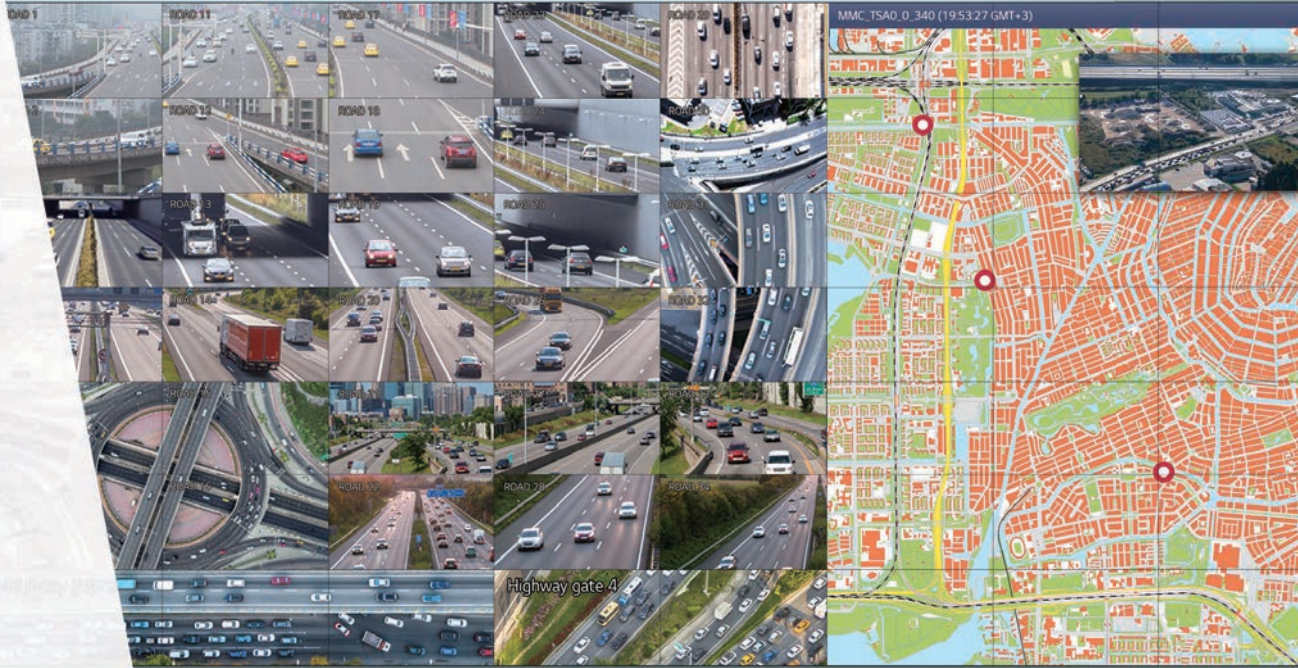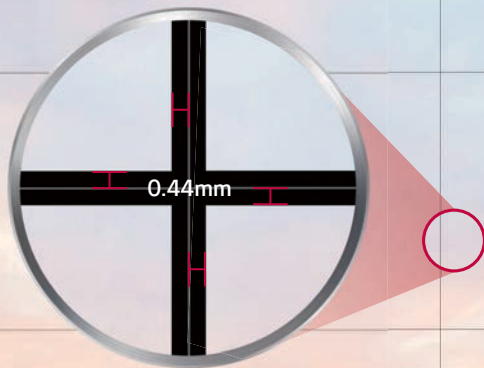# 0.44mm EVEN BEZEL VIDEO WALL

55SVH7F-A

Making use of LG's pioneering display technology,
the 0.44 mm Even-Bezel Video Wall provides the perfection of a
virtually seamless view along with vivid color representation
throughout the assembled large screen. Minimizing bezel visibility
unlocks great opportunities in various markets, even in places that
previously had avoided video walls due to the visible bezels.

LG | Business Solutions

Groundbreaking 0.44mm Even Bezel

The 0.44mm Even Bezel (Nemko verified*) makes content look like the actual original image by depicting a subject perfectly true to form, without any distortions. Virtually seamlessly assembled on a large video wall screen, the 55SVH7F-A will provide an even more immersive experience to viewers.

0.44mm

9 NEWS

* The 0.44mm even panel bezel and 0.88mm BtB size (borderless type, no metal bezel) have been verified by Nemko, a global institution that tests and certifies electrical equipment.

Nemko

Verification Letter

0.44mm Even Bezel Video Wall

55SVH7F-A

VIVID AND DYNAMIC PICTURE QUALITY

Higher Viewing Angle

Large screens are usually positioned higher than human-eye level, making uniform picture quality essential for video walls. The viewing angle of the 55SVH7F-A is superior to that of conventional video walls, allowing it to display vivid colors throughout the screen without distortion – even in areas that are problematic for other large screens.

Low Viewing Angle

60° High Viewing Angle*
(LG 55SVH7F-A)

Wider Viewing Angle

It is well known that LG IPS panel technology enables better control of liquid crystals, which in turn allows the screen to be viewed from virtually any angle. Because of this, the 55SVH7F-A captures the attention of and captivates more viewers with lifelike colors, regardless of their viewing position.

Wider Viewing Angle

* Results based on in-house testing. Actual test results may differ depending on environment and measuring equipment.

0.44mm Even Bezel Video Wall

55SVH7F-A

VIVID AND DYNAMIC PICTURE QUALITY

Uniform Color Expression

In other screens, poor uniformity around the bezel boundaries can give the corners a darker appearance. However, the 55SVH7F-A has enhanced uniformity, even within the four corners of the display, to deliver vivid and consistent color throughout the screen.

Low Uniformity

90%* Uniformity
(LG 55SVH7F-A)

* Uniformity among 13 points of the screen. Results based on in-house testing.
Actual test results may differ depending on environment and measuring equipment.

Image Gap Reduction

The 55SVH7F-A includes an image improvement algorithm that can reduce image gaps among tiled displays when playing back videos. Objects located on the bezel boundaries are adjusted for a virtually seamless viewing experience.

Conventional*

LG 55SVH7F-A

* The "Conventional" refers to displays which do not include an image improvement algorithm.

Smart Calibration

Smart Calibration is a solution that enables error-free calibration while dramatically reducing time and costs compared to existing sensor calibration methods. It analyzes not only the color property differences within each individual display but also the property differences between the connected displays, virtually eliminating the need for any additional manual color adjustments. Because it can be done in a matter of minutes with just the click of a remote control, this process is so simple. In addition, calibration can be set to automatically occur at regular intervals and brightness can be adjusted based on the surrounding environment, allowing you to always deliver optimum image quality.

55SVH7F-A

POWERFUL AND USER-FRIENDLY SMART SIGNAGE

High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the 55SVH7F-A can execute several tasks at once while providing smooth content playback without the need for a media player. Because webOS supports HTML5 as a web-based platform and offers SDK (Soft Development Kit), it is even easier for system integrators to build and optimize their web apps.
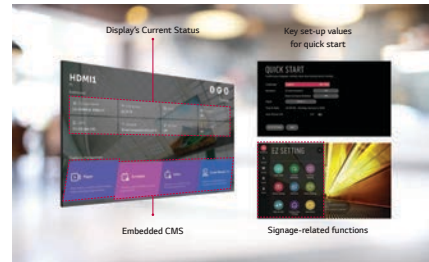
Flexible Content Creation

Four different videos can be played simultaneously via web apps, and various animation effects, such as scaling or rotating, are added to content using cascading style sheets (CSS) transition effects. Real-time streaming* is also available, providing the flexibility to organize and diversify content free from capacity limits.
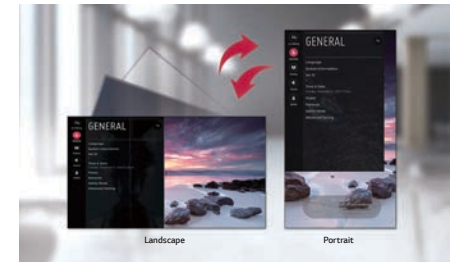
Intuitive Menu Structure

The menu structure has been optimized for commercial use. It simplifies approach flows and groups similar functions together, adopting a more intuitive GUI (Graphical User Interface) for ease of use. This way, users can avoid having to do trial-and-error when exploring desired functions and managing displays.

Dedicated GUI for Portrait Orientation

The conventional GUI (Graphical User Interface) was designed based on landscape-oriented consumer TV usage, so OSD (On Screen Display) wasn't well-suited for screens in portrait mode. The OSD of the 55SVH7F-A, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.

Content Playback
File Upload / Download
App Execution
Network Connection
Periodic Task

IP Video Streaming · Multi Video Tags · CSS Effect

Display's Current Status · Key set-up values for quick start · Embedded CMS · Signage-related functions
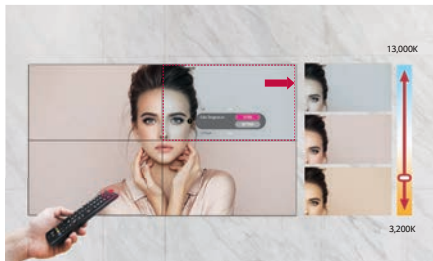

Landscape · Portrait

55SVH7F-A

USER CONVENIENCE

Easy Color Adjustment

Depending on the content, the color temperature of the display can be easily adjusted in increments of 100K using a remote control.

Simple White Balance Adjustment

In conventional video walls, white balance was adjustable only in "full-white" mode, but the 55SVH7F-A allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.

LAN Daisy Chain Management

A LAN daisy chain allows you to execute commands to control and monitor video walls and even update their firmwares at once.

Real-Time Care Service

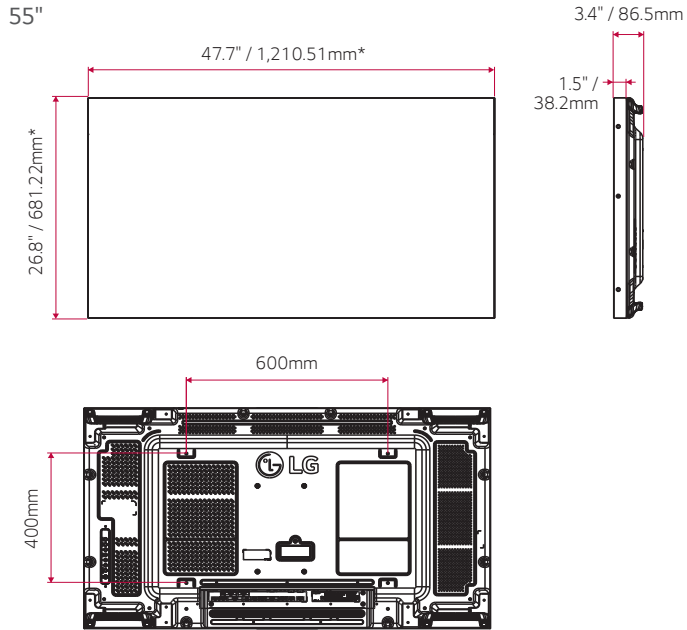The maintenance gets easier and faster with an optional service Signage365Care*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client's business.
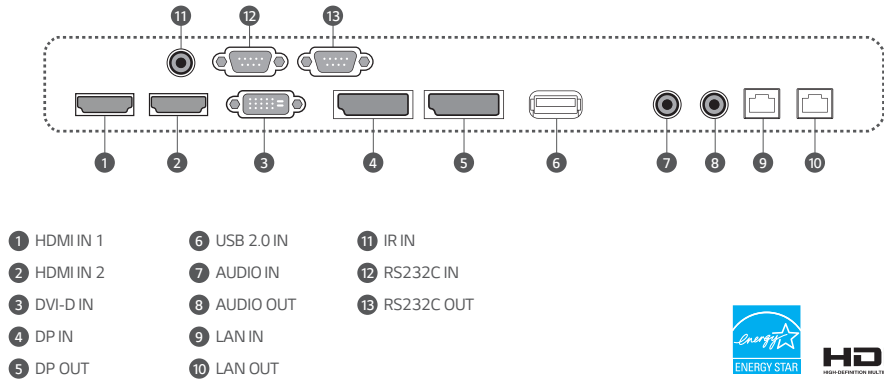

13,000K

3,200K

LAN

LG SuperSign

Repair

Signage 365Care

Status, Usage Data

Monitoring / Fault Detection

Dimensions

55"

47.7" / 1,210.51mm*

26.8" / 681.22mm*

3.4" / 86.5mm

1.5" / 38.2mm

600mm

400mm

LG

* Without Side Seal

Connectivity

1	HDMI IN 1	6	USB 2.0 IN	11	IR IN
2	HDMI IN 2	7	AUDIO IN	12	RS232C IN
3	DVI-D IN	8	AUDIO OUT	13	RS232C OUT
4	DP IN	9	LAN IN		
5	DP OUT	10	LAN OUT		

ENERGY STAR

HDMI
HIGH-DEFINITION MULTIMEDIA INTERFACE

Specifications

55SVH7F-A

PANEL	Screen Size	55"
	Panel Technology	IPS RGB
	Aspect Ratio	16:9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness (Typ.)	700 nits
	Contrast Ratio	1,200:1
	Viewing Angle (H x V)	178 X 178
	Response Time	8 ms (G to G)
	Surface Treatment	Haze 3%
	Life Time (Typ.)	60,000 Hrs
	Operation Hours	24 Hrs
	Orientation	Landscape & Portrait
CONNECTIVITY	Input	HDMI (2), DP, DVI-D, Audio, USB
	Output	DP, Audio
	External Control	RS232C In/out, RJ45 (LAN) In/out, IR In
MECHANICAL SPECIFICATION	Bezel Color	Black
	Bezel Width	0.44 mm (Even)
	Monitor Dimensions (W x H x D)	47.7" x 26.8" x 3.4" / 1,210.51 x 681.22 x 86.5 mm
	Weight (Head)	37 lbs / 16.8 kg
	Carton Dimensions (W x H x D)	53.3" x 33.7" x 10.4" / 1,353 x 855 x 263 mm
	Packed Weight	52 lbs / 23.6 kg
	Handle	Yes
	VESA™ Standard Mount Interface	600 x 400 mm
KEY FEATURE		Internal Memory 8GB (System 4GB, Available 4GB), Temperature Sensor, Tile Mode (Up to 15x15), UHD Daisy Chain (Up to 10x10), ISM Method, DPM Select, DPM Wake Up, Smart Energy Saving, File Play with USB, USB Cloning, Contents Scheduling, Calibration Mode, PM Mode, HDMI-CEC*, Wake on LAN, Content Rotation, No Signal Image (Up to 5MB), OPS Power Control, Scan Inversion (with Pivot Mode)
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.	210 W
	Power Consumption — Max.	250 W
CERTIFICATION	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
	EMC	FCC Class "A" / CE / KC
	ErP / Energy Star	N/A / Yes (Energy Star 7.0)
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	Yes (Piggyback)
	External Media Player Attachable	Yes (MP500 / MP700)
SOFTWARE COMPATIBILITY	Content Management Software	SuperSign CMS
	Control and Monitoring Software	SuperSign Control / Control+
ACCESSORIES	Basic	Remote Controller, Power Cord, RS232C Cable, Lan Cable, DP Cable, IR Receiver, Guide Bracket, Screws, Manual
	Optional	Wall Mount (Landscape : WM-L640V, Portrait : WM-P640V) OPS Kit (KT-OPSA)

* Availability may differ by equipment.

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