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# See Beyond, LG Transparent OLED Signage

55EW5F-A

\* All images used are for illustrative purposes only.

# A New Level of See-through View

Imagination becomes reality

LG Transparent OLED signage illuminates spaces that once were hidden away behind the display, completely harmonizing with its surroundings.

Boasting vivid and clear colors with high transparency, this display provides valuable information about as well as visual enhancements to objects placed behind it, giving viewers an impressive “wow” factor.



# FULL OF LIFE

Unrivalled Picture Quality



LG's OLED technology, featuring self-lighting pixels, maintains accurate and vivid colors even when the display becomes transparent. It brings content to life, making it difficult for people to separate content from the real objects placed behind the screen. Only when viewed from a side angle is the content readily distinguishable from the actual object. Also noteworthy, LG Transparent OLED signage delivers awe-inspiring picture quality in all parts of the screen, even from wide viewing angles.

# SPACIAL HARMONY

## High Transparency

Thanks to its high transparency (38%), much higher than conventional LCD transparent displays, LG Transparent OLED signage blends into its surroundings seamlessly and naturally. The display's see-through view turns places where it is installed into open and interactive spaces.

**King Suite**

As soon as you enter the room, open spaces, high floors and a wide window of natural lighting make the room more spacious. Sufficient storage space is ideal for travelers, and it is located on a high floor, giving them the freedom to enjoy the spectacular night view of the city.

- ROOM SIZE**  
128 m<sup>2</sup> (Barrister: 60 m<sup>2</sup>)
- OCCUPANCY**  
3 adults, 2 adults and 2 children
- BED OPTION**  
One king bed
- BATHROOM**  
One full marble bathroom plus one spa powder room
- VIEW**  
City
- SERVICES**  
Includes the use of a gym, swimming pool in the fitness club.

**Food and Beverage Promotion**

The Lounge features a unique menu and program designed by a food consultant from a world-class Michelin restaurant.



# SPACIAL HARMONY

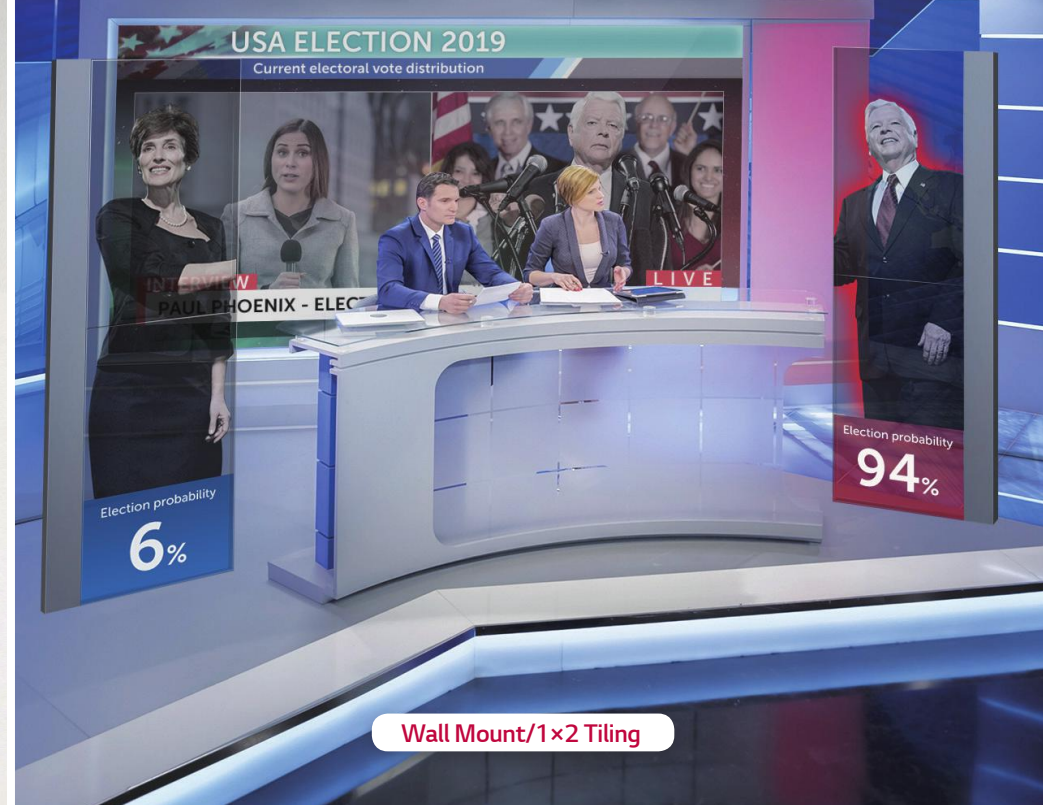
Customizable and Expandable Design



LG Transparent OLED signage is designed as a semi-assembled display, meaning you can install it in various ways to fit into existing structures and spaces. The single stand-alone\* type is available, as well as ceiling and wall-mount types\*. Displays can be also tiled\* together to make a immersive screen, enabling installation on large show-windows. There is no limit to the applications of Transparent OLED signage, and it can complement and enhance any venue in which it is installed.

\* Installation accessories are not supplied by LG.

Ceiling/Single



Wall Mount/1x2 Tiling



2x2 Tiling

# SEE THROUGH

## Effective Information Delivery

When people observe an object, having supplemental information can help provide a richer understanding. In this case, LG Transparent OLED signage is the optimal solution. While clearly showing objects behind the screen, it overlays information right over them so that viewers can easily see both the object and the relevant information without having to change their view.



## VISUAL FEAST

AR Effects in the Dark

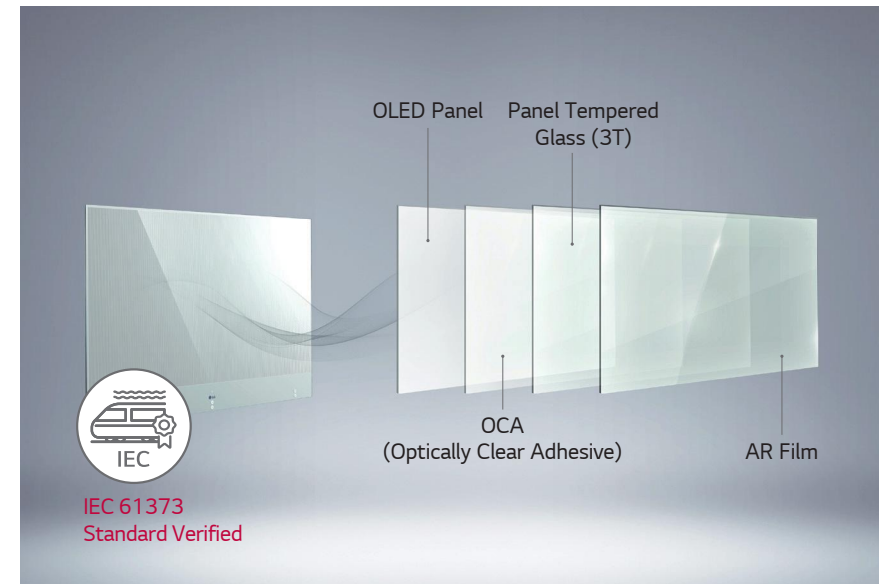
Using LG Transparent OLED signage, you can surprise viewers with AR effects in the dark. The content displayed seems life-like, adding another “wow” factor to the viewing experience.



## PRODUCT DURABILITY

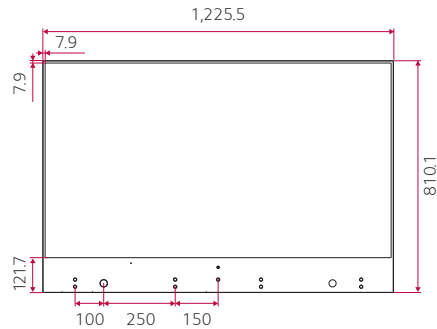
Robust Design for Safety

The tempered front glass protects the screen from external impact, and its verified safety design means it is reliable enough to endure shock and vibration caused by the surrounding environment, such as moving trains.

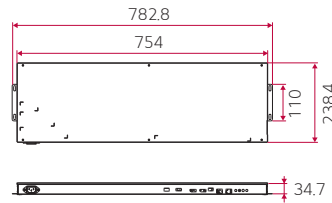


## Dimension (unit: mm)

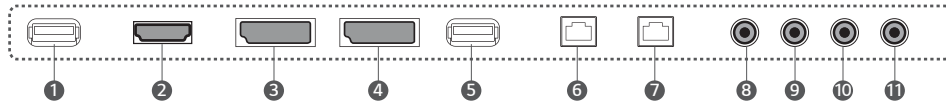
### Head



### Signage Box



## Connectivity



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



## Specifications

### 55EW5F-A

	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness (Typ.) <sup>1)</sup>	400/150 cd/m <sup>2</sup> (Average Picture Level 25%/100%, without Glass)
	Transparency (Typ.)	38% (Panel)
<b>PANEL</b>	Viewing Angle (H x V)	178 x 178
	Response Time	1 ms (G to G)
	Surface Treatment (Haze)	Hard Coating (2H), Anti-reflection Treatment of the Front Polarizer (Reflectance Typ. 14%)
	Life Time (Typ.)	30,000 Hrs
	Operation Hours	18 Hrs / 7 days *Moving Video Only
	Orientation	Landscape & Portrait
	<b>CONNECTIVITY</b>	Input
Output		DP, Audio
	External Control	RS232C In/out, RJ45 (LAN) In/out, IR In
<b>MECHANICAL SPECIFICATION</b>	Bezel Color	Silver (Mirror)
	Bezel Width	7.9 / 7.9 / 7.9 / 12.17 mm (T/L/R/B)
	Monitor Dimension (W x H x D)	(Head) 1,225.53 x 810.1 x 6.6 mm (Signage Box) 782.8 x 238.4 x 34.7 mm
	Weight	(Head) 13.9 kg (Signage Box) 3.4 kg
	Carton Dimensions (W x H x D)	1,329 x 898 x 191 mm
	Packed Weight	22.4 kg
<b>KEY FEATURE</b>	Internal Memory (64GB), Temperature Sensor, Embedded CMS, Fail Over, Content Sync, OSD Rotation, Lock Mode, Content Rotation, Gapless Playback, Tile Mode Setting, Setting Data Cloning, Firmware Update by Network, SNMP, ISM Mode, Control Manager, Crestron Connected <sup>®2)</sup> , DPM, PM Mode, Wake on LAN, SI Server Setting, webRTC	
<b>ENVIRONMENT CONDITIONS</b>	Operation Temperature	0°C to 40°C
	Operation Humidity	10% to 80%
<b>POWER</b>	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption	Typ. 309 W *8 color bar Max. 318 W *8 color bar
	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
<b>CERTIFICATION</b>	EMC	FCC Class "A" / CE / KC
	ErP / Energy Star	Yes / No
<b>MEDIA PLAYER COMPATIBILITY</b>	OPS Type Compatible	No
	External Media Player Attachable	Yes
<b>SOFTWARE COMPATIBILITY</b>	Content Management Software	SuperSign CMS
	Control and Monitoring Software	SuperSign Control / Control+ Signage365Care
<b>ACCESSORIES</b>	Basic	Remote Controller, Power Cord, OSG, IR Receiver, Regulation Book, Phone to RS232C Gender, RS232 Cable (4p-4p), FFC Cables (for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable), Tapes, Screws, Shield Cover Assy, Rubber Dampers

- 1) Brightness may vary for final product (with glass).  
2) Network Based Control



Download  
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Mobile App

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- 📺 [www.youtube.com/c/LGCommercialDisplay](https://www.youtube.com/c/LGCommercialDisplay)
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