

Artistic Space beyond Display LG OLED Signage

55EF5E



※ Actual on-site appearance may differ from the above simulated scene.



Flexible Curved Open Frame OLED Signage

Blending in with the space while stamped on everyone's mind.

With LG OLED signage, discover unprecedentedly flexible design.

Beyond its informative features, LG OLED signage delivers unsurpassed advertising effectiveness, redesigning space as a prestige-enhancing landmark with perfect colors and innovative forms.

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Flexible Curved Open Frame OLED Signage

55EF5E

Unrivaled Picture Quality



Perfect Black

Limitless contrast and the deepest blacks
Self-lighting pixels switch off completely to reproduce absolute blacks with no light bleed, offering infinite contrast.



LCD



LG OLED Signage



Perfect Color

Accurate & stable color reproduction
Self-lighting pixels bring colors to life with superb accuracy.



LCD

LG OLED Signage



Perfect Viewing Screen

Wide viewing angle

LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.



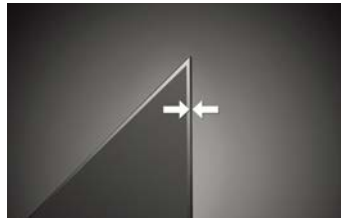
Flexible Curved Open Frame OLED Signage

55EF5E

Space-fitting Design

Perfect Design

LG's OLED technology unlocks the new worlds of design flexibility with unbelievably lightweight and slim display.



Slim



Lightweight



Curved



Flexible

Expandable Screen Size

The screen size can be as large as users want by tiling up displays horizontally and vertically. This provides viewers with incredible immersion in their viewing experience.






Space-fitting Design

Variety of Curvatures for Landmarks


The 55EF5E series supports a various concave and convex curvatures in both portrait and landscape orientations. It can be positioned in a variety of ways to keep passengers captivated.

In Portrait



Max Curvature in Portrait
 • Concave/Convex: up to 1,000R

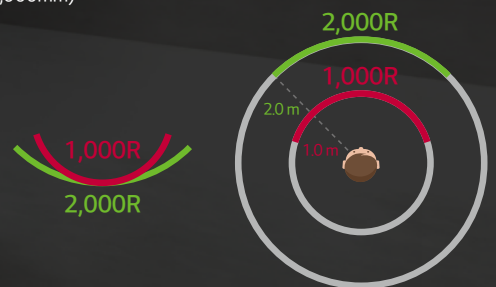
In Landscape



Max Curvature in Landscape
 • Concave/Convex: up to 1,000R

What is R?

Due to the nature of its curved design, "R" signifies the radial length of a circle which allows for its curved display. For example, displays with a curvature of 1,000R will have a radius of 1m (1,000mm)



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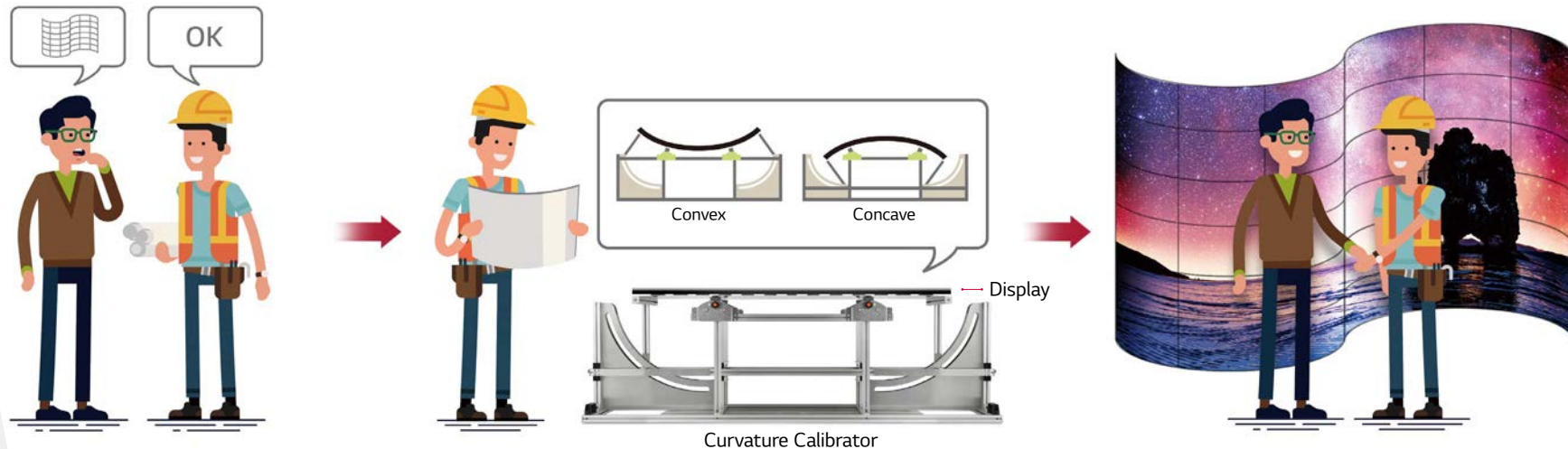
Flexible Curved Open Frame OLED Signage

55EF5E

Design Flexibility

On-site Customization

The 55EF5E enables a completely new approach for innovative and flexible designs. Its optional "Curvature Calibrator(CC)"¹ supports the coordination of displays with various convex and concave curvatures, depending on the requirements. It is possible to rapidly respond to changes on-site, making it easier to successfully build an eye-catching landmark.



1) A Curvature Calibrator needs to be purchased separately.
Please contact your regional LG sales representatives for details.

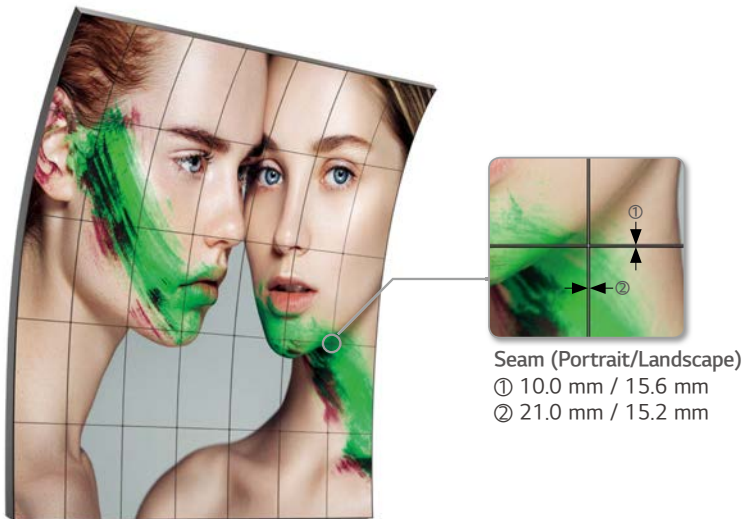
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55EF5E

Immersive Viewing Experience

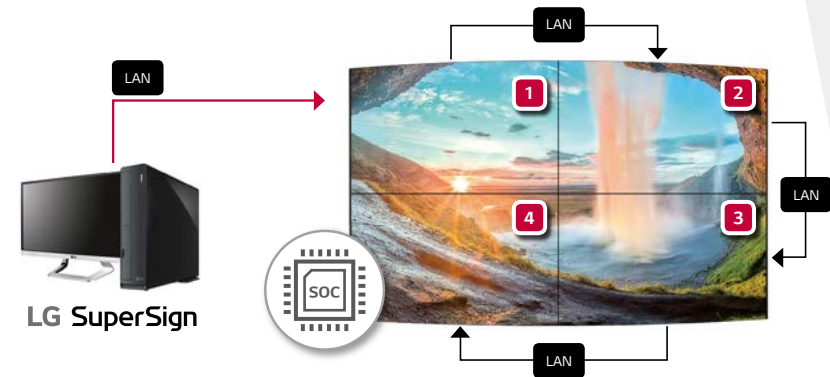
Slimmer Bezel

Compared to the previous model, 55EF5E has reduced its bezel size to provide much more immersive and seamless viewing experiences to viewers.



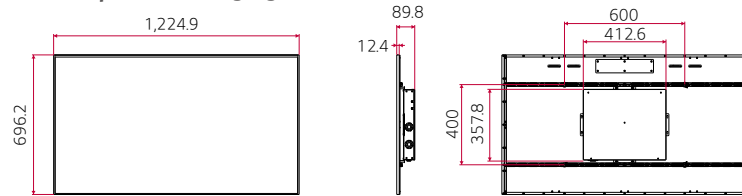
Synced Playback and Management

Using its built-in high performance SoC, each display plays its video tile without lag for synchronized content playback. Also, the LAN daisy chain allows users to control and monitor displays, transmit data and even update firmware all at once.

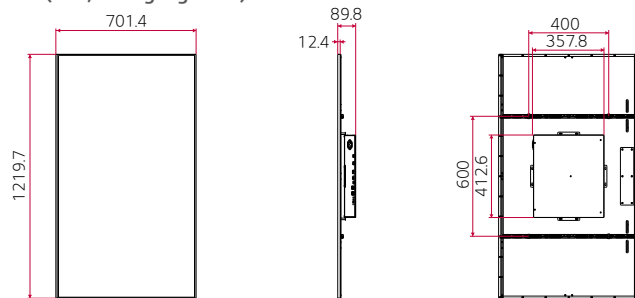


Dimension (unit: mm)

Landscape (Flat, w/ Signage Box)

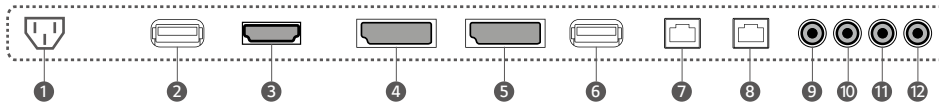


Portrait (Flat, w/ Signage Box)



* Dimensions may vary depending on the curvature of the display.
Please contact your regional LG sales representatives for a precise 2D drawing.

Connectivity (Signage Box)



- | | | |
|------------|------------|---------------|
| 1 AC IN | 5 DP OUT | 9 IR IN |
| 2 USB IN 1 | 6 USB IN 2 | 10 RS232C IN |
| 3 HDMI IN | 7 LAN IN | 11 RS232C OUT |
| 4 DP IN | 8 LAN OUT | 12 AUDIO OUT |



Specifications

55EF5E

PANEL	Screen Size	55"
	Panel Technology	OLED
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness	400/150 cd/m ² (APL ¹ 25%/100%)
	Contrast Ratio	150,000 : 1
	Viewing Angle (H x V)	178 x 178
	Life Time (Typ.)	30,000 Hrs
	Operation Hours	18 Hrs / 7 Days (Moving Video Only)
	Orientation	Landscape & Portrait
CONNECTIVITY	Input	HDMI, DP, USB 2.0 (2)
	Output	DP, Audio (Fixed/Off/Variable)
	External Control	RS232C In/out, RJ45 In/out, IR In
PHYSICAL SPECIFICATION	Bezel Color	Black
	Bezel Width (T/B/L/R)	Landscape: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel) Portrait: 0.6 / 0.6 / 6.7 / 6.7 mm (Flat, Off Bezel) Landscape: 5.0 / 10.6 / 7.6 / 7.6 mm (Flat, On Bezel) Portrait: 5.0 / 5.0 / 7.8 / 13.2 mm (Flat, On Bezel)
	Monitor Dimension (W x H x D)	Landscape: 1,224.9 x 696.2 x 38.0 mm (Head, w/Pem-nut) Portrait: 701.4 x 1,219.7 x 38.0 mm (Head, w/Pem-nut) Landscape: 1,224.9 x 696.2 x 12.4 mm (Head Only) Portrait: 701.4 x 1,219.7 x 12.4 mm (Head Only) Signage Box: 413 x 353 x 57.3 mm
Weight	Landscape: 9.9 kg (Set) Portrait: 9.9 kg (Set) Signage Box: 3.5 kg	
Carton Dimensions (W x H x D)	1,350 x 837 x 250 mm	
Packed Weight	Landscape: 17 kg / Portrait: 17 kg	
SPECIAL FEATURES	Internal Memory (64GB), Temperature Sensor, webOS 3.0+, USB Auto Playback, Local Contents Scheduling, Group Manager, Failover (USB/DP/HDMI/Internal Memory), Content Sync. (RS232C/Local Network), Video Tag(2), OSD/Content Rotation, Gapless Playback, Tile Mode, Setting Data Cloning, Firmware Update by Network, SNMP, ISM Mode, DPM, Wake on LAN, HDMI-CEC ³ , Crestron Connected ³	
	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
CERTIFICATION	Power Consumption	Typ. / Max. 309 W ⁴ / 318 W ⁴
	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
	EMC	FCC Class "A" / CE / KCC
MEDIA PLAYER COMPATIBILITY	ErP / Energy Star	Yes / No
	OPS Type Compatible	No
SOFTWARE COMPATIBILITY	External Media Player Attachable	Yes
	Content Management Software	SuperSign CMS
ACCESSORIES	Control and Monitoring Software	SuperSign Control+ / Control
	Basic	Remote Controller (2 Batteries Included), Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, RS232 Cable (4p-4p), FFC Cables (220mm x 4ea for Connection between Panel and Signage Box), DP Cable, LAN Cable, LC (VLC Cable)
Optional	Curvature Calibrator (ACC-CC-EF5E)	

1) Average Picture Level 2) Compatibility may differ by equipment. 3) Network Based Control 4) Based on 8 color bar



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