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# Effective Customer Engagement with LG Touch Display

## TA3E

The LG touch display TA3E series offers an all-in-one touch experience powered by a webOS Smart Signage Platform. The built-in touch capability and embedded writing app facilitates powerful and meaningful interactions between customers and your brand.



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### All-in-one Touch Experience

#### Built-in Interactive Touch

The TA3E series is a built-in touch display that provides immediate touch experiences without the need to purchase any separate overlay touch accessories. Various touch-based solutions can be applied for customer interactions to promote your brand, with a maximum of 10 touch points\* supported.



#### Embedded Writing Solution

The LG IDB, the embedded writing application, offers an all-in-one solution for advanced customer engagement. No separate PC or software is necessary for white board performance, so operators can easily create two-way communication channels.



\* Touch points can vary depending on the connection environment.

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### Simple Customization

#### User-friendly Smart Platform

The LG webOS smart platform supports web-based HTML5 and offers SDK\*, allowing SIs to easily build their own apps for customer solutions. Also, it enhances user convenience with an intuitive UI optimized for business purposes.



\* SDK: Software Development Kit

#### Compatibility with AV Control System

The TA3E series is compatible with AV control system, with which users can easily manage, monitor and control LG commercial displays from one location.



\* It is a network based control system. Available AV control systems may differ by regions.

#### Beacon Supported

With Beacon and Bluetooth Low Energy (BLE) support, the TA3E series lets stores provide coupons and information in real-time, which increases interactivity with customers at the moments when it most counts.





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### User Convenience

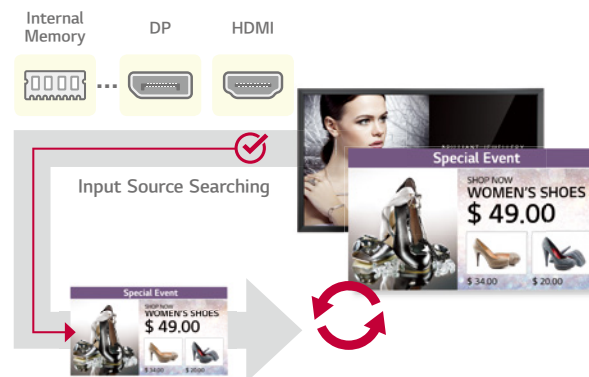
#### Easy Touch Navigator on Display

The touch menu is a subsidiary menu introduced to improve user-friendliness. Users can run the desired function or change the settings from anywhere by softly pressing the screen to call up the touch menu. The SI folder is especially designed to gather and show customized apps, making it easy for users to find and use them.



#### Auto Signal Switching

The failover function enables the display to detect the available input signals and automatically change the source when the current signal is disconnected or other higher priority signals\* are connected. Users can prepare backup sources for any unexpected error.



\* The priority can be set by users.

#### Multi Screen with PBP/PIP

PBP\* features multi screen in a single display with upto 2 input sources, thus maximizing usability of the screen. In addition, PIP\*\* supports playing both main screen and sub screen at the same time with various layouts, so users can arrange many different usage scenarios efficiently.



\* PBP: Picture-by-Picture

\*\* PIP: Picture-in-Picture

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## High Reliability

### Superior Picture Quality with IPS

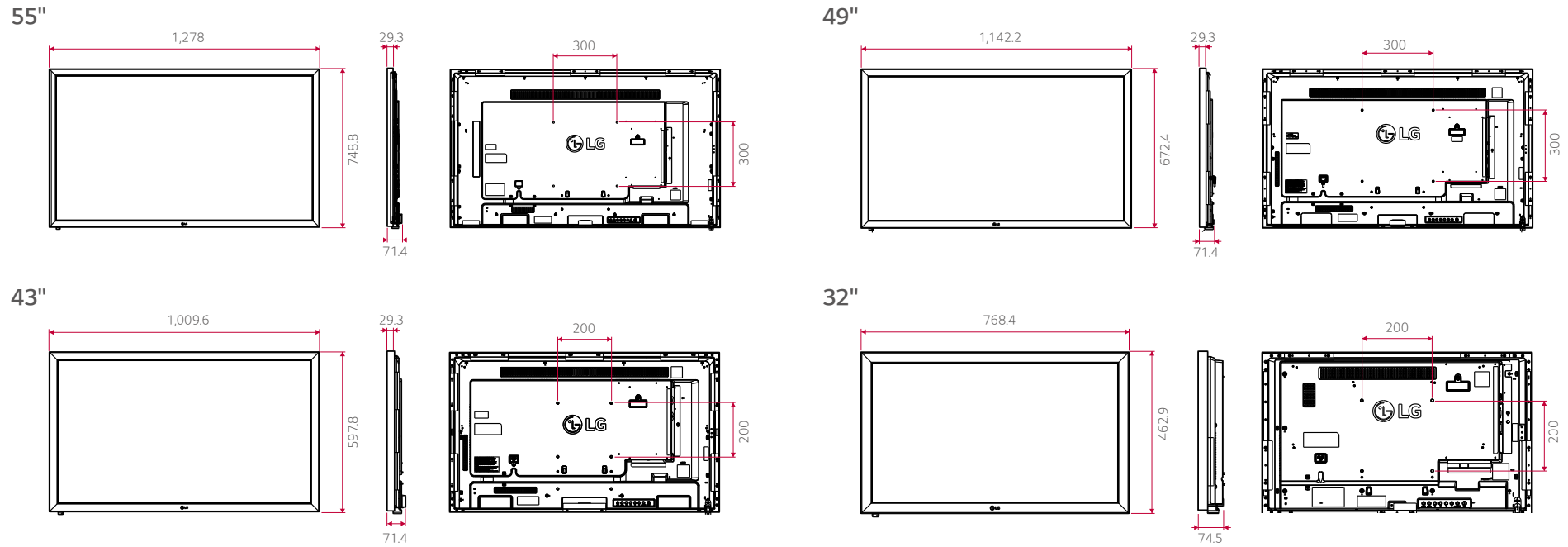
The LG IPS panel has a wide viewing angle that delivers clear content, no matter where viewers see content on the display. Moreover, every pixel in the IPS panel truly reproduces the image colors without distorting them.

### Conformal Coating

Circuit board reliability is enhanced with conformal coating that protects against dust, iron powder, humidity and other harsh conditions.

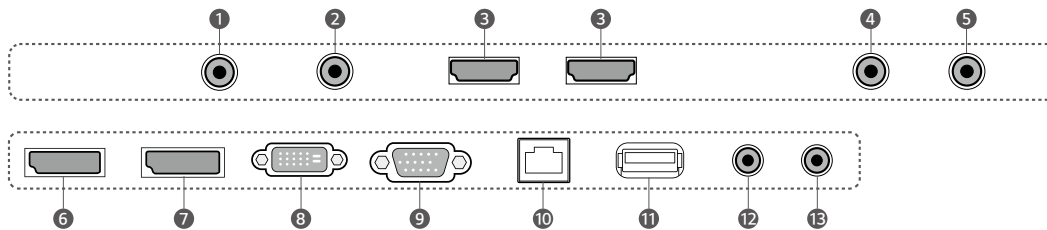


## Dimension (unit: mm)



## Connectivity

55" / 49" / 43" / 32"



- |                     |            |              |
|---------------------|------------|--------------|
| ① AUDIO IN          | ⑥ DP IN    | ⑪ USB 3.0    |
| ② AUDIO OUT         | ⑦ DP OUT   | ⑫ RS232C IN  |
| ③ HDMI              | ⑧ DVI-D IN | ⑬ RS232C OUT |
| ④ PIXEL SENSOR      | ⑨ RGB IN   |              |
| ⑤ IR & LIGHT SENSOR | ⑩ LAN      |              |

# Specifications

	55TA3E	49TA3E	43TA3E	32TA3E	
<b>PANEL</b>	Screen Size	55"	49"	43"	32"
	Panel Technology	IPS	IPS	IPS	IPS
	Aspect Ratio	16 : 9	16 : 9	16 : 9	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)
	Brightness <sup>1)</sup> (Typ.)	450 cd/m <sup>2</sup>	450 cd/m <sup>2</sup>	450 cd/m <sup>2</sup>	400 cd/m <sup>2</sup>
	Viewing Angle (H x V)	178 x 178	178 x 178	178 x 178	178 x 178
	Response Time	12 ms (G to G BW), 9.0 ms (WOT)	12 ms (G to G BW), 10.1 ms (WOT)	12 ms (G to G BW), 9.4 ms (WOT)	10 ms (G to G BW), 7.1 ms (WOT)
	Surface Treatment	Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze Typ. 1%)			
<b>CONNECTIVITY</b>	Life Time (Typ.)	50,000 Hrs	50,000 Hrs	50,000 Hrs	
	Operation Hours	24 Hrs	24 Hrs	24 Hrs	
	Orientation	Landscape & Portrait	Portrait & Landscape	Portrait & Landscape	Portrait & Landscape
	Input	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0
<b>PHYSICAL SPECIFICATION</b>	Output	DP, Audio Out	DP, Audio Out	DP, Audio Out	DP, Audio Out
	External Control	RS232C In/out, RJ45 In, IR Receiver In, Pixer Sensor In	RS232C In/out, RJ45 In, IR Receiver In, Pixer Sensor In	RS232C In/out, RJ45 In, IR Receiver In, Pixer Sensor In	RS232C In/out, RJ45 In, IR Receiver In, Pixer Sensor In
	Bezel Color	Black	Black	Black	Black
	Bezel Width	32.7 mm (Even)	32.7 mm (Even)	32.7 mm (Even)	32.7 mm (Even)
	Monitor Dimension (W x H x D)	1,278 x 748.8 x 71.4 mm	1,142.2 x 672.4 x 71.4 mm	1,009.6 x 597.8 x 71.4 mm	768.4 x 462.9 x 74.5 mm
	Weight (Head)	28.0 kg	22.3 kg	17.1 kg	10.3 kg
	Carton Dimensions (W x H x D)	1,410 x 880 x 207 mm	1,260 x 785 x 162 mm	1,122 x 720 x 162 mm	852 x 560 x 152 mm
	Packed Weight	33 kg	26.3 kg	20.1 kg	12.2 kg
VESA™ Standard Mount Interface	300 x 300 mm	300 x 300 mm	200 x 200 mm	200 x 200 mm	
<b>SPECIAL FEATURES</b>	Temperature Sensor, Auto Brightness Sensor, Tile Mode (Up to 15x15), Natural Mode @Tile Mode, ISM Method, DPM Select, Energy Saving, Smart Energy Saving, File Play with USB, PIP/PBP (2), Internal Memory 8GB (System 4GB + Available 4GB), Wi-Fi Built-in (802.11n combo), USB Cloning, Easy Brightness Control, IDB App. (Whiteboard App.), Fail Over, Mirroring, SoftAP, Beacon, Embedded Template, Built-in Speaker (10W+10W), Crestron Connected <sup>2)</sup>				
<b>ENVIRONMENTAL CONDITIONS</b>	Operation Temperature	0°C to 40°C	0°C to 40°C	0°C to 40°C	0°C to 40°C
	Operation Humidity	10% to 80%	10% to 80%	10% to 80%	10% to 80%
	Power Type	Built-In Power	Built-In Power	Built-In Power	Built-In Power
	Power Supply	100-240V~, 50/60Hz	100-240 V~, 50/60 Hz	100-240 V~, 50/60 Hz	100-240V~, 50/60Hz
<b>POWER</b>	Power Typ. / Max.	100 W / 120 W	85 W / 105 W	75 W / 100 W	60 W / 85 W
	Consumption Smart Energy Saving	70 W	60 W	55 W	45 W
	Safety	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC
<b>STANDARD (CERTIFICATION)</b>	EMC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC
	ErP / Energy Star	N/A / N/A	N/A / N/A	N/A / N/A	N/A / N/A
	ePEAT (US Only)	N/A	N/A	N/A	N/A
<b>MEDIA PLAYER COMPATIBILITY</b>	OPS Type Compatible	Yes	Yes	Yes	Yes
<b>SOFTWARE</b>	External Media Player Attachable	Yes (MP500/MP700)	Yes (MP500/MP700)	Yes (MP500/MP700)	No
<b>COMPATIBILITY</b>	Content Management Software	SuperSign CMS	SuperSign CMS	SuperSign CMS	SuperSign CMS
	Control and Monitoring Software <sup>3)</sup>	SuperSign Control+	SuperSign Control+	SuperSign Control+	SuperSign Control+
<b>ACCESSORIES</b>	Basic	Remote Controller (2ea Batteries Included), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, Memory Cover			
	Optional	Media Player, Wall Bracket (LSW350B), VESA Adapter (AM-B330S), OPS Kit (KT-OPSA)	Media Player, Wall Bracket (LSW350B), VESA Adapter (AM-B330S), OPS Kit (KT-OPSA)	Media Player, Wall Bracket (LSW230B), VESA Adapter (AM-B220S), OPS Kit (KT-OPSA)	Wall Bracket (LSW230B), OPS Kit (KT-OPSA)
<b>TOUCH</b>	Touch Type	IR (Scattering)			
	Scan Time	10 ms ↓			
	Interface	USB 2.0			
	Protection Glass Thickness	2.8T (Anti-glare)			
	Operating System Support	Windows 7, Windows 8, Windows 8.1, Windows 10, Android (Kernel Version 3.5 Over), Linux(Kernel Version 3.5 Over), Mac OS X (10.9 Over), Chrome (39 Over)			
Multi Touch Point	Max 10 Points				

1) 325 (32": 289) cd/mi with Protection Glass

2) Network Based Control

3) Software compatibility may change over time. Please contact LG sales representative for details.



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