

# Why LG?

## 6 Benefits of LG DVLED Displays

LG's DVLED Signage solutions are characterized by their ability to provide extremely bright, sharp images that captivate viewers with breathtaking realism, indoors or out.



### Wide Assortment



LG has a DVLED Display for virtually any installation and need. Choose from a wide assortment of Indoor DVLED Displays, including LG's Ultimate Business Displays, Curvable, Broadcast Studio models, and innovative All-In-One Displays. Outdoor and Marine Grade DVLED displays are designed to withstand the elements. LG DVLED panels come in various sizes and resolution options, allowing you to create the ideal final display.

### LG Ultimate Business Display



Leave it to LG to create direct view LED bundles for any business. Available in various sizes and performance levels, LG's bundled solutions take the guesswork out of configuring the right for your business. From 2K to 8K configurations with screen sizes from 81" to a show-stopping 325" (measured diagonally), these solutions have everything you need to deliver your content dynamically.

### DVLED Delivers Unparalleled Brightness



DVLED displays use a surface array of LEDs as the actual display pixels, producing incredible contrast ratios, vibrant colors, and brightness levels several times that of LCD displays. They can deliver bright, crisp content in virtually any ambient light condition. Wide 160° horizontal and vertical viewing angles give everyone a "best seat in the house" view.

### LG MAGNIT – The Next Level of DVLED



LG's MAGNIT DVLED Display comprises a colorful mosaic of Micro LED chips that can deliver stunning images that assent to the content creator's intentions. Vivid colors, breathtaking contrast, and ultra-fine detail combine to produce eye-catching images that immerse viewers and create a memorable experience. Bring your imagination to life with LG MAGNIT.

### A Sophisticated Controller and LG webOS™



LG's webOS features a Quad-Core SoC design that can execute several tasks to provide smooth content playback from connected base-band high-resolution video sources, the built-in media player, or video streaming decoder. Integrated Multi-Screen capability allows up to four inputs to be on the display simultaneously overlaid through PIP. The included LG controller has 3.6GB of storage for applications and content. For added convenience, a remote control with an intuitive user interface puts system and image control in the palm of your hand.

### Pioneering New Solutions in Display Technology



With the introduction of its first 136" All-In-One DVLED, LG ushered in a new category of display technology that merges brilliance, convenience, and flexibility. Not one to rest on their laurels, LG has expanded its lineup to six models, including new residential, 21:9 Aspect Ratio, and TAA-compliant displays, with more on the way! Available in a broad range of screen sizes, these exciting displays are a breeze to install and come with everything you need, including the necessary tiles, embedded controllers, and built-in speakers.



## Key Features<sup>1</sup>



### MAGNIT Deep Black Technology

MAGNIT displays remove the package surrounding the RGB LED chips and apply LG's full black coating technology to deliver deep black levels and an impressive 150,000:1 (@10 lux) contrast ratio, revealing ultra-fine details with brilliant color reproduction and breathtaking contrast.



### Alpha 7 Intelligent Processor

Adopted from LG's TV technology, the Alpha 7 Intelligent Processor recognizes and analyzes the original content and optimizes image clarity and sharpness. It also works with an image sensor to deliver the appropriate display brightness level based on changing ambient light conditions.



### HDR10 and enhanced by LG's HDR10 Pro.<sup>2</sup>

Support for HDR10 and HDR10 Pro content reveals vivid images thanks to enhanced dynamic tone mapping that produces a broader color spectrum of over one billion color possibilities.



### Wide Viewing Angles

Wide 160° horizontal and vertical viewing angles minimize off-axis viewing color distortions and ensure that viewers experience outstanding image reproduction no matter where they sit.



### SuperSign™ Compatibility

A comprehensive content management software solution simplifies content creation and distribution, saves service time, and enables efficient operations across locations.



### Compatible with AV Control Systems

Corporate meeting areas will appreciate how this display can seamlessly integrate with most professional AV control systems and is certified Crestron Connected®.



### Optimum Cable-less Design

Wireless broadband transmission technology eliminates signal and power cable connections between the cabinets. The only cable connections include connecting the screen to its system controller and power.



### Intuitive system controls simplify operation.

Thanks to the intuitive user interface adopted from general LG digital signage, users can easily access display settings using a remote control, eliminating the need to connect a PC.



### 21:9 screen ratio capability delivers a rich Microsoft® "Front Row" experience.

For users of Microsoft® "Front Row," select LG DVLED models can display the necessary 21:9 screen ratio to deliver the full experience of Front Row by matching Microsoft's maximum resolution of 2560 x 1080.

<sup>1</sup> Key features may not be common to all models.

<sup>2</sup> HDR10 Pro is LG's HDR solution to process HDR signals using enhanced dynamic tone mapping.