

FOR IMMEDIATE RELEASE

LG EXPANDS MARKET FOR AFFORDABLE 4K UHD DIGITAL SIGNAGE DISPLAYS WITH TWO NEW SERIES

UL3G series offers Ultra HD IPS panels, webOS and WiFi connectivity, While US340C series courts security-focused organizations by eliminating WiFi

LINCOLNSHIRE, Ill. Sept. 22, 2020 – [LG Business Solutions USA](#) has introduced two new affordable series of 4K UHD digital signage displays, lowering the entry barrier for 4K UHD commercial communications in stores, restaurants, hospitals, schools, transit centers, hotels, stadiums and offices. Both the UL3G and US340C series are designed to display 4K picture quality with vivid colors and fine details, carry LG’s three-year limited commercial display warranty and are available immediately in a dozen models ranging from 43 to 86 inches (measured diagonally).

“It’s never been more important for businesses of all sizes to ensure their customer-facing and internal office display networks deliver information and visuals with enhanced resolution and clarity,” said Clark Brown, vice president, digital signage, at LG Business Solutions USA. “These



two new series offer businesses of any size or means the ability to integrate UHD digital signage to suit a variety of messaging needs.”

The UL3G is a smart display series with a built-in System-on-Chip (SoC) powered by a webOS operating system, enabling a number of advanced features, an intuitive user interface, and connect playback without the need for a media player. The embedded webOS Signage 4.1

platform unlocks the opportunity to utilize LG's robust webOS Signage ecosystem of third-party software applications.

Along with being the first value-tier signage product to offer full webOS Signage capability, the UL3G series offers a number of high-power features often found in premium models. The UL3G series features Wi-Fi content mirroring, Beacon and Bluetooth Low Energy that enable mobile device access to coupons and other shareable items. These displays also act as a wireless access point for mobile devices, ensuring solid connection and strengthening a business' wireless network. Designed for 16/7 use, each model offers 8GB of built-in memory and 350 nits of brightness. The series supports SuperSign Control, Control+ and Media Editor so users can maximize the utility of their display networks.



The entry level commercial TV signage US340C series has removed the Wi-Fi capability, making it an ideal solution where network security is a priority, like government, financial and even some educational applications. The series supports SuperSign Control, provides 300 nits of brightness and includes a pair of integrated 10-watt stereo speakers. It is recommended for applications requiring up to 16 hours of daily runtime.

LG's IPS panels in most UL3G and US340C models (except 50-inch) deliver 4K UHD resolution of 2,160 x 3,840 pixels with excellent off-axis viewing angles and color accuracy. All models each support HEVC (High Efficiency Video Coding) that efficiently compresses or decompresses high-capacity 4K content, providing ultra-high quality video playback with half the network traffic of the existing H.264 codec. Both series are TAA compliant, have been certified Crestron Connected® for high compatibility with professional AV controls and include LG's three-year limited warranty for commercial displays. Each series provides options to fit a variety of spaces with models in 43-, 50-, 55-, 65-, 75- and 86-inch class sizes.

For high-res images, click [here](#). For more information on LG's commercial display portfolio, please visit www.lgsolutions.com. For more information on the UL3G, click [here](#). For more information on the US340C, click [here](#).

###

About LG Business Solutions USA

The LG Electronics USA Business Solutions division 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 Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$53 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. For more information, please visit www.LGSolutions.com.

Media Contacts:

LG Electronics USA

Kim Regillio
847 941 8184
kim.regillio@lge.com

Jess Passananti
212 481 3456 x23
jess@griffin360.com