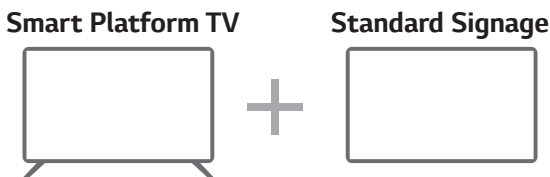


## TV Entertainment and Advertisements on One Screen



The LV640S Series of Smart TV signage provides easy and convenient on-screen content management. It has been designed for simultaneously broadcasting TV programs and delivering advertisements via the built-in TV tuner. With its assortment of content management solutions, including embedded content management tools and the preloaded YouTube app, the LV640S is a perfect display for virtually any high-traffic environment.

### What is Smart TV Signage?



**Smart TV Signage**



**screen size**

43" (42.5" Diagonal), 49" (48.7" Diagonal), 55" (54.8" Diagonal)



### Entertain guests with "Smart TV" Signage



**NEW**

**Enriched Smart Content**

- Pre-loaded YouTube App
- Web Browser
- Live TV



**NEW**

**Smart Connectivity with Built-in WiFi**

- ScreenShare
- SmartShare

### Advertise and Manage with Smart TV "Signage"



**Assorted Content Management Solution**

- New Embedded Content Manager via remote control, keyboard and Chrome browser
- Compatibility with LG SuperSign™ Software such as SuperSign™ Simple Editor/ SuperSign™ Lite



**NEW**

**Easy Management and Control**

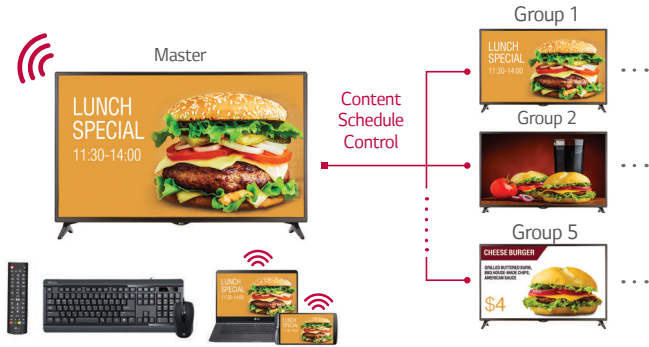
- WOL (Wake on LAN)
- Crestron Connected® Certification

# TV Entertainment and Advertisements on One Screen

## Assorted Content Management Solution

### Embedded Content Management

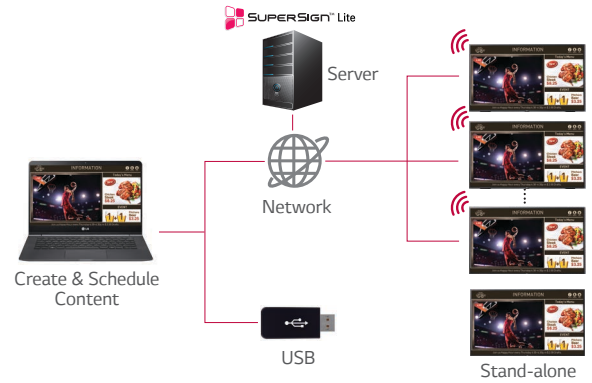
Without an extra PC, content can be easily and promptly edited using embedded templates via remote control, keyboard and Chrome browser. Also, because the Smart TV Signage itself works as a server, a master TV can distribute content and set data on a selected group within the same network.



### SuperSign™ Simple Editor

The LV640S series is compatible with SuperSign™ Simple Editor, one of LG's editor software, to provide media editing, scheduling, and distributing capabilities.

- Creation with embedded templates (143 templates, 100 stickers)
- Content Scheduling and direct distribution via USB
- Content distribution over the network available via SuperSign™ Lite. (Up to 50 TVs)



## Easy Control and Management

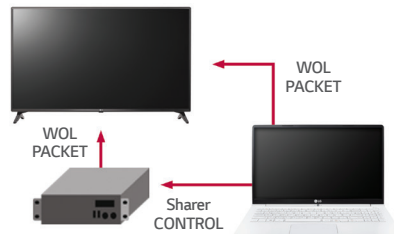
### Crestron Connected® Certified Display

The LV640S is Crestron connected certified, for seamless integration and automated control in Crestron Connected environments.



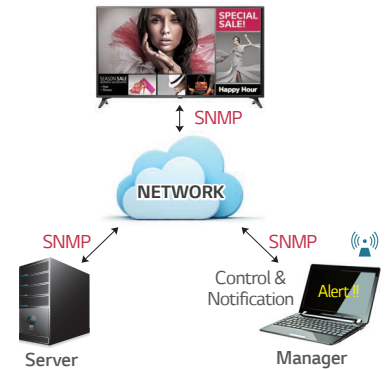
### WOL

WOL (Wake on LAN) helps you remotely turn on TVs over the internet. Connect TVs and a PC in the same network, and send Magic Packet programs to the MAC addresses of registered TVs. Then, it will wake up the TVs via LAN port.



### SNMP

SNMP (Simple Network Management Protocol) ensures convenient network management for SI and business managers.



## Smart Connectivity & Experience

### Enricher Smart Content

Customers can easily access to various content via pre-loaded YouTube app, web browser and live channels.



### SmartShare

SmartShare allows users to share content easily and quickly. It also searches for the content they want in order to share it easily and accurately, thereby simplifying the process of sharing between various devices.



### SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

- \*SoftAP should be set in installation menu after TV is on.
- \*Smart Mirroring may not be operated at the same time.

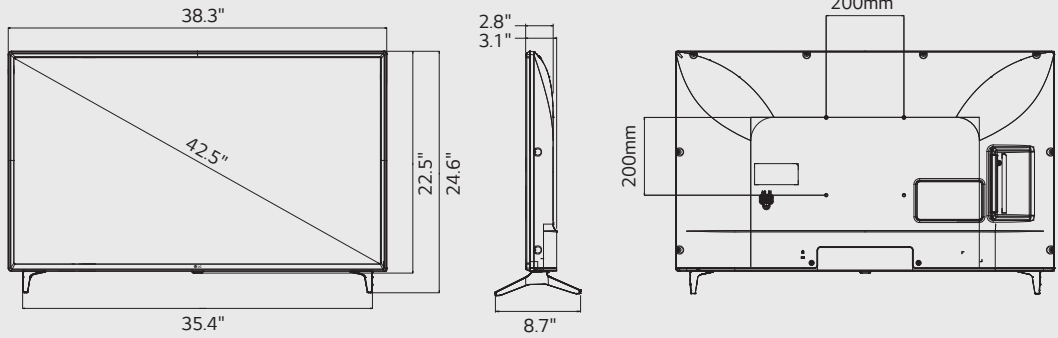


# TV Entertainment and Advertisements on One Screen

## Dimensions (With stand - W x H x D / Weight)

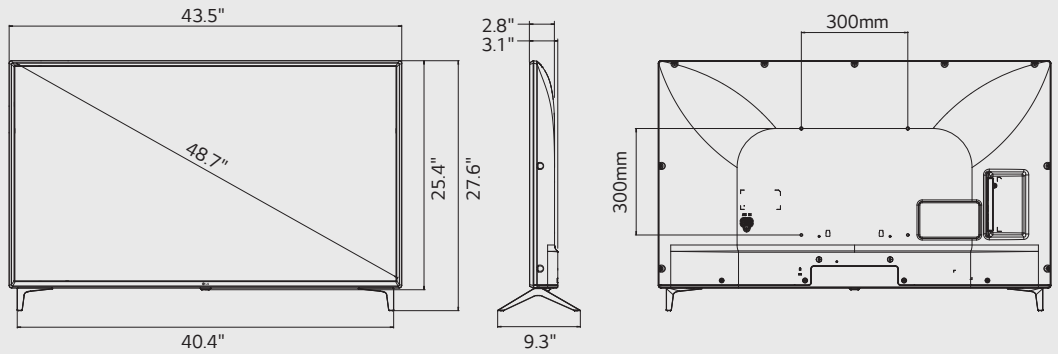
43"

38.3" x 24.6" x 8.7" /  
20.5lb



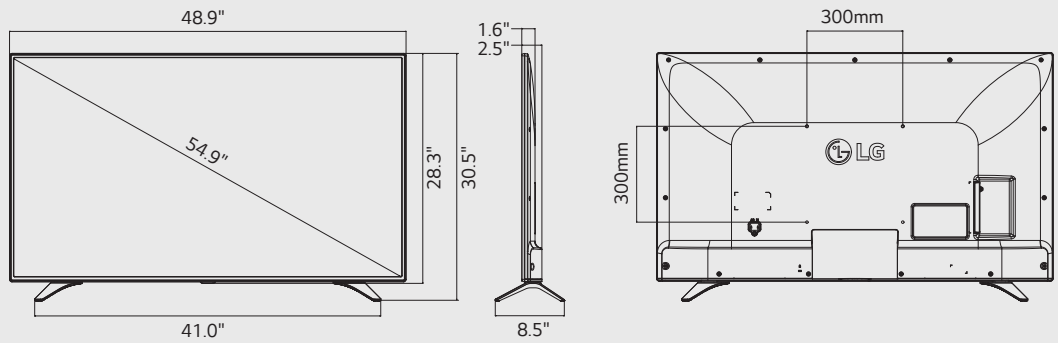
49"

43.6" x 27.6" x 9.3" /  
25.2lb

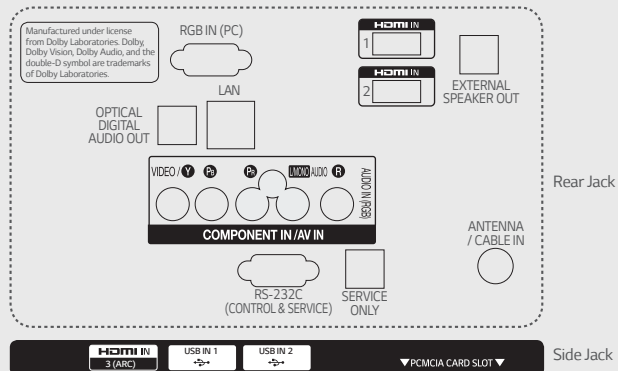


55"

48.9" x 30.5" x 8.5" /  
36.6lb



## Jack Panels (Rear/Side)



# Specifications

LV640S

		43	49	55
DISPLAY	Diagonal Size	42.5"	48.7"	54.8"
	Type	Direct LED		Edge LED
	Resolution	1,920 x 1,080 (FHD)		
	Dynamic Contrast Ratio	1,000,000:1		
	Static (Panel) Contrast Ratio	1,100:1		
	Brightness	400cd/m <sup>2</sup>		
	Viewing Angle Degree	178° / 178°		
	Response Time	9		
BROADCASTING SYSTEM	Analog	NTSC		
	Digital	ATSC / VSB / Clear QAM		
VIDEO	Picture Engine	XD Engine		
	Real Cinema 24p (3:3 Pull down)	•		
	Aspect Ratio	• 6 modes (16:9, Just scan, Set by program, 4:3, Zoom, Cinema zoom1)		
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch		
	Sound Mode	• 6 modes (Standard, News, Music, Cinema, Sport, Game)		
	Clear Voice	•		
SMART FEATURES	Smart UX	webOS 3.5, Commercial Smart Home, Web Browser, Pre-loaded YouTube Apps, Magic Remote (Optional)		
	Connectivity	SoftAP, WiFi, SmartShare, ScreenShare (Miracast), DIAL, Bluetooth Sound Sync, LG Sound Sync		
HOSPITALITY FEATURES		Hotel Mode, Lock Mode, Welcome Screen / Video, Insert Image, External Speaker Out, Time Scheduler / First Use, Content Manager, Group Manager, Crestron Connected® Certification, RTC (Real Time Clock), NTP sync timer		
GENERAL FEATURES	Installation	USB Cloning		
	Management	WOL (Wake on LAN), SNMP (Simple Network Management Protocol), Self Diagnosis via USB, Multi IR Code, HDMI-CEC		
	Setting Option	Auto Off/Sleep Timer, Smart Energy Saving, Motion Eye care		
	USB	Moving Picture Playback (.asf, .wmv, .avi, .mp4, .m4v, .mov, .3gp, .3g2, .mkv, .mpg, .mpeg, .dat, etc.), Picture (jpeg, jpg, jpe, BMP, PNG), Audio Codec (.mp3, .wav, .OGG, .WMA, .flac)		
LG SOFTWARE COMPATIBILITY		SuperSign™ Simple Editor, SuperSign™ Lite*		
INTERFACE	Side	HDMI In, USB (2)		
	Rear	RF, AV In, Component In (RCA5), Optical Digital Audio Out, HDMI Input (2), RGB In, PC Audio Input (Sharing with Component Audio), RS-232C, RJ45 (Ethernet), External Speaker, Debug (Service)		
DIMENSION	Vesa	200 x 200 (mm)	300 x 300 (mm)	
	W x H x D / weight (with stand)	38.3" x 24.6" x 8.7" / 20.5lb	43.6" x 27.6" x 9.3" / 25.2lb	48.9" x 30.5" x 8.5" / 36.6lb
	W x H x D / weight (without stand)	38.3" x 22.5" x 2.8" / 20.3lb	43.6" x 25.4" x 2.8" / 24.9lb	48.9" x 28.3" x 1.6" / 35.9lb
	W x H x D / weight (Packing)	41.7" x 26.0" x 6.0" / 24.9lb	47.0" x 30.3" x 6.2" / 29.8lb	53.5" x 32.9" x 6.0" / 47.0lb
POWER (Unit : Watts)	Voltage, Hz	100-240V, 50/60Hz		
	Typical	38	42	49
	Stand-by	< 0.5		
STANDARD APPROVAL	Safety	UL		
	Environment	FCC		
	ETC	RoHS, UL, NOM		

\*CMS and remote control are available with SuperSign Lite. Also, content edited on SuperSign Simple Editor can be distributed over the network via SuperSign Lite.

Download LG Commercial Display Mobile App



Learn more [www.LG.com/us/commercial](http://www.LG.com/us/commercial)

YouTube [youtube.com/c/LGCommercialDisplay](https://youtube.com/c/LGCommercialDisplay)

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