000mm)

2.0 m
2.0 m   2.0 m

2,000R

* This products consists of an assorted order of codes that may differ from other models depending on its curvature.
  Please contact your sales representative for additional details regarding accessories and initial setup.
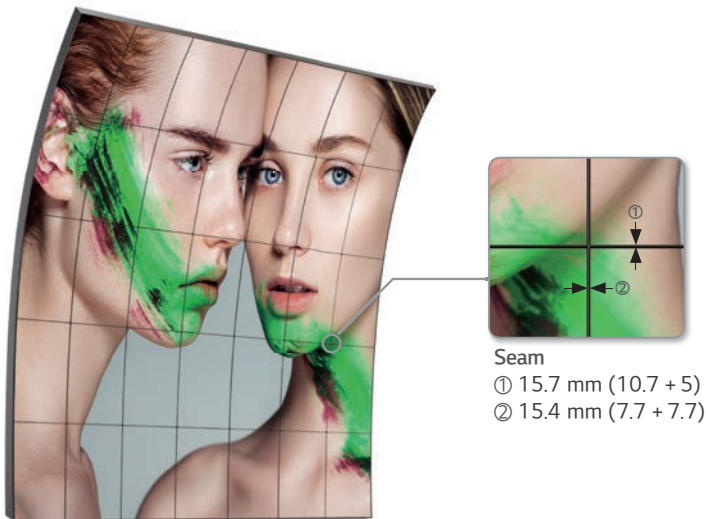
Fixed Curved Open Frame OLED
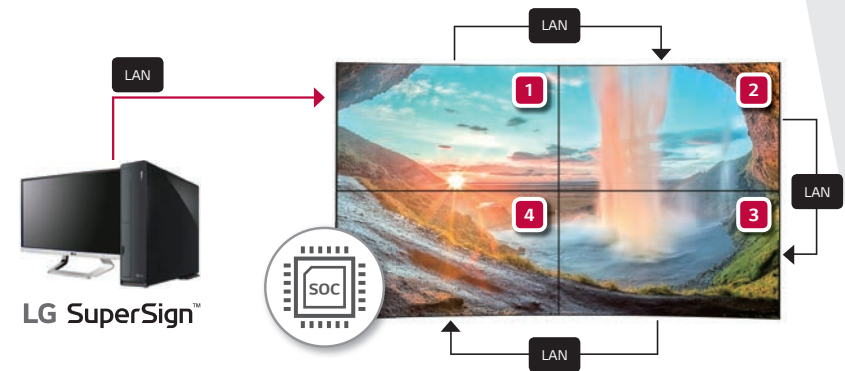## 55EF5DE

Immersive Viewing Experience

Slimmer Bezel

Compared to the previous model, the 55EF5DE has a reduced seam to provide better immersion to viewers.

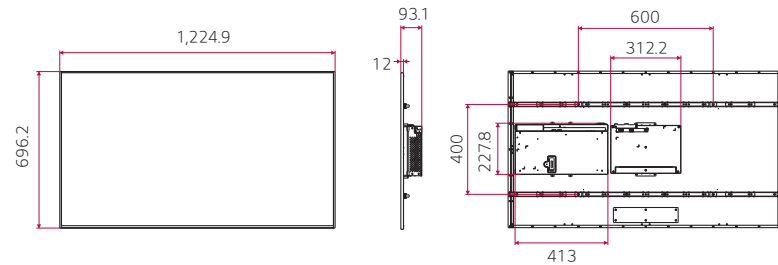**Seam**
① 15.7 mm (10.7 + 5)
② 15.4 mm (7.7 + 7.7)

Synced Playback and Management

Using its built-in high performance SoC, each display plays its video tile without lag for synchronized content playback. Also, the LAN daisy chain allows users to control and monitor displays, transmit data and even update firmware all at once.
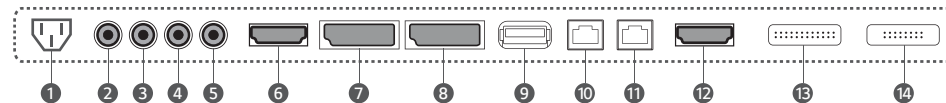
LAN

LAN

LAN

LAN

LAN

LG SuperSign™

SoC

1 2 4 3

Dimension

55" (Landscape with 0R (Flat Type))

1,224.9
696.2
93.1
12
600
312.2
400
227.8
413

* Dimensions may vary depending on the curvature of the display.
  Please contact your sales representative for a precise 2D drawing.

Connectivity (Signage Box)

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫ ⑬ ⑭

① AC IN	⑤ AUDIO OUT	⑨ USB 3.0 IN	⑬ 22PIN POWER
② IR IN	⑥ HDMI IN	⑩ LAN IN	⑭ 16PIN POWER
③ RS232C IN	⑦ DP IN	⑪ LAN OUT	
④ RS232C OUT	⑧ DP OUT	⑫ HDMI OUT	

HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

Specifications

55EF5DE

PANEL	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness	400/150 cd/m² (APL* 25%/100%)
	Contrast Ratio	150,000 : 1
	Viewing Angle (H x V)	178 x 178
	Life time (Typ.)	30,000 Hrs
	Operation Hours	18 Hrs / 7 Days (Moving Video Only)
	Orientation	Landscape & Portrait
CONNECTIVITY	Input	HDMI, DP, USB 3.0
	Output	DP, Audio
	External Control	RS232C In/out, RJ45 In/out, IR In
	Bezel Color	Black
	Bezel Width (On-Bezel)	Landscape: 5.2 / 10.6 / 7.6 / 7.6 mm, Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm
PHYSICAL SPECIFICATION	Monitor Dimension (W x H x D)	Landscape: 1,224.9 x 696.2 x 31.5 mm (0R, Flat, Display Only) 1,224.9 x 696.2 x 93.1 mm (0R Flat, Set**) 1,209.5 x 696.2 x 196.5 mm (2,000R Concave, Set) 1,209.7 x 696.2 x 157.8 mm (2,000R Convex, Set) Portrait: 701.4 x 1,219.7 x 31.5 mm (0R Flat, Display Only) 701.4 x 1,219.7 x 93.1 mm (0R Flat, Set) 697.8 x 1,219.7 x 134 mm (1,500R Concave, Set) 698 x 1,219.7 x 92 mm (1,500R Concave, Set)
	Weight	Landscape / Portrait: 14 kg (Set)
	Carton Dimensions (W x H x D)	1,350 x 837 x 250 mm
	Packed Weight	Landscape / Portrait: 21 kg (Set)
SPECIAL FEATURES		Internal Memory 64GB, Temperature Sensor, webOS3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Fail Over, Video Tag (2), OSD Rotation, Content Rotation, Gapless Playback, Tile Mode Setting, Firmware Update by Network, SNMP, ISM Mode, Auto Set ID, Control Manager, HDMI-CEC***, SI Server Setting, webRTC
ENVIRONMENT CONDITIONS	Operation Temperature Range	0°C to 40°C
	Operation Humidity Range	10% to 80%
POWER	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption Typ. / Max.	230 W / 260 W
CERTIFICATION	Safety	UL / cUL / CB / TUV / KC
	EMC	FCC Class "A" / CE / KCC
	ErP / Energy Star	Yes / N/A
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	Yes
	External Media Player Attachable	Yes
SOFTWARE COMPATIBILITY	Content Management Software	SuperSign CMS
	Control and Monitoring Software	SuperSign Link
ACCESSORIES	Basic	Remote Controller (2ea Batteries Included), Power Cord, QSG, HDMI Cable (1M x 1ea for Connection Between T-con Box and Signage Box), Power Hanness Cable (1M x 1ea for Connection Between T-con Box and Signage Box), IR Receiver, Regulation Book, Phone to RS232C Gender, Jack Cover, Signage Box Mounting Bracket, FFC Cables (350mm x 4ea for Connection Between Panel and T-con Box), DP Cable, LAN Cable, LC (VLC Cable)
	Optional	Accessory Type1 (CaseTop / Bar): A3L****EF5E, A3P****EF5E Accesory Type2 (Jig): A2L****EF5C, A2P****EF5C, OPS Kit (KT-OPSA)

* Average Picture Level
** The set is composed of display, signage box and T-con box.
*** Compatibility may differ by equipment

LG | Business Solutions