

InfoComm Booth #1642

**LG MAGNIT DVLED DISPLAYS
HELP BUSINESSES BRING IMAGINATION TO LIFE**

*Wall-Sized DVLED and MicroLED Displays Featured at InfoComm 2023
Designed for Various Commercial Settings, Virtual Production Studios*

ORLANDO, Fla., June 14, 2023 — [LG Business Solutions USA](#) is going big at InfoComm 2023 by exhibiting the full line of MAGNIT DVLED (direct-view light emitting diode) displays that enable large, cutting-edge screens to be deployed in corporate settings, on video production sets, as digital art displays, and even for luxury residential applications. In LG's booth #1642, visitors can experience five distinct LG MAGNIT models – led by a new 22-½-foot Micro LED display – that demonstrate the exceptional color, clarity, contrast and “wow factor” offered by DVLED technologies.

“The MAGNIT family of DVLED displays offers integrators and clients some of the most striking, impactful digital screens on the market today,” said David Bacher, head of marketing for LG Business Solutions USA. “Whether it’s forming an extended reality backdrop on a professional video production set or displaying messaging or ads in a retail store or corporate lobby, LG’s MAGNIT technology delivers incredible experiences with a premium feel.”



Unveiled for the first time in the United States is the 272-inch LG MAGNIT 8K Micro LED Display (Model LSAB007), which highlights how the tiny pixel pitch makes it an ideal solution for a variety of commercial use cases including retail, hospitality and corporate environments showing video or digital art content. This new Micro LED display

offers a 0.78mm pixel pitch with LG's Deep Black Technology and an impressive 150,000:1 contrast ratio to deliver stunning images with vivid colors, breathtaking contrast and ultra-fine detail.

The LSAB007's Alpha 9 Intelligent Processor, integrated ambient light sensor, support for HDR10 and HDR10 Pro and wide 160° horizontal and vertical viewing angles enhance user experiences in any seating arrangement. Several layers of coated film help protect the LEDs from water drops, dust, and physical impact.

Next is the incredible MAGNIT Studio Series with Megapixel VR's Helios controller. Model LBAG015 is a tile-based 1.5mm pixel pitch DVLED solution specially designed for on-camera use in professional production studios. The ability to



present seamless, convincing video that can be used on camera without distortion is already empowering production studios to build extended reality and virtual reality stages where filming backdrops can be digitally designed and displayed in real time while recording.

The curveable, high-contrast LBAG series displays offer actors and on-screen talent a more immersive experience than post-production or green screen solutions, while also enabling direct on-screen presentation capabilities for information or news programs. Controls including V-Sync, phase shift, color and gamma adjustment, customizable 3D-LUT and manual HDR adjustment ensure optimal operation in any environment.



Life's Good.

To ensure every client can find a solution optimized for their needs, LG offers the same display technology and quality in the MAGNIT LBAF model, which also features LG's powerful webOS controller.

Also featured at InfoComm is a new 163-inch model of the MAGNIT LSAQ009 series designed with a remote, off-board power supply unit (PSU) that greatly simplifies PSU replacement and emergency maintenance for vital 24/7 control room, war room and broadcast environments where display access is limited.

Another MAGNIT MicroLED display (model LSAB007) previews how the technology can be deployed for high-end residential installations, with even greater definition and clarity now possible through the just-released residential LSAL006 series that offers LG's smallest LED pixel pitch.

To learn more about all the LG digital signage solutions on display at InfoComm 2023, please visit <https://www.lg.com/us/business>. For high-res images, click [here](#).

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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 Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Ten-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$68 billion global force in consumer electronics, home appliances and air solutions. For more information, please visit www.LGSolutions.com.

Media Contacts:

LG Electronics USA

Kim Regillio
+1 815 355 0509
kim.regillio@lge.com

Tom Terzulli
+1 212 481 3456 x11
tom@griffin360.com