See Beyond,
LG Transparent OLED Touch Signage

55EW5TF

- Astonishing Transparency
- Color with Great Depth
- Intuitive P-Cap Touch
- Product Reliability

LG Business Solutions

* All images are for illustrative purposes only.

A New Level of See-through View

Imagination becomes reality

LG Transparent OLED Touch 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 visual enhancements to objects placed behind it, giving viewers an impressive "wow" factor.

Not only that, it can respond according to viewers' touch, which has great potential for various applications where customer interactions are required.

High Transparency

LG's OLED technology makes the Transparent OLED Touch Signage have slimmer structure without backlight unit nor a liquid crystal layer, achieving high transparency of 33% even with P-Cap touch film much higher than conventional LCD transparent displays (10%*). While clearly showing objects behind the screen, it overlays the relevant information right before them.

* Based on LG's WFB series

Accurate and Vivid Colors

Featuring self-lighting pixels, the display maintains vivid colors and high contrast ratio even when the display becomes transparent. It brings content to life from wide viewing angles, and the content blends into its surroundings seamlessly and naturally.

Intuitive P-Cap Touch

By adding P-Cap touch sensor film to the display, the utilization possibilities expand to various industries where customer interaction services are demanding. P-Cap touch type is much better in accurate and fast touch responses than IR type, so users can fully enjoy its fascinating content using their fingertips with no lag.

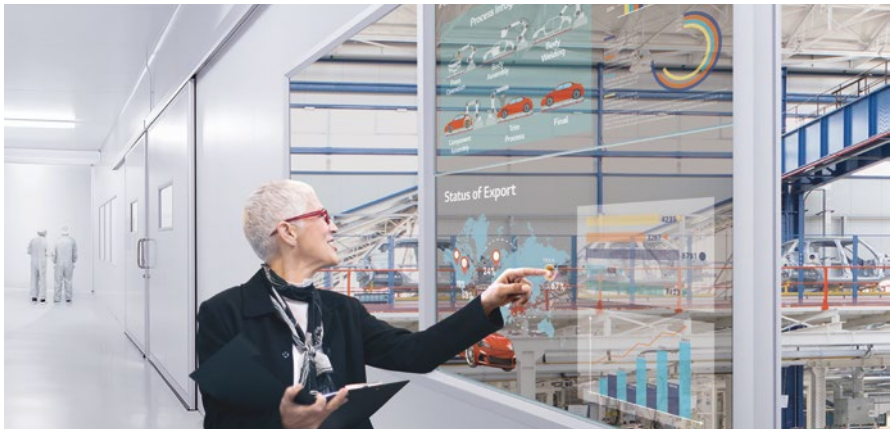
Protective Tempered Glass

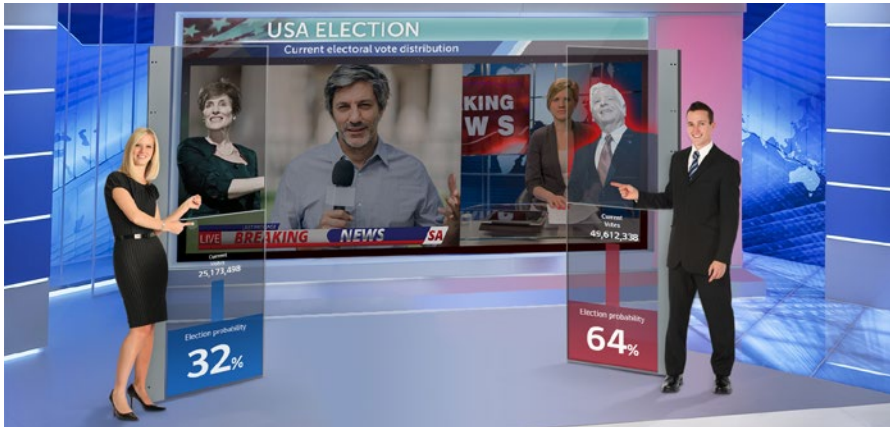
Touching a display directly can cause damage or scratches.
The tempered front glass protects product from such external impacts and its anti-shatter glass is designed to minimize customers' injuries.

* Optically Clear Adhesive

Expandable Design

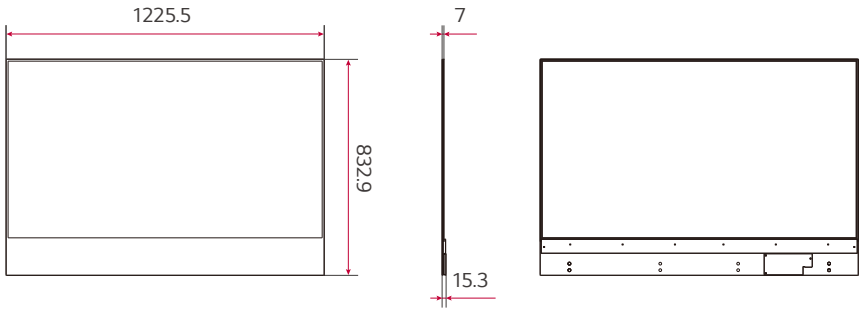
LG Transparent OLED Touch Signage is designed as a semi-assembled display, meaning you can install it in various ways to fit into existing structures and spaces. With a variety of forms of installation*, it can complement any venue in which it is installed.



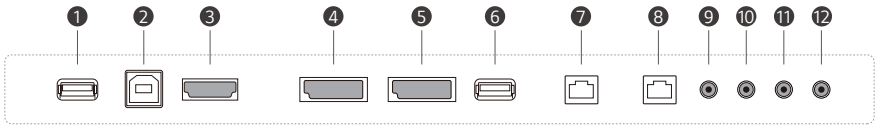


* Installation accessories are not supplied by LG.

DIMENSION (unit: mm)



CONNECTIVITY (Signage Box)



1. TOUCH USB IN
2. TOUCH OUT (PC)
3. HDMI IN
4. DP IN
5. DP OUT
6. USB IN (USB 2.0)
7. LAN IN
8. LAN OUT
9. IR IN
10. RS-232C IN
11. RS-232C OUT
12. AUDIO OUT

* Dimensions & Jack Panels may differ from the above image, so please contact LG sales team to verify before ordering.

SPECIFICATIONS

			55EW5TF
Panel	Screen Size		55"
	Panel Technology		OLED
	Native Resolution		1,920 × 1,080 (FHD)
	Brightness (Typ.)		150 / 400 nit (APL 100% / 25 %, Without Glass)
	Contrast Ratio		150,000 : 1
	Dynamic CR		No
	Color Gamut		BT709 120 %
	Viewing Angle (H × V)		178 × 178
	Color Depth		1.07 Billion Colors (10bit)
	Response Time		1 ms (G to G)
	Surface Treatment (Haze)		No
	Operation Hours (Hours / Day)		18 / 7 (Moving Content Only)
	Portrait / Landscape		Yes / Yes
	Transparency		33% (Set)
Connectivity	Input		HDMI (HDCP 2.2), DP (HDCP 1.3), USB 2.0 Type A, USB 2.0 Type A (Touch Control Board Only)
	Output		DP, Audio, USB 2.0 Type B (Touch USB)
	External Control		RS232C In / Out, RJ45 (LAN) In / Out, IR In (External IR Receiver)
Mechanical Specification	Bezel Color		Matt Silver
	Bezel Width		7.9 / 7.9 / 7.9 / 144.5 mm (T/ R/L/B)
	Weight (Head)		14.6 kg (Head) / 3.4 kg (Signage Box)
	Monitor Dimensions (W × H × D)		1,225.5 x 832.9 x 7.0 mm (Head) 782.8 x 238.4 x 34.7 mm (Signage Box)
	Monitor Dimensions with Stand (W × H × D)		No
	VESA™ Standard Mount Interface		No
	Protection Glass	Depth	3.0 mm
		Tempered / Chemical Strengthening	Yes
		Anti-Reflective	Yes
		Shatter-Proof	Yes
Key Features	Internal Memory (16GB), Temperature Sensor, FAN, webOS 4.0, Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Video Tag (4), Rotation (Screen Rotation), Gapless Playback, Setting Data Cloning, SNMP, ISM Method, Auto Set ID, Status Mailing, Control Manager, Crestron Connected®[1], PM Mode, Wake on LAN, HDMI-CEC™[2], SI Server Setting, Pro:Idiom		
Environment Conditions	Operation Temperature		0 °C to 40 °C
	Operation Humidity		10 % to 80 %
Power	Power Supply		AC 100 - 240 V ~, 50 / 60 Hz
	Power Type		Built-in Power
	Power Consumption	Typ. / Max.	250 W / 280 W
		BTU (British Thermal Unit)	853 BTU/Hr (Typ.), 955 BTU/Hr (Max.)
Sound	Speaker		No
Certification	Safety		CB, NRTL
	EMC		FCC Class "A" / CE / KC
	ErP		Yes (EU Only)
Media Player Compatibility	OPS Type Compatible		No
	OPS Power Built In		No
Software Compatibility	SuperSign CMS, SuperSign Control / Control+, SuperSign Media Editor, Signage365Care[3]		
Accessories (Basic)	Remote Controller, Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, FFC Cables (1,600 mm × 4 ea for Connection Between Panel and Signage Box), HDMI Cable (3 M), Micro to A Type USB Cable (1.8 M for Connection Between Touch and Signage Box), A to B Type USB Cable (Touch Out), Tape (10 ea for Cabling / 10 ea EMI Gasket Tape), Screw (M4 × L22, 12 ea / M4 Nut 12 ea / M3 × L5.5, 8 ea / M3 × L3.5, 20 ea), Shield Cover Ass'y, Rubber Damper 4 ea, Touch Cable Holder 2 ea		

1) Network based control 2) Compatibility may differ by equipment. 3) The availability can differ by region.
* Specification are subject to change without notice, so please contact LG sales team to verify before ordering.

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LG Transparent OLED Signage

55EW5F-A

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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

Unrivaled 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.

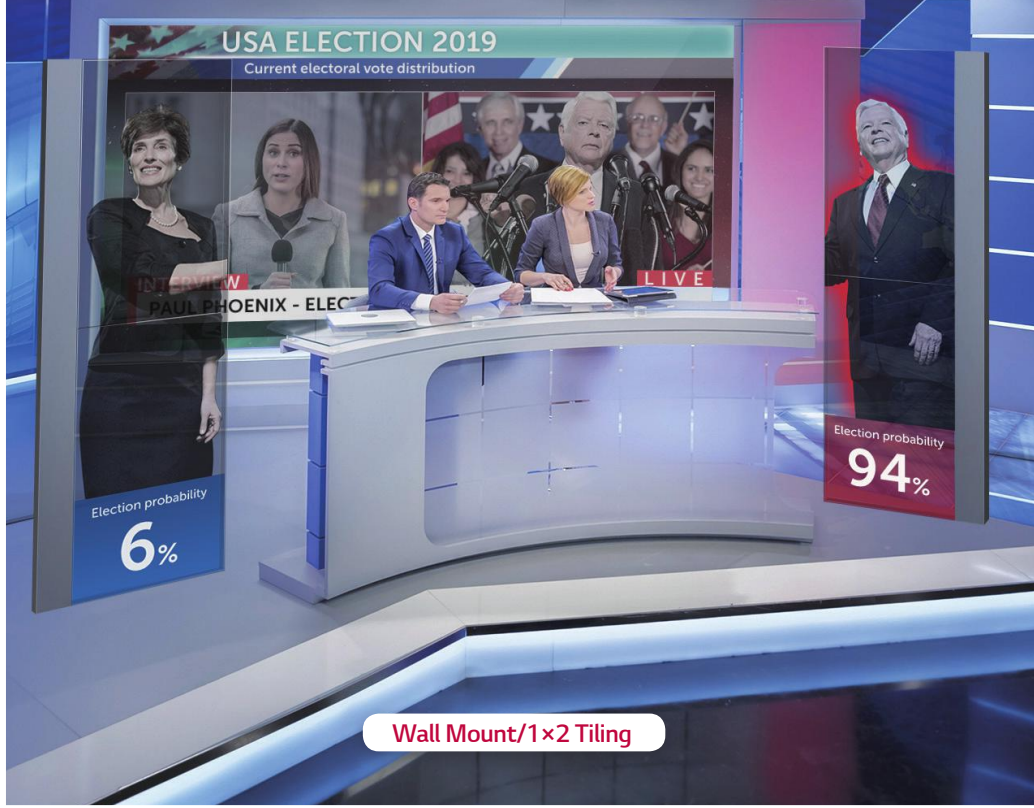
SPACIAL HARMONY

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/1×2 Tiling

2×2 Tiling

SEE THROUGH

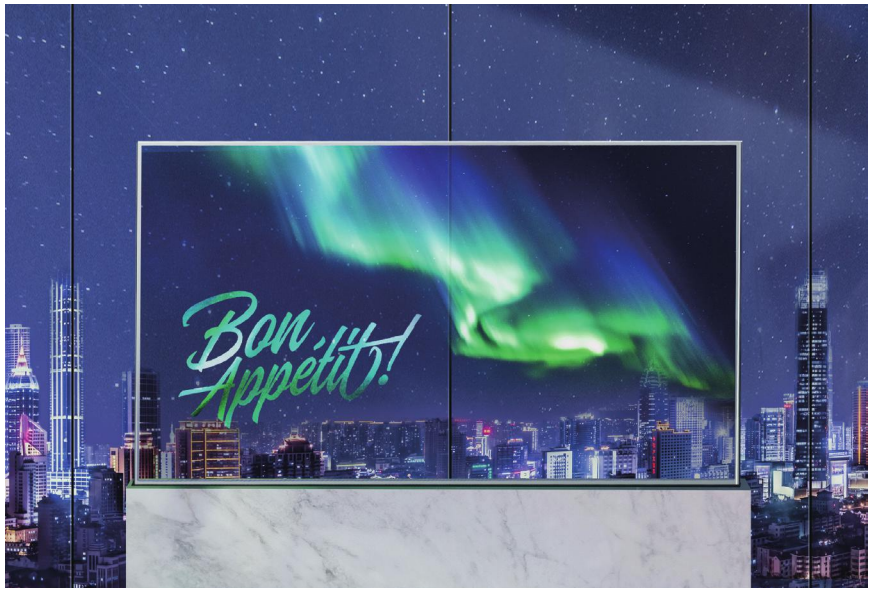
Effective Information Delivery

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

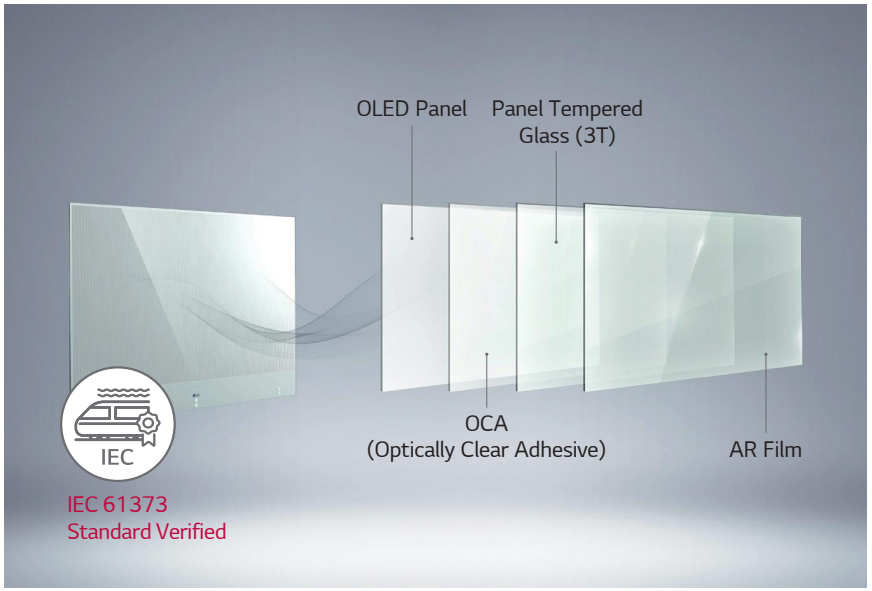
Using LG Transparent OLED signage, you can surprise viewers with AR effects in the dark. The content displayed seems life-like, adding another "wow" factor to the viewing experience.



PRODUCT DURABILITY

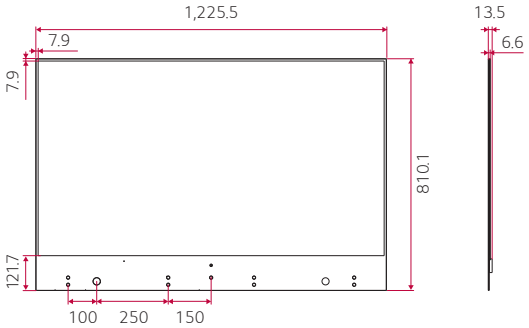
Robust Design for Safety

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.

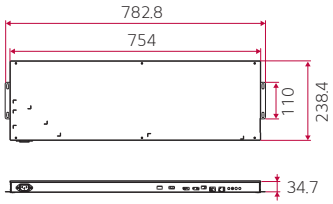


Dimension (unit: mm)

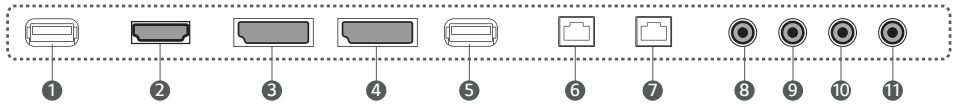
Head



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

PANEL	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness (Typ.)[1]	400/150 cd/m² (Average Picture Level 25%/100%, without Glass)
	Transparency (Typ.)	38% (Panel)
	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
CONNECTIVITY	Input	HDMI, DP, USB (2)
	Output	DP, Audio
	External Control	RS232C In/out, RJ45 (LAN) In/out, IR In
MECHANICAL SPECIFICATION	Bezel Color	Silver (Mirror)
	Bezel Width	7.9 / 7.9 / 7.9 / 121.7 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
KEY FEATURE		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®[2], DPM, PM Mode, Wake on LAN, SI Server Setting, webRTC
ENVIRONMENT CONDITIONS	Operation Temperature	0°C to 40°C
	Operation Humidity	10% to 80%
POWER	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption Typ.	309 W *8 color bar
	Power Consumption Max.	318 W *8 color bar
CERTIFICATION	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
	EMC	FCC Class "A" / CE / KC
	ErP / Energy Star	Yes / No
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	No
	External Media Player Attachable	Yes
SOFTWARE COMPATIBILITY	Content Management Software	SuperSign CMS
	Control and Monitoring Software	SuperSign Control / Control+
	Signage365Care	Yes
ACCESSORIES	Basic	Remote Controller, Power Cord, QSG, 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

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