



COLORS

TRIMS

WHEELS

INTERIORS

Electric Power Steering

The only specialty in the world.
Create your sketched ideas and identify it from various angles.
Allow you to preview the future and set the direction of development.

See Beyond, LG Transparent OLED Signage

55EW5F

* 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 large window of natural lighting make the room more spacious. Sufficient storage space is also provided for towels, and it is located on a high floor, giving them the freedom to enjoy the spectacular night view of the city.

- ROOM SIZE**
123sq (Overall 62sq)
- OCCUPANCY**
2 adults or 1 adult and 2 children
- BED OPTION**
Drawing bed
- BATHROOM**
One full bath, hairdryer, plus
in-entertainment system
- VIEW**
City
- SERVICES**
Includes internet & open, semi-
integrated in the front desk.

Food and Beverage Promotion

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



SPACIAL HARMONY

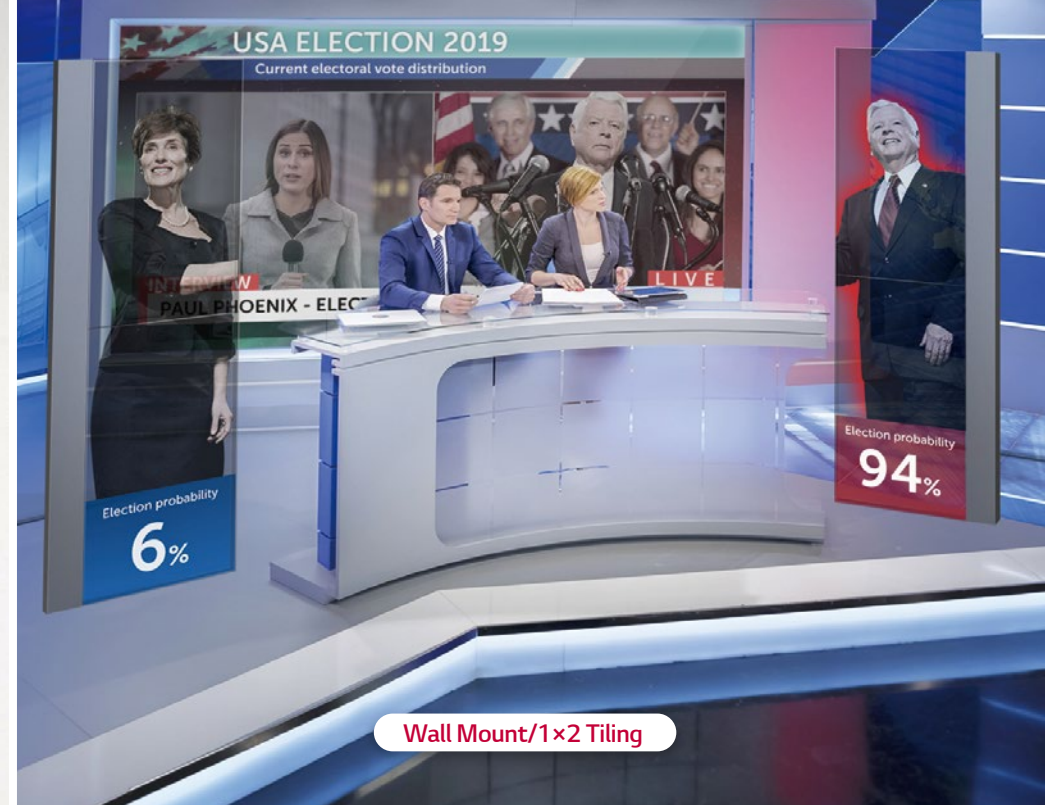
Customizable and Expandable Design



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

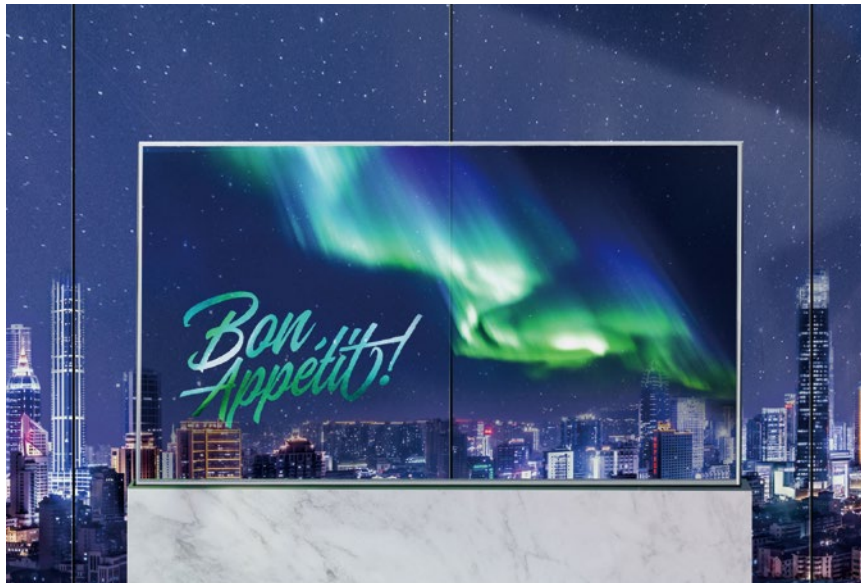
When people observe an object, having supplemental information can help provide a richer understanding. In this case, LG Transparent OLED signage is the optimal solution. While clearly showing objects behind the screen, it overlays information right over them so that viewers can easily see both the object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



VISUAL FEAST

AR Effects in the Dark

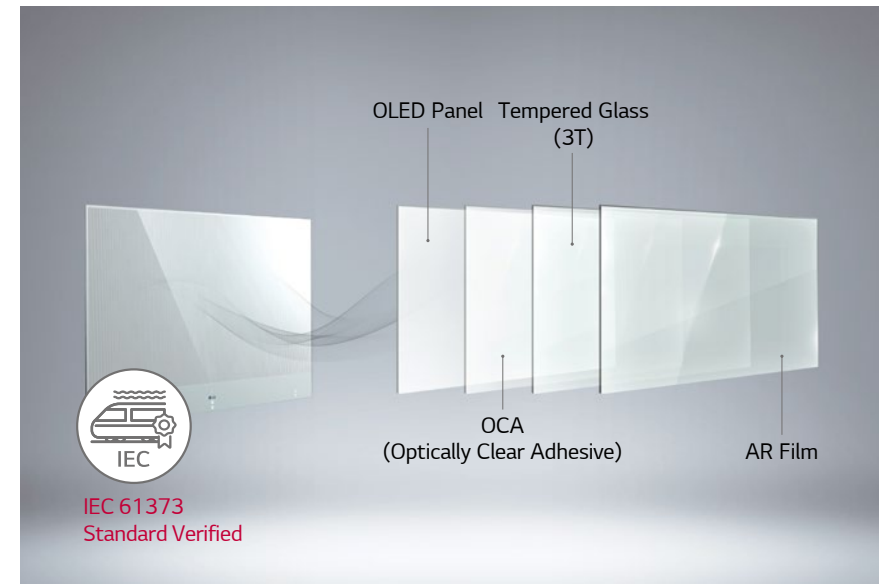
Using LG Transparent OLED signage, you can surprise viewers with AR effects in the dark. The content displayed seems life-like, adding another “wow” factor to the viewing experience.



PRODUCT DURABILITY

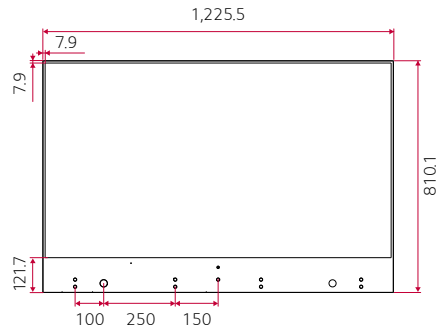
Robust Design for Safety

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.

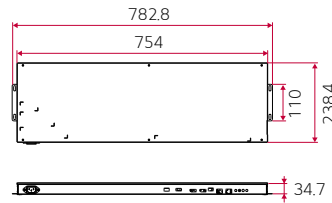


Dimension (unit: mm)

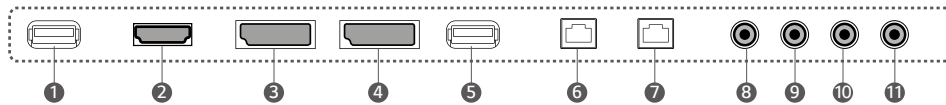
Head



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

55EWSF

	Screen Size	55"	
	Panel Technology	OLED	
	Native Resolution	1,920 × 1,080 (FHD)	
	Brightness (Typ.) ¹⁾	150 / 400 nit (APL 100 % / 25 %, Without Glass)	
	Contrast Ratio	150,000 : 1	
	Dynamic CR ²⁾	No	
	Color Gamut	BT709 120 %	
PANEL	Viewing Angle(H × V)	178 × 178	
	Color Depth	1.07 Billion Colors (10 bit)	
	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	38 % (SET)	
	CONNECTIVITY	Input	HDMI (HDCP 2.2), DP (HDCP 1.4), USB 2.0 Type A (2)
		Output	DP, Audio
		External Control	RS232C In / Out, RJ45 (LAN) In / Out, IR In (External IR Receiver)
MECHANICAL SPECIFICATION	Bezel Color	Mirror	
	Bezel Width	7.9 / 7.9 / 7.9 / 121.7 mm (T/L/R/B)	
	Weight (Head)	13.9 kg (Head), 3.4 kg (Signage Box)	
	Monitor Dimensions (W × H × D)	1225.5 × 810.1 × 6.6 mm (Head) 782.8 × 238.4 × 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, Anti-Reflective, Shatter-Proof	
KEY FEATURE		Internal Memory (64 GB), Temperature Sensor, FAN, webOS 3.0+ Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Sync Mode (RS-232C Sync, Local Network Sync), Video Tag (2), Rotation (Screen Rotation, External Input Rotation), Gapless Playback, Tile Mode Setting, Setting Data Cloning, SNMP, ISM Method, Auto Set ID, Status Mailing, Control Manager, Crestron Connected ³⁾ , PM Mode, Wake on LAN, HDMI-CEC ⁴⁾ , SI Server Setting, webRTC	
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 Typ. / Max. Consumption	309 W / 318 W 1,054 BTU/Hr (Typ.), 1,085 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 WB, SuperSign Media Editor, Signage365Care ⁵⁾	
ACCESSORIES		Remote Controller, Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender,	
	Basic	FFC Cables (1,600 mm × 4 ea for Connection Between Panel and Signage Box), DP Cable (2 M), LAN Cable (2 M), RS232 Cable (4P-4P, 1.5 M), LC Cable (VLC, 3 M), 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 Assy, Rubber Damper 4 ea	

¹⁾ The luminosity ratio of Full Black / Full White color on video input condition.

²⁾ Brightness may vary for final product (With glass).

³⁾ Network Based Control

⁴⁾ Compatibility may differ by equipment.

⁵⁾ The availability can differ by region.

* Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.



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