

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.



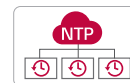
Fail Over (Internal Memory only)

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

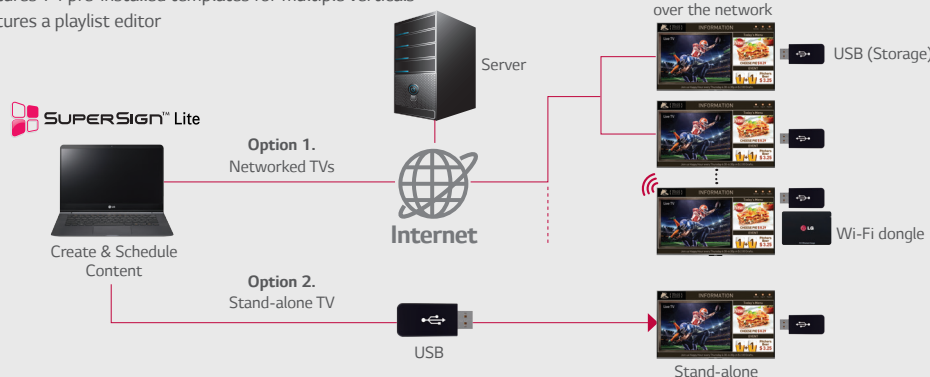
With NTP (Network Time Protocol), the TV receives real time updates from the network and synchronizes its time accordingly.

SuperSign™ Solutions

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



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

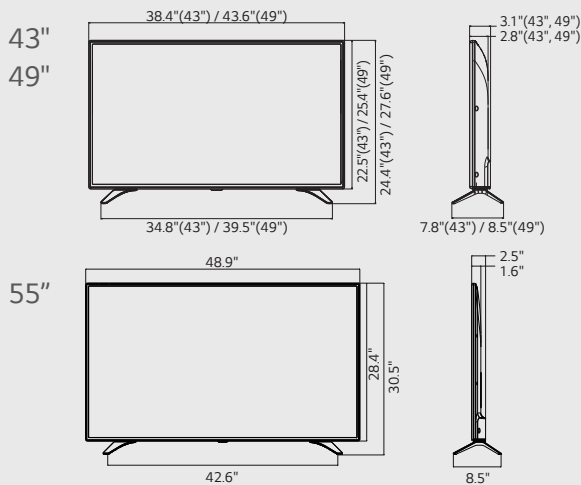


Specifications

LW540S (NA)

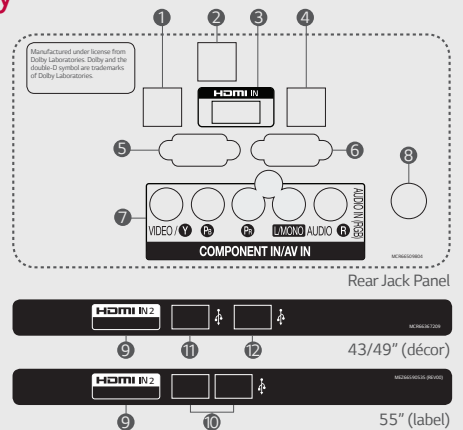
		43	49	55
DISPLAY	Type	Direct LED		Edge LED
	Resolution	1,920 x 1,080 (FHD)		
	Brightness	300cd/m ²		
	Dynamic Contrast Ratio	1,000,000:1		
	Static Contrast Ratio	1,200:1		
	Viewing Angle Degree	178° / 178°		
	Response Time (G to G)	9		
BROADCASTING SYSTEM	Frame Rate	60 Hz		
	Analog	NTSC		
VIDEO	Digital	ATSC / VSB / Clear QAM		
	Triple XD Engine	Yes		
	Dynamic Color Enhancer	Yes		
AUDIO	Aspect Ratio	6 modes (16:9, Just Scan, Set By Program, 4:3, Zoom, Cinema Zoom1)		
	Audio Output / Speaker System	10W + 10W / 2.0 ch		
	Sound Mode	6 modes (Standard, News, Music, Cinema, Sport, Game)		
	Sound Optimizer	3 modes (Normal, Wall-Mount Type, Stand Type)		
GENERAL FEATURES	Clear Voice	Yes		
	Management	Self Diagnostics		
	Interactivity	HTNG / HDMI-CEC		
	RJP Interface	RS-232C, HDMI		
	RJP Compatibility	Teledapt (RS-232C), Teledapt / Guestlink (HDMI CEC)		
	USB Media	Moving Picture Playback (DivX HD), Picture (JPEG), Audio Codec (MP3, AC3, MPEG, AAC, HEAAC, CDDA, LPCM)		
	Advanced Setting Option	Auto Off / Auto Sleep, Motion Eye Care		
Anti-theft System	Kensington Lock			
COMMERCIAL FEATURES	Welcome Screen (Splash Image), Lock Mode, Multi-IR Code, Public Display Mode, USB Cloning, IR Out, USB Auto Playback+, External Speaker Out, SNMP, RTC (Real Time Clock), Internal Memory, Wi-Fi Dongle Ready, NTP (Network Time Protocol)			
INTERFACE	Side	HDMI In, USB 2.0 (2)		
	Rear	RF In, AV In (Sharing with Component In), Component In, Optical Audio Out, RGB In, PC Audio Input (Sharing with Component In), RS-232C, HDMI In, LAN Port, External Speaker Out		
ACCESSORY	L-Con, Power Cable, Simple Manual			
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)	38.4" x 22.5" x 2.8" (SPK3.1") / 20.3lb	43.6" x 25.4" x 2.8" (SPK3.1") / 26.5lb	48.9" x 28.4" x 1.6" (SPK2.5") / 35.9lb
	WxHxD / weight (with stand)	38.4" x 24.4" x 7.8" / 20.8lb	43.6" x 27.7" x 8.5" / 26.7lb	48.9" x 30.5" x 8.5" / 35.6lb
WxHxD / weight (carton)	41.7" x 26.0" x 6.0" / 25.8lb	47.1" x 30.5" x 6.4" / 35.5lb	53.5" x 32.9" x 6.0" / 47.0lb	
POWER	Voltage, HZ	100 ~ 240V, 50/60Hz		
	Typical (Watts)	37.6	48.0	54.6
	Stand-by (Watts)	0.5		
STANDARD APPROVAL	Safety	UL		
	Environment	FCC		
	Compliance	RoHS, cUL, NOM, Energy Star 7.0		
SOFTWARE COMPATIBILITY	SuperSign Lite, SuperSign C, SuperSign Simple Editor			
UPC	719192200265	719192200258	719192200241	
WARRANTY	2-Year Limited Warranty (Parts and Labor) Extended Warranties Available			

Dimensions



Connectivity

- OPTICAL DIGITAL AUDIO OUT
- LAN
- HDMI IN 1
- EXTERNAL SPEAKER OUT
- RGB IN (PC)
- RS-232C IN
- AV IN
- ANTENNA / CABLE IN
- HDMI IN 2
- USB IN
- USB IN 1
- USB IN 2



Download LG Commercial Display Mobile App



More info www.LG.com/us/commercial

YouTube youtube.com/LGCommercialDisplayUSA

All screen images are simulated. Dimension and weights are approximate. Design, features and specifications subject to change without notice. © Copyright 2016 LG Electronics, Inc. All Rights Reserved. Pro:Centric, the "LG" logo, XD Engine are registered trademarks or trademarks of LG Electronics Inc. All other trademarks or registered trademarks are the property of their respective owners. LG_SPEC_LW540S_051628_PR

