Artistic Space
beyond Display
LG OLED Signage

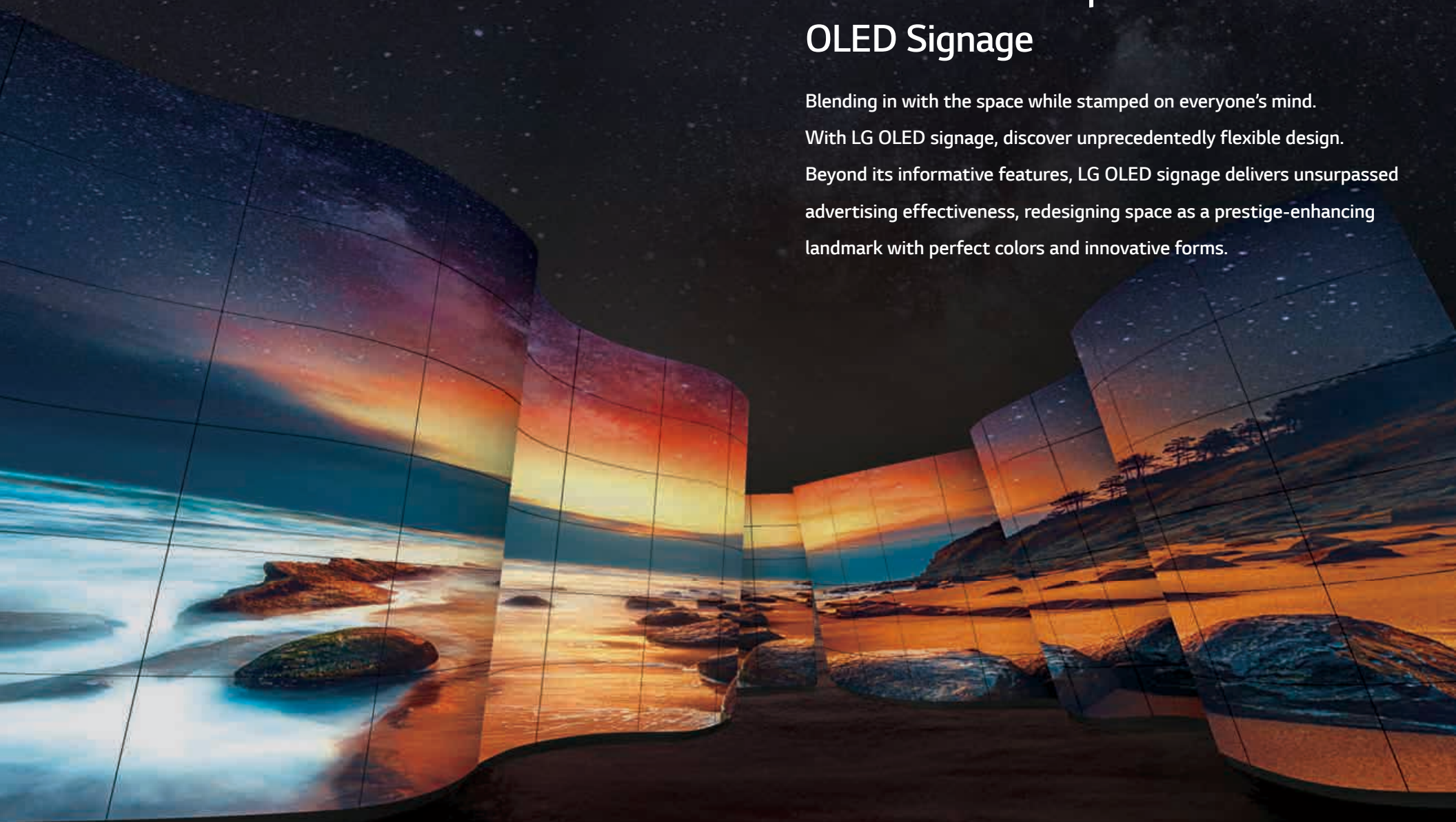## 55EF5E

LG | Business Solutions

Flexible Curved Open Frame OLED Signage

Blending in with the space while stamped on everyone's mind.
With LG OLED signage, discover unprecedentedly flexible design.
Beyond its informative features, LG OLED signage delivers unsurpassed
advertising effectiveness, redesigning space as a prestige-enhancing
landmark with perfect colors and innovative forms.

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

Flexible Curved Open Frame OLED Signage

55EF5E

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.
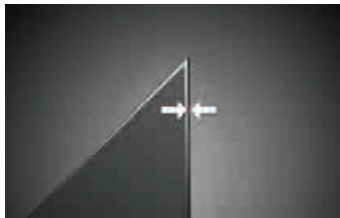

LCD   LG OLED Signage

LCD   LG OLED Signage

Flexible Curved Open Frame OLED Signage
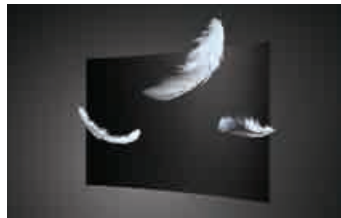## 55EF5E

Space-fitting Design

Perfect Design

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

Expandable Display Area

The total display area can be as large as you want by tiling up displays horizontally and vertically. This provides viewers with incredible immersion in their viewing experience.

Slim

Lightweight

Curved

Flexible

Space-fitting Design
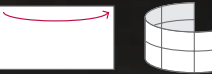
Variety of Curvatures for Landmarks

The 55EF5E 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.

In Portrait

Max Curvature in Portrait
• Concave/Convex: up to 1,000R

In Landscape

Max Curvature in Landscape
• Concave/Convex: up to 1,000R

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 example, displays with a curvature of 1,000R will have a radius of 1m (1,000mm)

2,000R
1,000R
2.0 m
1.0 m
1,000R
2,000R

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

Flexible Curved Open Frame OLED Signage
55EF5E

Design Flexibility

On-site Customization

The 55EF5E enables a completely new approach for innovative and flexible designs. Its optional "Curvature Calibrator(CC)[1]" supports the coordination of displays with various convex and concave curvatures, depending on the requirements. It is possible to rapidly respond to changes on-site, making it easier to successfully build a completely unique and eye-catching landmark.

Convex   Concave

Display

Curvature Calibrator
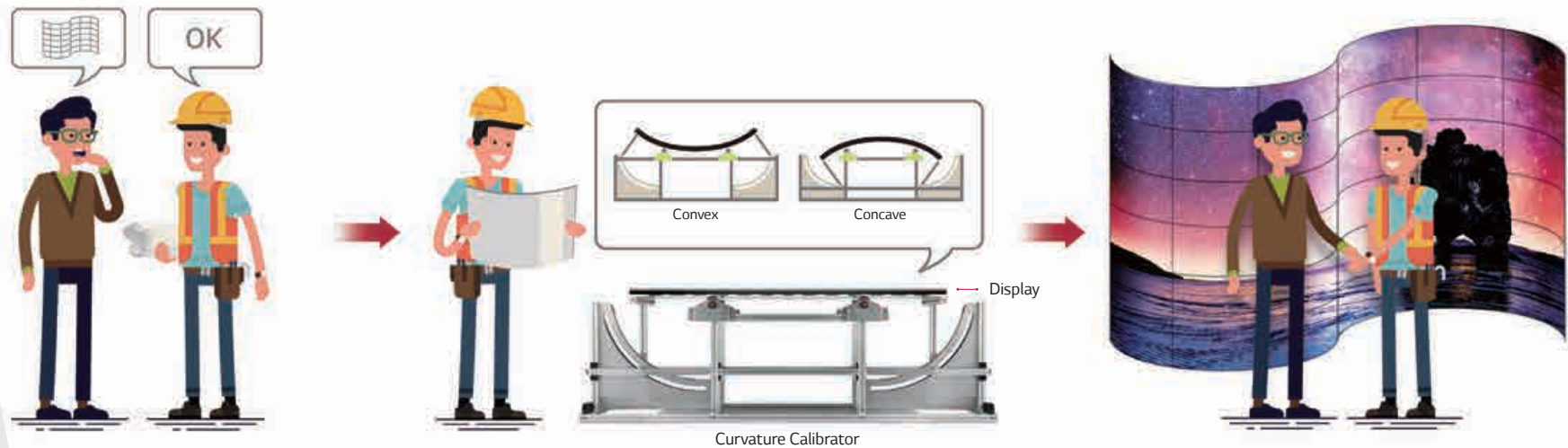
1) A Curvature Calibrator needs to be purchased separately.
   Please contact your regional LG sales representatives for details.

Flexible Curved Open Frame OLED Signage
55EF5E

Immersive Viewing Experience

Slimmer Bezel

Compared to the previous model, 55EF5E has reduced its bezel size to provide much more immersive and seamless viewing experiences to viewers.

Seam (Portrait/Landscape)
⬚ 10.0 mm / 15.6 mm
⬚ 21.0 mm / 15.2 mm

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

Landscape (Flat, w/ Signage Box)

48.2" / 1,224.9mm
27.4" / 696.2mm
3.5" / 89.8mm
0.5" / 12.4mm
600mm
16.2" / 412.6mm
357.8mm
400mm
14.1" / 357.8mm
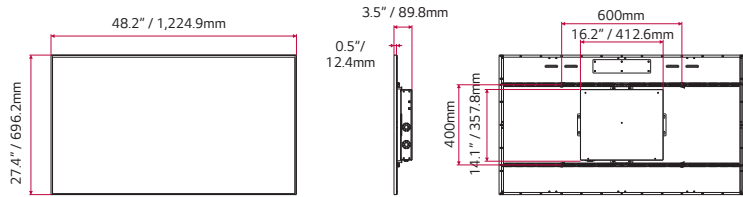
Portrait (Flat, w/ Signage Box)

27.6" 701.4mm
48" / 1219.7mm
3.5" / 89.8mm
0.5" / 12.4mm
14.1" / 357.8mm
400mm
600mm
16.2" / 412.6mm
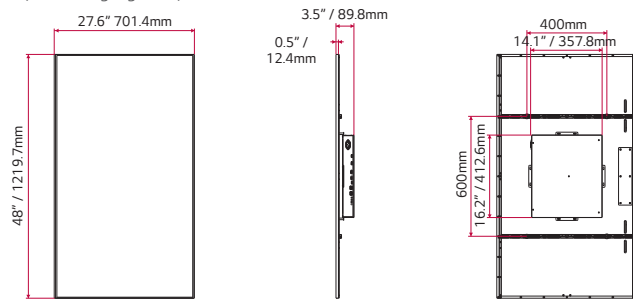
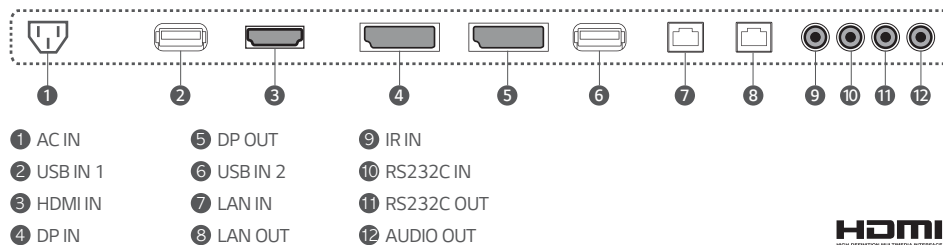* Dimensions may vary depending on the curvature of the display.
  Please contact your regional LG sales representatives for a precise 2D drawing.

Connectivity (Signage Box)

① AC IN	⑤ DP OUT	⑨ IR IN
② USB IN 1	⑥ USB IN 2	⑩ RS232C IN
③ HDMI IN	⑦ LAN IN	⑪ RS232C OUT
④ DP IN	⑧ LAN OUT	⑫ AUDIO OUT

Specifications

55EF5E

PANEL	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness	400/150 nits (APL[1] 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 2.0 (2)
	Output	DP, Audio (Fixed/Off/Variable)
	External Control	RS232C In/out, RJ45 In/out, IR In
PHYSICAL SPECIFICATION	Bezel Color	Black
	Bezel Width (T/B/L/R)	Landscape: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel) Portrait: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel) Landscape: 5.0 / 10.6 / 7.6 / 7.6 mm (Flat, On Bezel) Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm (Flat, On Bezel)
	Monitor Dimension (W x H x D)	Landscape: 48.2" x 27.4" x 1.5" / 1,224.9 x 696.2 x 38.0 mm (Head, w/Pem-nut) Portrait: 27.6" x 48" x 1.5" / 701.4 x 1,219.7 x 38.0 mm (Head, w/Pem-nut) Landscape: 48.2" x 27.4" x 0.5" / 1,224.9 x 696.2 x 12.4 mm (Head Only) Portrait: 27.6" x 48" x 0.5" / 701.4 x 1,219.7 x 12.4 mm (Head Only) Signage Box: 16.3" x 13.9" x 2.3" / 413 x 353 x 57.3 mm
	Weight	Landscape: 21.8 lbs / 9.9 kg (Set) Portrait: 21.8 lbs / 9.9 kg (Set) Signage Box: 7.7 lbs / 3.5 kg
	Carton Dimensions (W x H x D)	1,350 x 837 x 250 mm
	Packed Weight	Landscape: 37.5 lbs / 17 kg	Portrait: 37.5 lbs / 17 kg
SPECIAL FEATURES		Internal Memory (64GB), Temperature Sensor, webOS 3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Failover (USB/DP/HDMI/Internal Memory), Content Sync. (RS232C/Local Network), Video Tag(2), OSD/Content Rotation, Gapless Playback, Tile Mode, Setting Data Cloning, Firmware Update by Network, SNMP, ISM Mode, DPM, Wake on LAN, HDMI-CEC[2], Crestron Connected[*3]
ENVIRONMENT CONDITIONS	Operation Temperature	32°F to 104°F / 0°C to 40°C
	Operation Humidity	10% to 80%
POWER	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption Typ. / Max.	309 W[4] / 318 W[4]
CERTIFICATION	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
	EMC	FCC Class "A" / CE / KCC
	ErP / Energy Star	Yes / No
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	No
	External Media Player Attachable	Yes
SOFTWARE COMPATIBILITY	Content Management Software	SuperSign CMS
	Control and Monitoring Software	SuperSign Control+ / Control
ACCESSORIES	Basic	Remote Controller (2 Batteries Included), Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, RS232 Cable (4p-4p), FFC Cables (220mm x 4ea for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable)
	Optional	Curvature Calibrator (ACC-CC-EF5E)

1) Average Picture Level   2) Compatibility may differ by equipment.   3) Network Based Control   4) Based on 8 color bar

HDMI
HIGH-DEFINITION MULTIMEDIA INTERFACE

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