

LG AND BRIGHTSIGN ANNOUNCE ALLIANCE, LAUNCH INTEGRATED DIGITAL SIGNAGE SOLUTION

New LG UHD Commercial Displays Will Run BrightSignOS™ and BSN.Cloud on Embedded Processor

LINCOLNSHIRE, Ill., Jan. 28, 2025 — LG Electronics USA and BrightSign LLC have announced a collaboration resulting in a new series of LG ultra high definition (UHD) digital signage displays running [BrightSignOS](#). These displays will be available to U.S. customers in the second quarter of 2025, with international markets following.

The new LG 49-, 55-, and 65-inch [UV5N](#) series models will run the trusted BrightSignOS on LG’s powerful, embedded system-on-a-chip (SoC) multi-core processor. These displays are designed to transform content delivery and offer a wide variety of BrightSign partner content management system (CMS) solutions. They cater to a range of vertical markets, including transportation, retail, museums, hospitality, corporate, education, and healthcare. Businesses across industries are seeking to take control of content, create engaging customer experiences, and optimize the potential of signage applications. These true-integration signage solutions provide end users with real-time access to both BrightSignOS and the display.



“In development for two years and exclusive to LG for the next three years, this industry-first collaboration with BrightSign is a game-changer for digital signage,” said Michael Kosla, Senior Vice President of LG Electronics USA’s Media Entertainment Solution B2B division. “It combines the benefits of BrightSignOS with LG’s award-winning displays. These new Ultra HD signage displays are the first to market to offer BrightSignOS integration on an embedded SoC. This offers flexible operating system options for users, along with simplified integration and greater standardization across the board via BrightSign’s OS running on LG’s system-on-a-chip, best-in-class digital signage displays.”

Key Features

- **Crisp, Clear Display:** These new displays boast a native 4K UHD resolution of 3,840 x 2,160 and 500-nit brightness. The displays allow for wider viewing angles – up to 178° × 178° – and provide clear content with virtually no distortion. Providing up to 50,000 hours lifespan, depending on usage, the displays also include conformal coating for added durability, built-in speakers, and Wi-Fi.
- **Intelligent Operating System:** Specifically developed for CMS partners and Fortune 500 companies, BrightSignOS is trusted for being user-friendly and cost-effective, displaying a variety of content including images, videos, live news and weather updates, websites, and social media feeds. BrightSignOS is the cornerstone of BrightSign’s renowned reliability, security, performance, and sustainability, and has been optimized for this new range of LG UHD signage displays.
- **Simplified Signage Management:** Users gain access to [BSN.Cloud](#), a secure and scalable cloud infrastructure that connects BrightSignOS to a comprehensive suite of proprietary and integrated partner services. The integrated LG UHD signage displays have access to the BSN.Cloud platform through [BrightAuthor:connected](#) software. It gives users added control, with remote management of players, networks, and content from anywhere.

“Businesses are in the market for signage applications that are easy to deploy, cost-effective, and updated over time. This keeps them on the edge of content innovation without having to constantly rip-and-replace systems,” said Steve Durkee, chief executive officer at BrightSign. “This agreement exemplifies our efforts to give new and existing customers more ways to leverage the power of our purpose-built operating system, BrightSignOS.”

For high-res images, click [here](#).

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About BrightSign

BrightSign LLC, the global market leader in digital signage media players, is headquartered in San Jose, California, with offices in Europe and Asia. BrightSign manufactures media players and provides software and networking solutions for the commercial digital signage market worldwide, serving all vertical segments of the digital signage marketplace. From entry-level BrightSign LS players to BrightSign XC players offering state-of-the-art technology and unsurpassed performance, BrightSign’s products are known for their signature reliability, affordability, ease-of-use, and market-leading technology. For more information, visit [BrightSign](#).

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 \$60-billion-plus global force in consumer electronics, home appliances, eco solutions and vehicle components. For more information, please visit www.LGSolutions.com.

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