



## See Beyond, LG Transparent OLED Signage

55EW5F

\* All images used are for illustrative purposes only.



## A New Level of See-through View

Imagination becomes reality

LG Transparent OLED signage illuminates spaces that once were hidden away behind the display, completely harmonizing with its surroundings.

Boasting vivid and clear colors with high transparency, this display provides valuable information about as well as visual enhancements to objects placed behind it, giving viewers an impressive “wow” factor.





## FULL OF LIFE

Unrivalled Picture Quality



LG's OLED technology, featuring self-lighting pixels, maintains accurate and vivid colors even when the display becomes transparent. It brings content to life, making it difficult for people to separate content from the real objects placed behind the screen. Only when viewed from a side angle is the content readily distinguishable from the actual object. Also noteworthy, LG Transparent OLED signage delivers awe-inspiring picture quality in all parts of the screen, even from wide viewing angles.



## SPACIAL HARMONY

### High Transparency

Thanks to its high transparency (38%), much higher than conventional LCD transparent displays, LG Transparent OLED signage blends into its surroundings seamlessly and naturally. The display's see-through view turns places where it is installed into open and interactive spaces.





## SPACIAL HARMONY

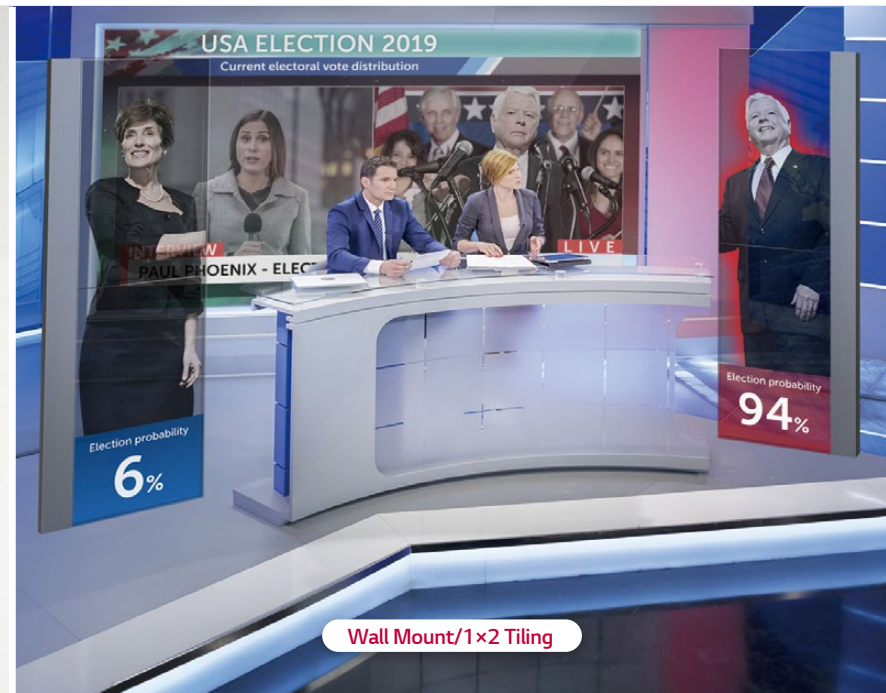
Customizable and Expandable Design



LG Transparent OLED signage is designed as a semi-assembled display, meaning you can install it in various ways to fit into existing structures and spaces. The single stand-alone\* type is available, as well as ceiling and wall-mount types\*. Displays can be also tiled\* together to make a immersive screen, enabling installation on large show-windows. There is no limit to the applications of Transparent OLED signage, and it can complement and enhance any venue in which it is installed.

\* Installation accessories are not supplied by LG.

Ceiling/Single



Wall Mount/1x2 Tiling



2x2 Tiling



## SEE THROUGH

### Effective Information Delivery

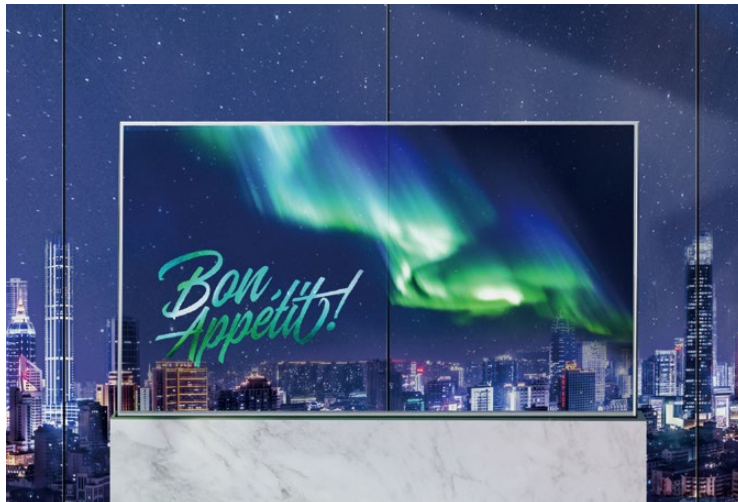
When people observe an object, having supplemental information can help provide a richer understanding. In this case, LG Transparent OLED signage is the optimal solution. While clearly showing objects behind the screen, it overlays information right over them so that viewers can easily see both the object and the relevant information without having to change their view.



## VISUAL FEAST

AR Effects in the Dark

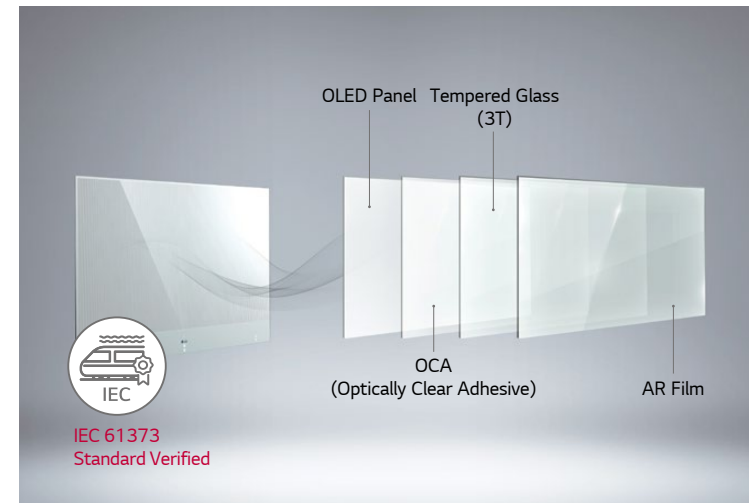
Using LG Transparent OLED signage, you can surprise viewers with AR effects in the dark. The content displayed seems life-like, adding another “wow” factor to the viewing experience.



## PRODUCT DURABILITY

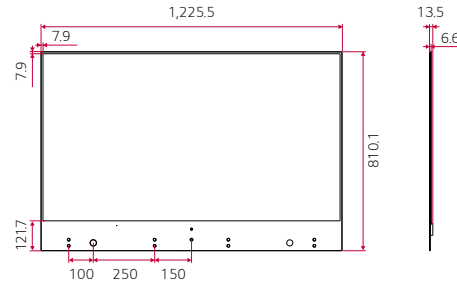
Robust Design for Safety

The tempered front glass protects the screen from external impact, and its verified safety design means it is reliable enough to endure shock and vibration caused by the surrounding environment, such as moving trains.

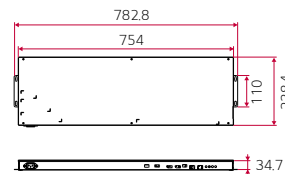


## Dimension (unit: mm)

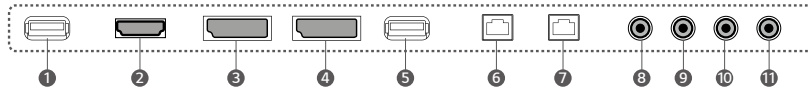
### Head



### Signage Box



## Connectivity



- ① USB 2.0
- ② HDMI IN
- ③ DP IN
- ④ DP OUT
- ⑤ USB 2.0
- ⑥ LAN IN
- ⑦ LAN OUT
- ⑧ IR IN
- ⑨ RS232C IN
- ⑩ RS232C OUT
- ⑪ AUDIO OUT



## Specifications

### 55EW5F

PANEL	Screen Size	55"
	Panel Technology	OLED
	Native Resolution	1,920 × 1,080 (FHD)
	Brightness (Typ.) <sup>1)</sup>	150 / 400 nit (APL 100 % / 25 %, Without Glass)
	Contrast Ratio	150,000 : 1
	Dynamic CR <sup>2)</sup>	No
	Color Gamut	BT709 120 %
	Viewing Angle(H × V)	178 × 178
	Color Depth	1.07 Billion Colors (10 bit)
	Response Time	1 ms (G to G)
CONNECTIVITY	Surface Treatment (Haze)	No
	Operation Hours (Hours/Day)	18 / 7 (Moving Content Only)
	Portrait / Landscape	Yes / Yes
	Transparency	38 % (SET)
	Input	HDMI (HDCP 2.2), DP (HDCP 1.4), USB 2.0 Type A (2)
MECHANICAL SPECIFICATION	Output	DP, Audio
	External Control	RS232C In / Out, RJ45 (LAN) In / Out, IR In (External IR Receiver)
	Bezel Color	Mirror
KEY FEATURE	Bezel Width	7.9 / 7.9 / 7.9 / 121.7 mm (T/L/R/B)
	Weight (Head)	13.9 kg (Head), 3.4 kg (Signage Box)
	Monitor Dimensions (W × H × D)	1225.5 × 810.1 × 6.6 mm (Head)
	Monitor Dimensions with Stand (W × H × D)	782.8 × 238.4 × 34.7 mm (Signage Box)
	VEESA™ Standard Mount Interface	No
ENVIRONMENT CONDITIONS	Protection Glass	Depth 3.0 mm, Tempered / Chemical Strengthening, Anti-Reflective, Shatter-Proof
	Internal Memory (64 GB), Temperature Sensor, FAN, webOS 3.0+	
	Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Sync Mode (RS-232C Sync, Local Network Sync), Video Tag (2), Rotation (Screen Rotation, External Input Rotation), Gapless Playback, Tile Mode Setting, Setting Data Cloning, SNMP, ISM Method, Auto Set ID, Status Mailing, Control Manager, Crestron Connected <sup>3)</sup> , PM Mode, Wake on LAN, HDMI-CEC <sup>4)</sup> , SI Server Setting, webRTC	
	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. BTU (British Thermal Unit)	309 W / 318 W
SOUND	Speaker	1,054 BTU/Hr (Typ.), 1,085 BTU/Hr (Max.)
	Safety	No
CERTIFICATION	EMC	CB / NRTL
	ErP	FCC Class "A" / CE / KC
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	Yes (EU Only)
	OPS Power Built In	No
SOFTWARE COMPATIBILITY	SuperSign CMS, SuperSign Control / Control+, SuperSign WB, SuperSign Media Editor, Signage365Care <sup>5)</sup>	No
	Remote Controller, Power Cord, QSG, IR Receiver, Regulation Book, Phone to RS232C Gender, FFC Cables (1,600 mm × 4 ea for Connection Between Panel and Signage Box), DP Cable (2 M), LAN Cable (2 M), RS232 Cable (4P-4P, 1.5 M), LC Cable (VLC, 3 M), Tape (10 ea for Cabling / 10 ea EMI Gasket Tape), Screw (M4 × L22, 12 ea / M4 Nut 12 ea / M3 × L5.5, 8 ea / M3 × L3.5, 20 ea), Shield Cover Assy, Rubber Damper 4 ea	
ACCESSORIES	Basic	

<sup>1)</sup> The luminosity ratio of Full Black / Full White color on video input condition.

<sup>2)</sup> Brightness may vary for final product (With glass).

<sup>3)</sup> Network Based Control

<sup>4)</sup> Compatibility may differ by equipment.

<sup>5)</sup> The availability can differ by region.

\* Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.



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### US

[sales@assured-systems.com](mailto:sales@assured-systems.com)

Sales: +1 347 719 4508

Support: +1 347 719 4508

1309 Coffeen Ave  
Ste 1200  
Sheridan  
WY 82801  
USA

### EMEA

[sales@assured-systems.com](mailto:sales@assured-systems.com)

Sales: +44 (0)1785 879 050

Support: +44 (0)1785 879 050

Unit A5 Douglas Park  
Stone Business Park  
Stone  
ST15 0YJ  
United Kingdom

VAT Number: 120 9546 28

Business Registration Number: 07699660