TV Entertainment and Advertisements on One Screen

The LW540S includes a built-in TV tuner to broadcast TV programs and deliver advertisements simultaneously. This affordable solution allows you to create content and manage the displays using the SuperSign™ software. The 74 pre-installed templates make it easier than ever to create dazzling content for various verticals.

- Built-in Speakers and TV Tuner
- Wi-Fi Dongle Ready
- USB Plug and Play
- Fail Over (Internal Memory Only)
- RTC (Real Time Clock)
- NTP (Network Time Protocol)
- SuperSign Lite/C Compatibility

screen size
43", 49", 55"

Key Features

Simple Connectivity

With Wi-Fi dongle support, distribution of advertisement content has been simplified. By removing the need of an external media player and Ethernet/RS-232C cables, the total cost of ownership (TCO) can be reduced.

Fail Over (Internal Memory only)

The USB fail over function enables content to be displayed without dead spots when no input signal is available. This feature supports files in JPG format with a maximum file size of 10 MB.
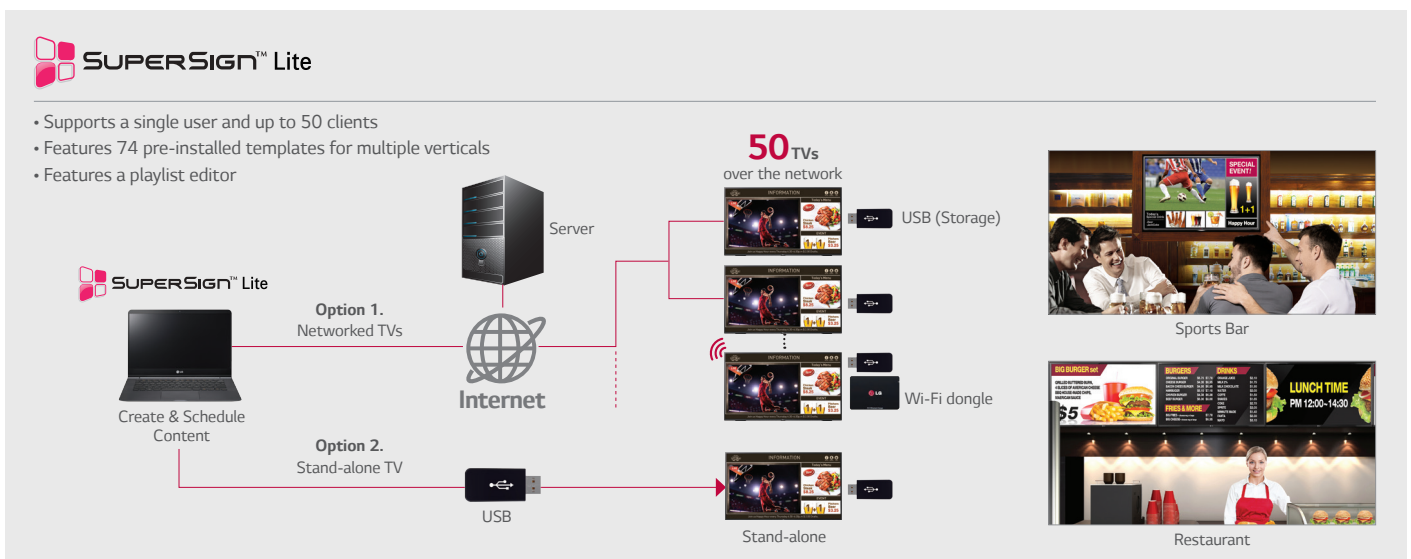
RTC

Save time and improve convenience with RTC (Real Time Clock). When the TV's power is off, time information is stored on the RTC module via an internal memory, and a time sync process can be omitted as the TV turns on.

NTP

With NTP (Network Time Protocol), the TV receives real time updates from the network and synchronizes its time accordingly.

SuperSign™ Solutions

The SuperSign™ Solution includes SuperSign Lite, SuperSign C and SuperSign Simple Editor to provide digital media editing, scheduling, distribution, and management capabilities.
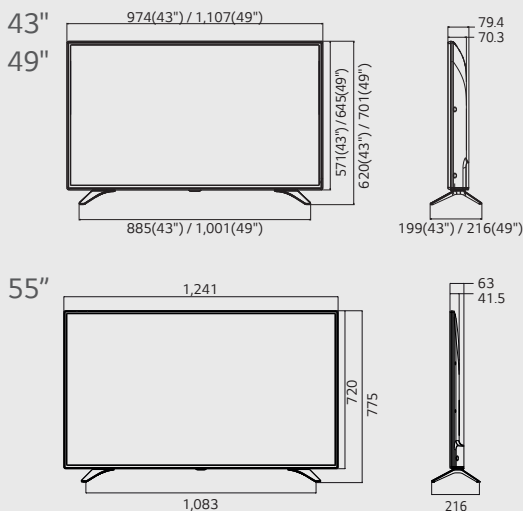
SuperSign™ Lite

- Supports a single user and up to 50 clients
- Features 74 pre-installed templates for multiple verticals
- Features a playlist editor

50 TVs
over the network

SuperSign™ Lite

Create & Schedule Content

Option 1.
Networked TVs

Server

Internet

USB (Storage)

Wi-Fi dongle

Option 2.
Stand-alone TV

USB

Stand-alone

Sports Bar

Restaurant

LG
Life's Good

Specifications

LW540S (EU/CIS)

		43	49	55
DISPLAY	Type	Direct LED		Edge LED
	Resolution	1,920 x 1,080 (FHD)		
	Brightness	300cd/m²		
	Dynamic Contrast Ratio	1,000,000:1		
	Static Contrast Ratio	1,200:1		
	Viewing Angle Degree	178° / 178°		
	Response Time (G to G)	9		
	Frame Rate	60 Hz		
BROADCASTING SYSTEM	Analog	PAL/SECAM		
	Digital	DVB-T2/C/S2		
VIDEO	Triple XD Engine	•		
	Real Cinema 24p (3:3 pull down)	•		
	Aspect Ratio	8 modes (16:9, Just Scan, Original, Full Wide, 4:3, 14:9, Cinema Zoom 1, Zoom)		
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch		
	Sound Mode	6 modes (Standard, News, Music, Cinema, Sport, Game)		
	Clear Voice	•		
GENERAL FEATURES	Management	Diagnostics (USB)		
	Interactivity	HTNG / HDMI-CEC		
	Connectivity	MHL		
	RJP Interface	RS-232C, HDMI		
	RJP Compatibility	Teleadapt (RS-232C), Teleadapt / Guestlink (HDMI CEC)		
	Advanced Setting Option	Auto Off / Auto Sleep, Motion Eye Care, Smart Energy Saving		
	Anti-theft System	Kensington Lock		
COMMERCIAL FEATURES		Welcome Screen/Video, Lock Mode, Multi-IR Code, Hotel Mode, USB Cloning, IR Out, USB Auto Playback+, External Speaker Out, SNMP, RTC (Real Time Clock), Wi-Fi Dongle Ready, NTP (Network Time Protocol), One Channel Map, Time Scheduler		
INTERFACE	Side	HDMI In, USB 2.0 (2), CI Slot		
	Rear	RF In (2), Video Component In, Audio Component In, Optical Audio Out, HDMI/HDCP Input, RGB In, PC Audio Input (Sharing with Component In), RS-232C, Headphone Out, LAN Port, External Speaker Out		
CABINET	Bezel Width (L/R, U, B) : on bezel based (mm)	12.1, 12.1, 15.1		12.9, 12.9, 15.9
	Bezel Width (L/R, U, B) : off bezel based (mm)	9.8, 9.8, 12.8		10.4, 10.4, 13.4
	Vesa (mm)	200 x 200	300 x 300	
	WxHxD / weight (w/o stand)	974 x 571 x 70.3 (SPK 79.4) / 9.2kg	1,107 x 645 x 70.3 (SPK 79.4) / 12kg	1,241 x 720 x 41.5 (SPK 63.0) / 16.3kg
	WxHxD / weight (with stand)	974 x 620 x 199 / 9.5kg	1,107 x 702 x 216 / 12.1kg	1,241 x 775 x 216 / 16.6kg
	WxHxD / weight (carton)	1,060 x 660 x 152 / 11.7kg	1,197 x 775 x 162 / 16.1kg	1,360 x 835 x 152 / 21.3kg
POWER (Unit : Watts)	Voltage, HZ	100 ~ 240V, 50/60Hz		
	Max	82	99	116
	Typical (Watts)	58	75	92
	Energy Saving (Min)	47	60	73
	Energy Saving (Med)	32	41	50
	Energy Saving (Max)	18	22	27
	Stand-by (Watts)	0.3↓		
STANDARD APPROVAL	Safety	CB, CU TR (For CIS)		
	Environment	CE		
	ETC	ROHS, ErP, Eco Flower (EU only)		
	Eco — Erp Class	A++		A+
	Eco — On Power Consumption	37W,	44W	63W
	Eco — Luminance Ratio (%)	65		
	Eco — Mercury Content	0		
	Eco — Presence of Lead	Yes		
	Eco — Average Annual Consumption (kWh)	54	64	92
SOFTWARE COMPATIBILITY		SuperSign Lite (Free), SuperSign C (Free), SuperSign Simple Editor (Free), SuperSign W		

Dimensions

43"
49"

974(43") / 1,107(49")
79.4
70.3
571(43") / 645(49")
620(43") / 701(49")
885(43") / 1,001(49")
199(43") / 216(49")

55"

1,241
63
41.5
720
775
1,083
216

Connectivity

❶ OPTICAL DIGITAL AUDIO OUT
❷ LAN
❸ HDMI IN 1
❹ H/P OUT
❺ EXTERNAL SPEAKER OUT
❻ RGB IN (PC)
❼ RS-232C IN
❽ LNB Satellite IN
❾ ANTENNA / CABLE IN
❿ COMPONENT IN / AV IN
⓫ HDMI IN 2
⓬ USB IN 1
⓭ USB IN 2
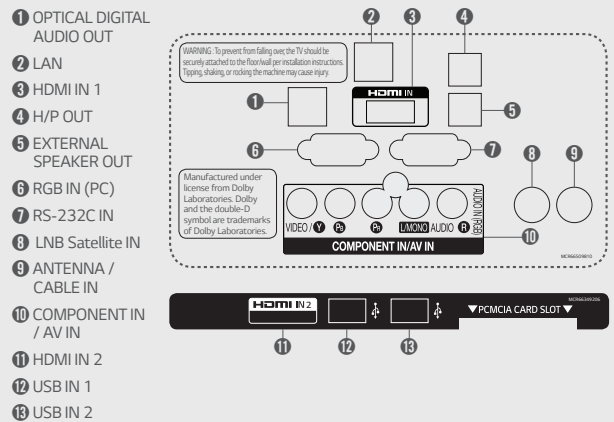
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youtube.com/c/LGECommercialDisplay

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