2011 WINNER — Commercial Integrator Best

CRN PRODUCTS OF THE YEAR 2011

EzSign TV Signage Solution

LED Commercial Widescreen The LG EzSign TV

55LV355B
47LV355B
42LV355B

LCD TV

The Best Award winner from the Commercial Integrator magazine for digital signage hardware, the LG EzSign TV is an innovation in digital signage that can entertain while maximizing the impact of your message. Create your own signage content by using your PC and the free EzSign software. Transfer that content by using a USB drive and plug it in to the EzSign TV to run content in the form of a billboard - no additional hardware is needed. Advertisement, information, and a live television broadcast can be arranged on the same screen to attract attention and deliver specific messaging to your customers.

FEATURES

Digital Signage Function with Free S/W

Public Display Settings - Cloning Capable

EcoSmart™

Energy Saving Levels

ENERGY STAR 5.3 & RoHS COMPLIANT

Auto Sensing Remote Jack Pack (RJP) Compatible*

Pro:Centric™ ST

DYNAMIC CONTRAST RATIO 2,000,000:1

NATIVE DISPLAY RESOLUTION 1920 x 1080 full HD 1080p

BUILT-IN ATSC/NTSC/QAM CLEAR TUNER

INVISIBLE SPEAKER SYSTEM Hidden speaker grilles

LG'S EXCLUSIVE XD ENGINE®

Multi Remote IR Code

USB 2.0 Media Host for photos and music

USB CLONING

CLEAR VOICE II

REAL CINEMA™

2 HDMI™ INPUTS WITH HDCP

V.1.3 with deep color

2 year Limited Warranty (parts and labor)

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LG Life's Good

green LIFE'S GOOD...

WHEN IT'S GREEN.

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our LV355B televisions have technologies to reduce power consumption and in return increase **cost savings** per room. We've also placed limits in the amounts of harmful materials used in these televisions.

- **EcoSmart**
  Energy Saving Levels – Manually select your choice for the brightness level for the television.
- **RoHS Compliant** - Meets directive on restriction of hazardous substances.
- **Energy Star 5.3 Qualified** - Meets current reduction requirements of energy consumption.

FEATURES

LG'S SIGNAGE TECHNOLOGY MEETS THE TELEVISION LG EZSIGN TV

COST EFFECTIVE. SIMPLE. HIGHLY EFFECTIVE.

COST EFFECTIVE

No need to buy a media player – Create your own signage content by using your PC and the free EzSign software. Transfer that content by using a USB flash drive and plug it in to the EzSign TV to run it

CUSTOMIZED TO YOUR NEEDS - Signage content can be specific to your business

The LG EzSign TV allows you to create your own signage content and make revisions on the fly.

FAST AND EASY - Edit content quickly and easily

Select one of the pre-installed content templates. Apply images and add texts on it. It's that simple.
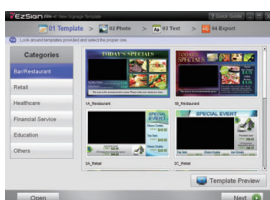
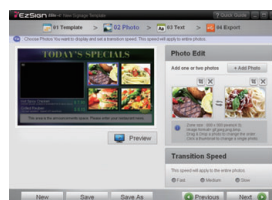**VARIETY -** Pick and choose from a broad range of template designs

The LG EzSign TV gives you the power to choose and change according to your needs.

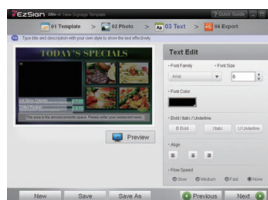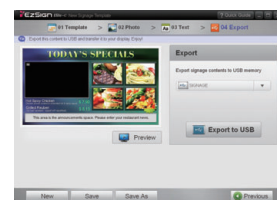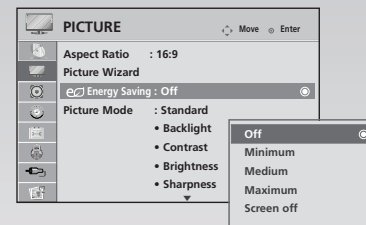### LG EZSIGN SOFTWARE - Simple 4 step procedure

ENERGY SAVING LEVELS
Manually select your choice for the brightness level for the television. By selecting Minimum, Medium, or Maximum, the power consumption will be reduced and an increase in energy savings can be achieved. (Note: Selecting minimum level may slightly increase power consumption on some models)

CONNECTIVITY
As a versatile addition to the TV viewing experience, LG's optional auto-sensing Remote Jack Packs (RJP)*, can serve as a multimedia hub that can be installed conveniently on a table or in a wall. Connect portable devices such as a laptop, mp3 player, or a digital camera to display images, play video or music from the set.

| STEP1 Choose a Template	STEP2 Add Photos	STEP3 Edit the Text	STEP4 Export to USB

PUBLIC DISPLAY SETTINGS

When used in public areas, these HDTVs can be easily programmed by the installer to have the TV turn on at a specified channel/volume level, set the minimum/maximum volume, lock out the control panel/remote, set the aspect ratio, and return to a factory reset. By using Power Management, these displays can be programmed to turn off if there has been no activity (remote or control panel buttons) for a preset time (1-7) hours.

Public Display Setting	
Public Display Mode	No
Start Channel	No
Ch. Type	TV
Major	2
Minor	0
Minimum Volume	0
Maximum Volume	100
Start Volume	No
Level	20
Power Management	No
Setting	1
Key Management	0
Factory Reset	0
Aspect Ratio	0

USB CLONING

USB cloning will allow for easy transfer of Public Display Settings from the "Master TV" to an unlimited number of same type televisions.
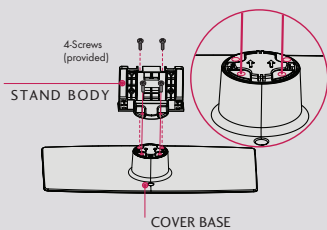

DIMENSIONS
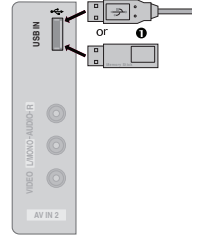
invisible SPEAKER

SOUND IS HEARD, NOT SEEN

Enjoy a combination of smart technology and stylish design with the invisible speaker system custom tuned by audio expert Mr. Mark Levinson. This unique system provides a clean, polished look and an enhanced auditory experience by increasing the sweet spot and providing a wider sound field.
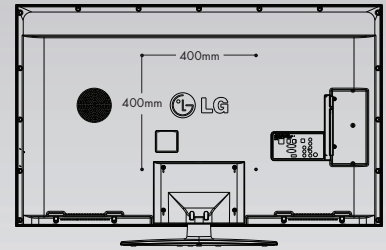

MOUNTING HOLES ON STAND

4-Screws (provided)

STAND BODY

COVER BASE

55LV355B

50.6″ · 1.2″ · 30.6″ / 33.3″ · 21.6″ · 13.3″ · 400mm · 400mm

47LV355B

43.6″ · 1.2″ · 26.6″ / 29.4″ · 20.7″ · 10.1″ · 400mm · 400mm

42LV355B

39.3″ · 1.2″ · 24.2″ / 26.9″ · 20.1″ · 10.1″ · 400mm · 400mm

REAR

SIDE

RJP INTERFACE · OPTICAL DIGITAL AUDIO OUT · AUDIO IN (RGB/DVI) · SPEAKER OUT · COMPONENT IN · AV IN 1 · VIDEO · AUDIO · RGB IN(PC) · RS-232C IN(CONTROL/SERVICE) · HDMI / DVI IN · ANTENNA / CABLE IN
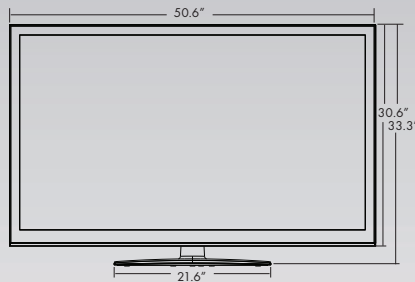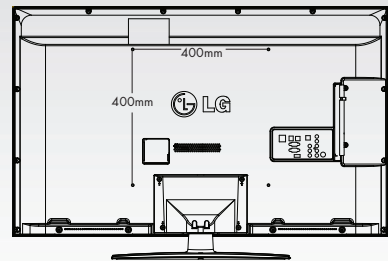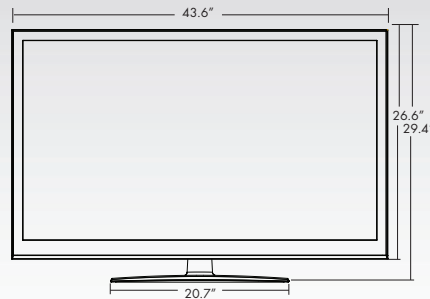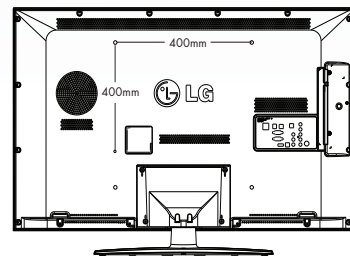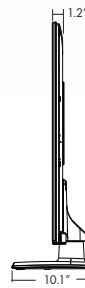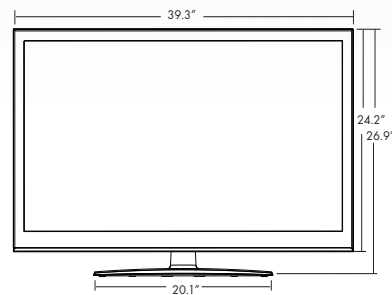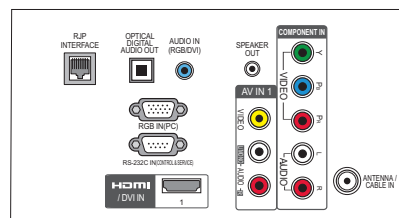
55LV355B 55" class (54.6" measured diagonally)
47LV355B 47" class (46.9" measured diagonally)
42LV355B 42" class (42.0" measured diagonally)

SPECIFICATIONS

LCD SPECIFICATION

LED Backlighting	Edge lit
Screen Size	55" class (54.6" measured diagonally)
	47" class (46.9" measured diagonally)
	42" class (42.0" measured diagonally)
Native Display Resolution	1920 x 1080
Brightness	400cd/m² (55"), 360cd/m² (47", 42")
Dynamic Contrast Ratio	2,000,000:1
Viewing Angle	178°/178°
Response Time (GTG)	5ms (55"), 6ms (47", 42")
Frame Rate	120Hz (55"), 60Hz (47", 42")
Life span	30,000hrs

BROADCASTING SYSTEM

Analog (NTSC)	Yes
ATSC/NTSC/Clear QAM	Yes
MPEG4	Yes

VIDEO

XD Engine	Yes
Aspect Ratio Correction	6 Modes (16:9/Just scan/set by program/ 4:3/Zoom/Cinema Zoom)
Color Temperature Control	3 Modes (Cool, Medium, Warm)
Picture Status Mode	8 modes (Intelligent Sensor, Vivid, Standard, Cinema, Sport, Game, isf Expert1, isf Expert2)
Just Scan 0% over scan HDMI/Component/RF	1080i/1080p/720p
24p Real Cinema (24p 5:5/2:2 Pull down)	Yes
Film Mode (3:2 Pull down)	Yes
Eye Care (Anti Dazzling)	Yes
Fresh White (Clear white)	Yes
Expert Mode/ ISF Ready	Yes
Picture Wizard	Yes
AV Mode	3 Modes (Cinema, Sport, Game)
xvyCC	Yes

AUDIO

Audio Output Power	10W + 10W
Speaker System	1 Way 2 Speakers
Dolby Digital Decoder	Yes
Surround System	Infinite Sound
Invisible Speaker	Yes
Sound Mode	5 Modes (Standard, Music, Cinema, Sport, Game)
Clear Voice II	Yes

USB 2.0

System Upgrade	Yes
File Type	JPG/MP3/DivX

SPECIAL FEATURES

Smart Energy Saving	Yes (Backlight Control+Intelligent Sensor)
Intelligent Sensor	Yes
Pro:Centric (EPG)	Yes
1080p Source Input	
HDMI	60p/50p/30p/24p
Component	60p/50p
A/V Input Navigation	Yes
Input Labeling	Yes
SIMPLINK™ (HDMI/CEC)	Yes
Parental Control	Yes
Key Lock	Yes
Subtitle (Caption)	Yes
Quick View (Flashback)	Yes
e-streamer	Yes
OSD Language	4 (English, French, Spanish, Korean)
Quick Menu (Round Type- 8 menus selectable)	Yes

CHANNEL

Auto Programming	Yes
Program Add/Del	Yes
Favorite Channel	Yes

TIME/CLOCK

Clock	Yes
Auto Off/Auto Sleep (When no video is present)	Yes
Sleep Timer	Yes

COMMERCIAL FEATURES

USB Link Loader (USB Cloning)	Yes
Multi IR Code	Yes
Power On Splash Image (Welcome Screen)	Yes
Video Mute	Yes
Installation Menu (PDM, Hotel Mode)	Yes (PDM2.6)

Pro:Centric	Yes (1 Tuner)
TVLink Tuner/TVLink Loader	Yes
IR Out/IR Pass Through	Yes

RJP Interface

RJ45	Yes
RS232C	Yes
CEC	Yes (Guestlink)

CONVENIENCE FEATURES

Language	4 (English/Spanish/French/Korean)
Auto Programming	Yes
Channel Add/Delete	Yes
Favorite Channel Programming	Yes

AUDIO/VIDEO INPUTS/OUTPUTS

HDMI In	1 (side)
USB 2.0 Input	1 (side)
RF In	1 (rear)
AV In	1 (rear)
Component Video In (Y, Pb, Pr) + L/R Audio	2 (rear)
Digital Audio Out (Optical)	1 (rear)
HDMI/HDCP Input	1 (rear)
RGB In (D-Sub 15pin) - PC	1 (rear)
PC Audio Input	1 (rear)
RS-232c In (Control & Service Only)	1 (rear)
RJP (RJ45)	1 (rear)
External Speaker Out	1 (rear)

CABINET/ACCESSORIES

Cabinet Color	Glossy Black
Swivel Stand (degrees)	+20°/-20°
VESA® Standard Mount Compatible (WxH)	400mm x 400mm
Owner's Manual (CD/Simple Book)	Yes
Remote Control	Yes
Power Cord	Yes
TORX Security Screws (2 each)	Yes
Kensington Lock	Yes
Credenza/Security Screw Hole	Yes
Top Side Mounting Screw	Yes

POWER

Voltage, Hz	100V - 240V, 50/60 Hz
Stand-by Mode (Max)	Under 1W
Dynamic/Static Power Savings	Yes
Power Consumption	Max 145W (55"), 128W (47"), 110W (42")
(with Power Saving Modes Disabled)	Typical 145W (55"), 128W (47"), 87W (42")

REQUIRED LISTING (CERTIFICATION)

Required Approvals	UL, cUL, NOM
Lead Free	Yes
Mercury Free	Yes
RoHS Compliant	Yes
ENERGY STAR 5.3 Qualified	Yes

DIMENSIONS & WEIGHT

TV without stand (WxHxD)	50.6" x 30.6" x 1.2" (55")	
	43.6" x 26.6" x 1.2" (47")	
	39.3" x 24.2" x 1.2" (42")	
TV with stand (WxHxD)	50.6" x 33.3" x 13.3" (55")	
	43.6" x 29.4" x 10.1" (47")	
	39.3" x 26.9" x 10.1" (42")	
Shipping Dimensions (WxHxD)	62.8" x 34.6" x 7.4" (55")	
	52.4" x 31.9" x 5.6" (47")	
	47.1" x 30.3" x 5.0" (42")	
Unit Weight	with Stand	without Stand
	56.2 lbs (55")	47.2 lbs (55")
	46.1 lbs (47")	41.2 lbs (47")
	33.5 lbs (42")	28.7 lbs (42")
Shipping Weight	68.6 lbs (55")	
	53.1 lbs (47")	
	41.4 lbs (42")	

SERVICE/LIMITED WARRANTY	2 Years (Parts/Labor)

UPC CODE

55LV355B	7 19192 90374 6
47LV355B	7 19192 90376 0
42LV355B	7 19192 90373 9

Required PC spec for installation: Pentium M or 4 CPU, 512MB RAM, Windows XP sp2, 200MB HDD

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All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

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