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LG 'STUDIO SERIES' DVLED DISPLAYS MAKE VIRTUAL PRODUCTION ACCESSIBLE TO CORPORATE MARKETERS

New direct-view LED family of displays offers webOS, Megapixel VR and Brompton controller-based models to provide breathtaking visuals and seamless installation

LINCOLNSHIRE, Ill., March 25, 2024 – LG Business Solutions USA, a leading innovator of cutting-edge display technologies, has introduced **LG Studio Series DVLED**, a new family of advanced giant-screen displays that offer production studios, broadcasters and corporate marketing departments unprecedented opportunities to create professional-grade content using life-sized virtual production stages for on-camera color and clarity.

According to Tom Bingham, Senior Director of Business Development at LG Business Solutions USA, the LG Studio Series allows large businesses and broadcast professionals alike to generate more content, improve sustainably and drastically reduce ancillary production costs like equipment transportation and crew travel by enabling the use of pre-visualized background content that surrounds on-screen talent to create incredibly realistic and convincing environments.

"With corporate marketing and advertising teams' growing demand for in-house video production, we designed LG Studio Series DVLED displays to fill stages or entire studios with stunning imagery that recreates the experience and feel of on-location shoots," Bingham said. "By lowering the cost of content production and increasing flexibility through both fixed-type and staging-type displays, LG is helping companies bring sweeping backgrounds to life for everything from live broadcasts to educational and marketing content to feature films."

Featuring various MicroLED models with genlock technology, brightness capabilities up to 5,000 nits and pixel pitches as small as 0.9mm, each of the 10 unique DVLED lines in the Studio Series are specially designed for use as digital walls and floors in virtual production applications. Each DVLED model uses magnet and click-in features to simplify installation while offering custom sizing and resolutions. The series features multiple models that utilize webOS™, Megapixel VR HELIOS® or Brompton SX40 controllers to satisfy all preferences and needs.

Studios that favor the Megapixel VR HELIOS controller have several models to choose from, starting with the **LBAG** flexible model that offers a curveable staging-type MicroLED display with a fine 1.5mm pixel pitch, true black, HDR10, DCI-P3 color and 1,500 nits of brightness. The ability to curve the display around a stage enables the use of unique camera angles and can help

on-screen talent by providing a more immersive environment. LBAG displays can support nearly any size, shape or resolution needed for the production.

Other Megapixel VR-based models include the **LBCG** staging-type version featuring a 2.6mm pixel pitch and 1,500 nits of brightness. The **LFCM** brings a 3.8mm pixel pitch, and 3000 nits of brightness to add floor visuals to the virtual production stage. For close up needs, the MAGNIT Pro **LSAP** fixed-type COB display features a 0.9mm pixel pitch, 600 nits of brightness, multiple layers of coated film that enhance durability and LG's black coating technology ensuring excellent results without visible pixelation. There are also remote power options available for this fixed-type COB display. For outdoor applications, the **GSCE** model delivers an impressive 5,000 nits of brightness and is IP65 certified.

Studios desiring a Brompton SX40-based display have the **LBCJ**, a staging-type 2.6mm pixel pitch unit with 1500 nits of brightness, front and rear serviceability and the ability to create faceted curve displays. The **LFCL** model features an extra strong design that makes it the ideal choice for creating a virtual floor, offering 3,000 nits of brightness and a 3.9mm pixel pitch. The **LBCK** ceiling LED model boasts 5,000 nits of brightness, enabling it to be used for alternative lightings in XR and virtual production.

The same DVLED products are available with LG's powerful webOS controller as well, including a curvable model and pixel pitches ranging from 0.9mm to 3.9mm.

"LG is committed to helping professional enterprises of all types unleash new capabilities and develop innovative content using the latest technologies," Bingham said. "Our vast catalog of DVLED options for virtually every type of studio and need will help usher in a new era of digitally-assisted content that breaks down barriers of cost, complexity, and time and manpower requirements."

For more info on LG's Studio Series DVLED displays, click here. For high-res images, click here.

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About LG Business Solutions USA

The LG Electronics USA Business Solutions division serves commercial customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets – with cutting-edge commercial displays, robots and electric vehicle charging stations. 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 $60- billion-plus global force in consumer electronics, home appliances, air solutions and vehicle components. For more information, please visit www.LGSolutions.com.

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