0.44mm EVEN BEZEL VIDEO WALL

55SVH7F-A

Making use of LG's pioneering display technology, the 0.44 mm Even-Bezel Video Wall provides the perfection of a truly seamless view along with vivid color representation throughout the assembled large screen. Minimizing bezel visibility unlocks great opportunities in various markets, even in places that previously had avoided video walls due to the visible bezels.

LG | Business Solutions

Groundbreaking 0.44mm Even Bezel

The unprecedented razor-thin bezel – 0.44 mm EVEN BEZEL and 0.88 mm BEZEL TO BEZEL – which has been verified by Nemko*, makes content look like the actual original image by depicting a subject perfectly true to form, without any distortions. Seamlessly assembled on a large video wall screen, the 55SVH7F-A will provide an even more immersive experience to viewers.

0.44mm

9 NEWS
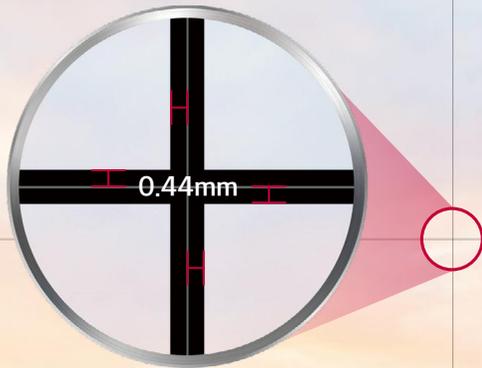
* The 0.44mm even panel bezel and 0.88mm BtB size(borderless type, no metal bezel) have been verified by Nemko, a global institution that tests and certifies electrical equipment.

0.44mm Even Bezel Video Wall
55SVH7F-A

VIVID AND DYNAMIC PICTURE QUALITY

Higher Viewing Angle

Large screens are usually positioned higher than human-eye level, making uniform picture quality essential for video walls. The viewing angle of the 55SVH7F-A is superior to that of conventional video walls, allowing it to display vivid colors throughout the screen with no distortion – even in areas that are problematic for other large screens.

Low Viewing Angle

60°* High Viewing Angle
(LG 55SVH7F-A)

* Results based on in-house testing. Actual test results may differ depending on environment and measuring equipment.

Wider Viewing Angle

It is well known that LG IPS panel technology enables better control of liquid crystals, which in turn allows the screen to be viewed from virtually any angle. Because of this, the 55SVH7F-A captures the attention of and captivates more viewers with lifelike colors, regardless of their viewing position.
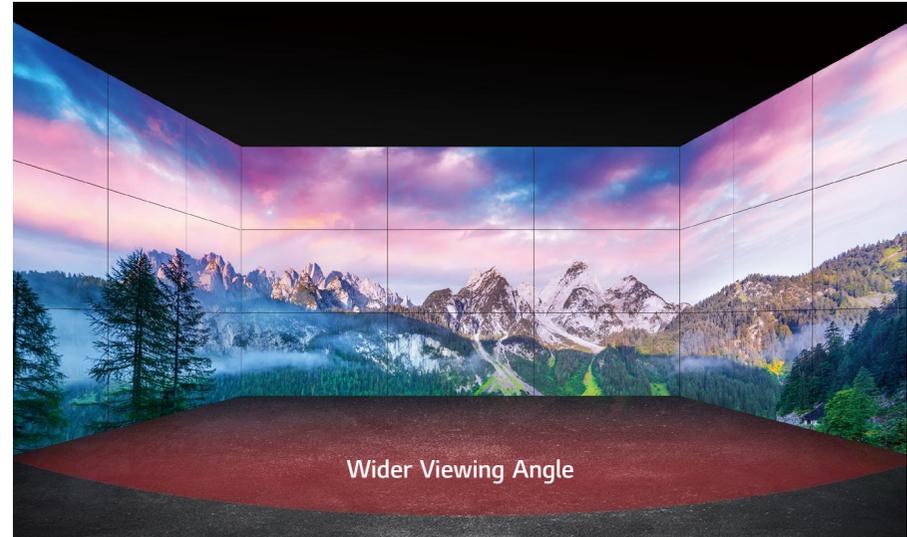
Wider Viewing Angle

0.44mm Even Bezel Video Wall
55SVH7F-A

VIVID AND DYNAMIC PICTURE QUALITY

Uniform Color Expression

Poor uniformity around bezel boundaries can give the corners a darker appearance, which doesn't look good on a large screen. However, the 55SVH7F-A has enhanced uniformity, even within the four corners of the display, to deliver vivid and consistent color throughout the screen.

Low Uniformity

90%* Uniformity
(LG 55SVH7F-A)
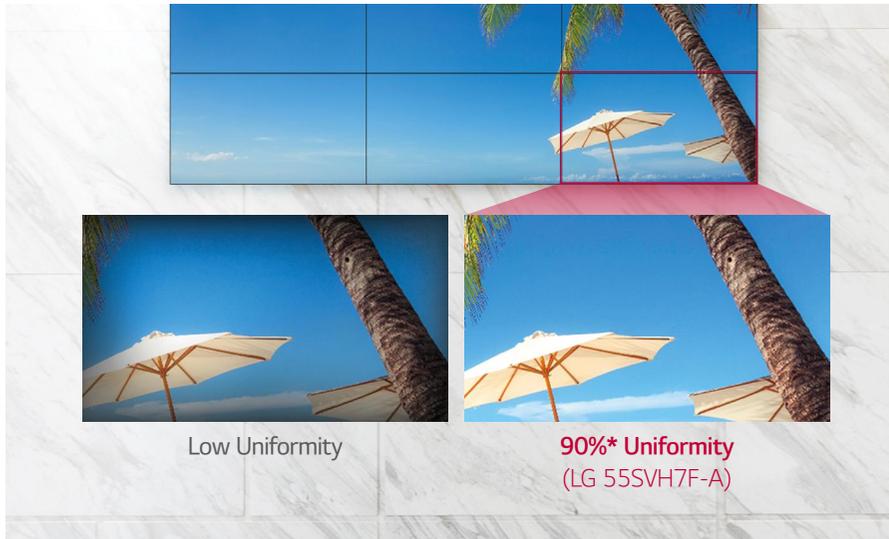
* Uniformity among 13 points of the screen. Results based on in-house testing.
  Actual test results may differ depending on environment and measuring equipment.

Image Gap Reduction

The 55SVH7F-A includes an image improvement algorithm that can reduce image gaps among tiled displays when playing back videos. Objects located on the bezel boundaries are adjusted for a seamless viewing experience.

Conventional*

LG 55SVH7F-A

* The "Conventional" refers to displays which do not include an image improvement algorithm.

0.44mm Even Bezel Video Wall
55SVH7F-A

Smart Calibration

Smart Calibration is a solution that enables error-free calibration while dramatically reducing time and costs compared to existing sensor calibration methods. It analyzes not only the color property differences within each individual display but also the property differences between the connected displays, eliminating the need for any additional manual color adjustments. Because it can be done in a matter of minutes with just the click of a remote control, this process is so simple. In addition, calibration can be set to automatically occur at regular intervals and brightness can be adjusted based on the surrounding environment, allowing you to always deliver optimum image quality.

Sensor Calibration

LG Smart Calibration

Time Consuming

Specialists Needed

Cost Generation

Incomplete Calibration

Time Saving

No Need for Specialists

No Costs

Complete Calibration
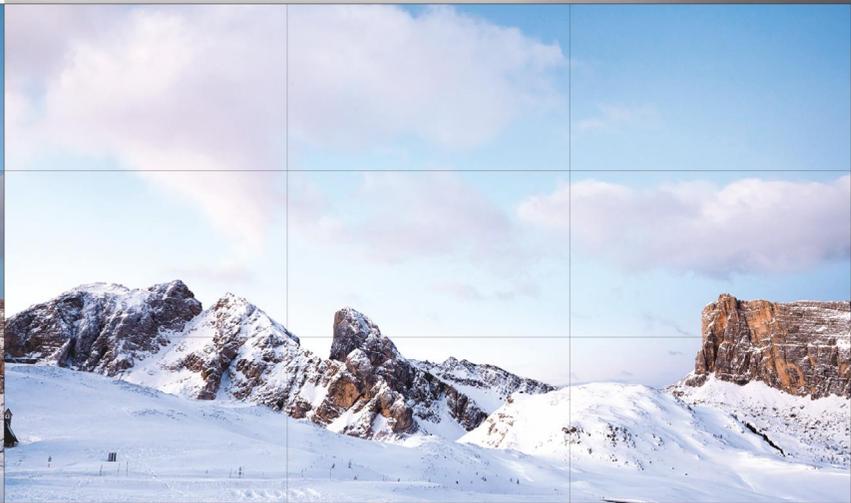
0.44mm Even Bezel Video Wall

55SVH7F-A

POWERFUL SMART SIGNAGE PLATFORM

High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the 55SVH7F-A can execute several tasks at once while providing smooth content playback without the need for a media player. As webOS supports HTML5 as a web-based platform and offers SDK(Soft Development Kit), it is even easier for SIs to build and optimize their web apps.

Content Playback

File Upload / Download
App Execution
Network Connection
Periodic Task

Flexible Content Creation

Four different videos can be played simultaneously via web apps, and various animation effects, such as scaling or rotating, are added to content using CSS(Cascading Style Sheets) transition effects. Real-time streaming* is also available, providing the flexibility to organize and diversify content free from capacity limits.

IP Video Streaming

Multi Video Tags

CSS Effect

* Supported protocols : RTSP, RTP, HLS, UDP Multicast

0.44mm Even Bezel Video Wall

55SVH7F-A

USER-FRIENDLY SMART SIGNAGE UX

Intuitive Menu Structure

The menu structure has been optimized for commercial use. It simplifies approach flows and groups similar functions together, adopting a more intuitive GUI for ease of use. This way, users can avoid having to do trial-and-error when exploring desired functions and managing displays.
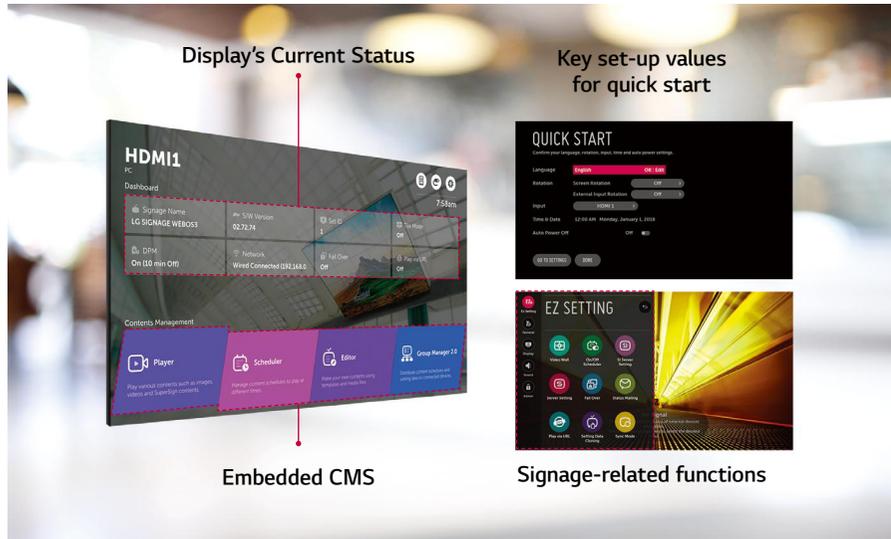
Dedicated GUI for Portrait Orientation

The conventional GUI(Graphic User Interface) was designed based on landscape-oriented consumer TV usage, so OSD(On Screen Display) wasn't well-suited for screens in portrait mode. The OSD of the 55SVH7F-A, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.
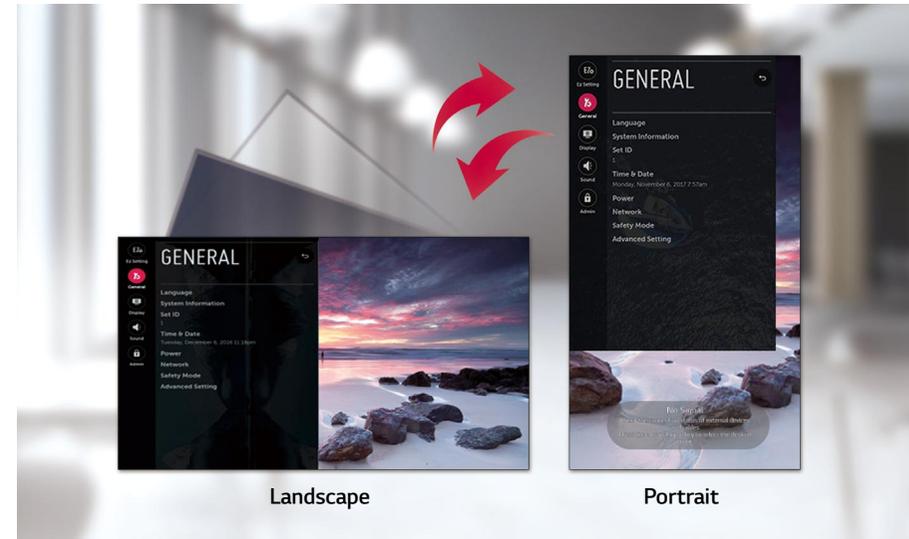
0.44mm Even Bezel Video Wall

55SVH7F-A

USER CONVENIENCE

Easy Color Adjustment

Depending on the content, the color temperature of the display can be easily adjusted in increments of 100K using a remote control.
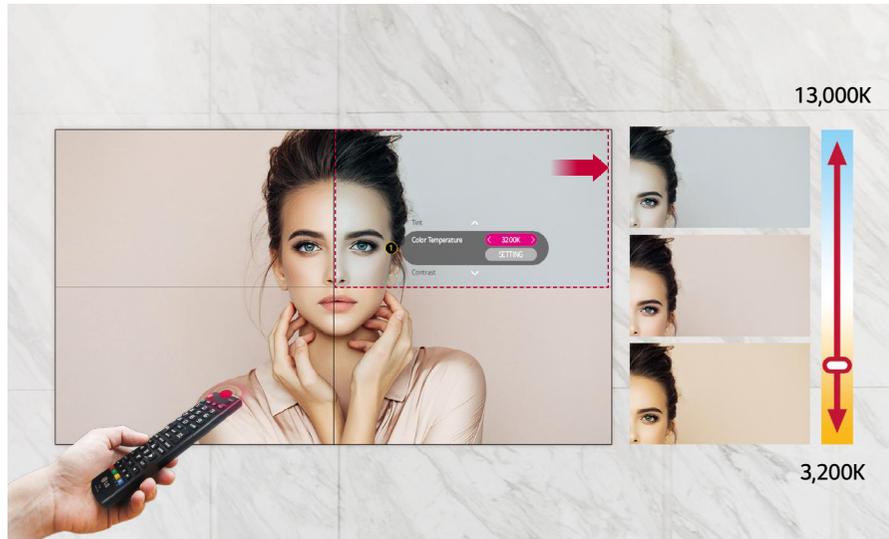
Simple White Balance Adjustment

In conventional video walls, white balance was adjustable only in "full-white" mode, but the 55SVH7F-A allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.
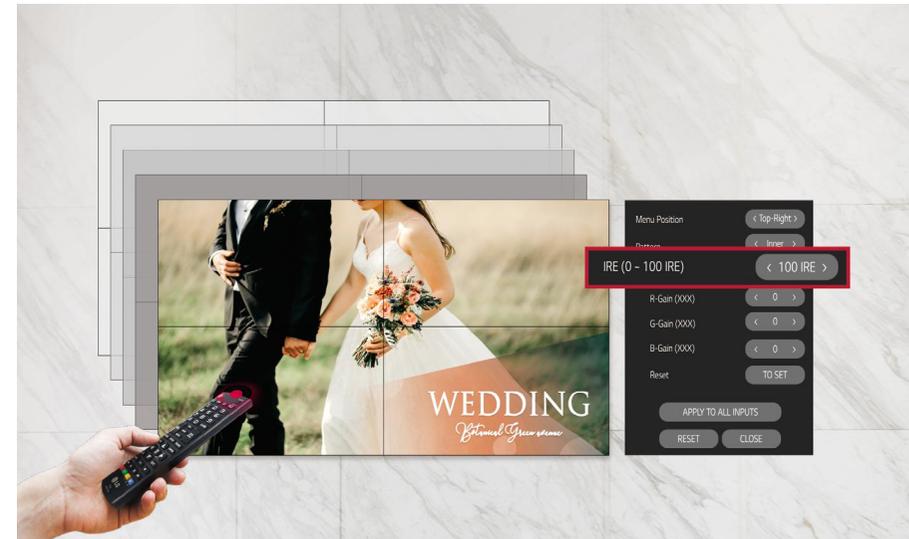
0.44mm Even Bezel Video Wall

55SVH7F-A

USER CONVENIENCE

Daisy Chain Capability

A LAN daisy chain allows you to control and monitor video walls and even update their firmwares at once. Also, through UHD daisy chain using HDMI and DisplayPort, you can easily set up a UHD video wall without the need of DisplayPort MST or Matrox graphics card.
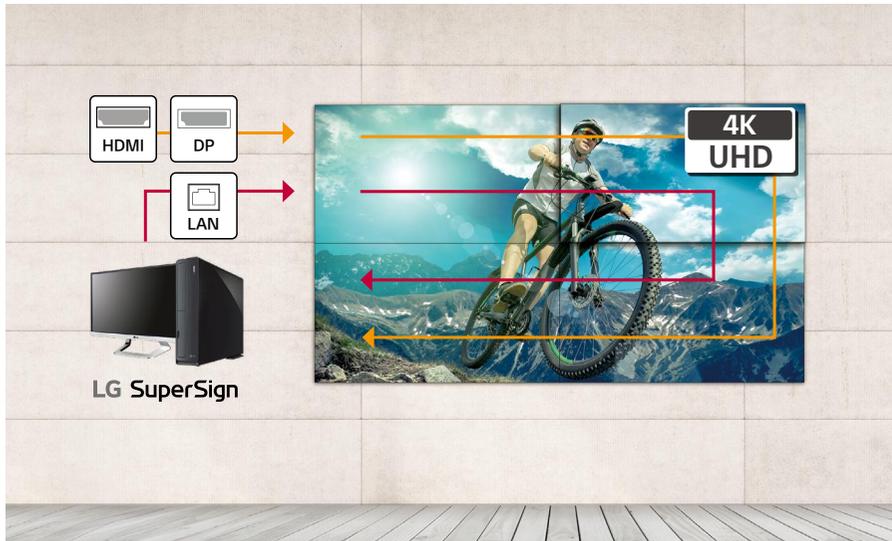

Real-Time Care Service

The maintenance gets easier and faster with an optional service Signage365Care*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client's business.


Status, Usage Data

Monitoring / Fault Detection

* The availability of "Signage365Care" service can differ by region, so please contact the LG sales representative in your region for further details.

Dimension (unit: mm)

55"
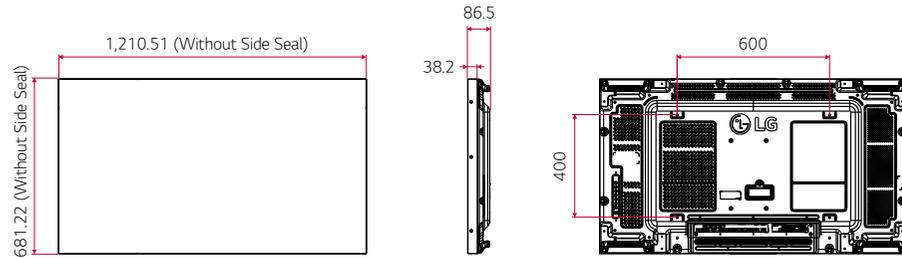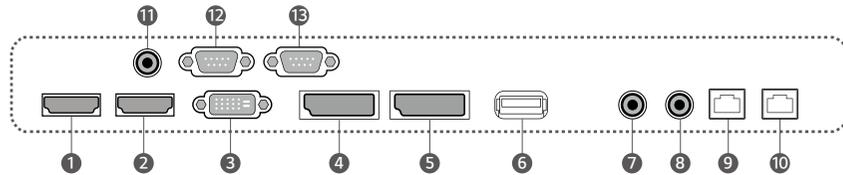
1,210.51 (Without Side Seal)

681.22 (Without Side Seal)

86.5

38.2

600

400

Connectivity

| ⑪ | ⑫ | ⑬ |
| ① | ② | ③ | ④ | ⑤ | ⑥ | ⑦ | ⑧ | ⑨ | ⑩ |

❶ HDMI IN 1
❷ HDMI IN 2
❸ DVI-D IN
❹ DP IN
❺ DP OUT

❻ USB 2.0 IN
❼ AUDIO IN
❽ AUDIO OUT
❾ LAN IN
❿ LAN OUT

⓫ IR IN
⓬ RS232C IN
⓭ RS232C OUT

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

Specifications   55SVH7F-A

PANEL	Screen Size	55"
	Panel Technology	IPS
	Native Resolution	1,920 × 1,080 (FHD)
	Brightness (Typ.)	700 nit
	Contrast Ratio	1,200 : 1
	Dynamic CR[1]	500,000 : 1
	Color Gamut	NTSC 72 %
	Viewing Angle (H × V)	178 × 178
	Color Depth	1.07 Billion Colors (10 bit)
	Response Time	8 ms (G to G)
	Surface Treatment	Haze 3 %
	Operation Hours (Hours / Day)	24 / 7
	Portrait / Landscape	Yes / Yes
CONNECTIVITY	Input	HDMI (2), DP, DVI-D, Audio, USB 2.0 Type A
	Output	DP, Audio
	External Control	RS232C In / Out, RJ45 (LAN) In / Out, IR In
MECHANICAL SPECIFICATION	Bezel Color	Black
	Bezel Width	0.44 mm (Even Bezel)
	Monitor Dimension (W × H × D)	1,210.51 × 681.22 × 86.5 mm
	Weight (Head)	16.8 kg
	Handle	Yes
	VESA™ Standard Mount Interface	600 × 400 mm
KEY FEATURE		Internal Memory (8 GB), Temperature Sensor, Current Sensor, BLU Sensor, Local Key Operation, webOS 4.0, Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Background Image (No Signal Image), Sync Mode (RS-232C Sync, Local Network Sync), Video Tag (2), Play via URL, Rotation (Screen Rotation, External Input Rotation), Gapless Playback, Tile Mode Setting (Max. 15 × 15), Setting Data Cloning, SNMP, ISM Method, Auto Set ID, Status Mailing, Control Manager, Crestron Connected®[2], Smart Energy Saving, PM Mode, Wake on LAN, HDMI-CEC[3], SI Server Setting, webRTC, Pro:Idiom, W/B Setting by Grey Scale, Scan Inversion
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.	210 W / 250 W
	Power Consumption — BTU (British Thermal Unit)	717 BTU / Hr (Typ.), 853 BTU / Hr (Max.)
CERTIFICATION	Safety	CB / NRTL
	EMC	FCC Class "A" / CE / KC
	ErP	Yes (EU Only)
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	Yes (Piggyback)
SOFTWARE COMPATIBILITY		SuperSign CMS, SuperSign Control / Control+, SuperSign WB, SuperSign Media Editor, Signage365Care[4]
ACCESSORIES	Basic	Remote Controller, Power Cord, RS232C Cable, LAN Cable, DP Cable, IR Receiver, Guide Bracket, Screws, Manual
	Optional	Wall Mount (Landscape : WM-L640V, Portrait : WM-P640V), OPS Kit (KT-OPSF)
SPECIAL FEATURE	Smart Calibration	Yes

[1] The luminosity ratio of Full Black / Full White color on video input condition.
[2] Network based control
[3] Compatibility may differ by equipment.
[4] The availability can differ by region.
* Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.

ENERGY STAR

HDMI™ HIGH-DEFINITION MULTIMEDIA INTERFACE

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