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LG Business Solutions

Digital Signage with High Visibility

SH7DD Series

Many users are looking for luminous signage suitable for brightly lit locations, but have been burdened by the high cost of ownership. The SH7DD series is a cost-competitive model because it delivers clear and vivid content with high brightness while also cutting costs thanks to lower power consumption. Moreover, it operates 24/7 without time constraints and maximizes user convenience with various useful functions.



Key Points

- 700 cd/m^2 high brightness provides outstanding visibility, even under bright lighting
- Vibrant color reproduction without distortion at any angle
- Cost effective operation thanks to the low power consumption
- Convenient content management supported by USB playback and scheduling
- Optimized user convenience with the menu for setting no signal image and local time

Digital Signage with High Visibility

SH7DD Series

Key Features

Outstanding Visibility

Outstanding Visibility

Outstanding Brightness

The 700 cd/m² brightness is enough to stand out against the surrounding background, so signage can attract passerby and delivers content vividly and effectively.



500 cd/m² 700 cd/m²

Wide Viewing Angle

Thanks to IPS technology, SH7DD series provides a clear, vibrant picture with no washed out tones at any angle.



Cost Effective

Low Power Consumption

SH7DD offers excellent energy efficiency and cost savings by decreasing power consumpton by approx. 32% compared to the conventional model with equal luminance.



Conventional SH7DD

*Based on 49" model

Power Management Mode

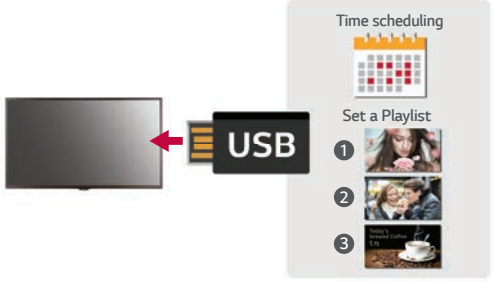
Even without signal from the media player, the network does not turn off completely, so remote control is possible, which prevents unnecessary power usage and enables efficient management.



Convenient Managment

USB Content Scheduling

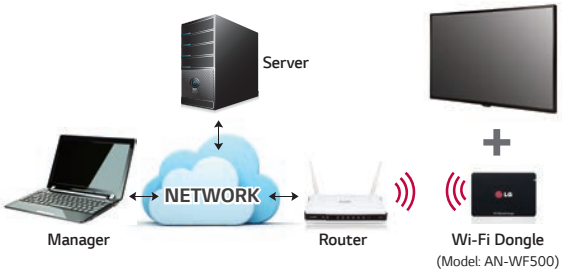
There is no need for additional server or media player connections because SH7DD supports USB playback and scheduling. Users can set a playlist and timing for playing content using a USB.



*Supported Content Type : Video (MPEG1/2/4, H.264), Audio (MP3, AC3, MPEG, AAC, HEAAC, LPCM), Image (JPEG, PNG, BMP)

Wi-Fi Support

SH7DD series supports Wi-Fi dongle connection for easier content distribution and installation. And SNMP* support ensures convenient network management.



*SNMP: Simple Network Management Protocol

Digital Signage with High Visibility

SH7DD Series

Convenient Managment

No Signal Image Setting

In case there is no signal input, it is possible to play back images preset by the user using a USB, instead of displaying the conventional no signal image.



Local Time Setting

A time zone can be configured at initial installament, so that the signage display accesses the local NTP* server and automatically sets the local time. In addition, the local time can be adjusted manually by grouping multiple signages using RS232C without a network connection.



* NTP: Network Time Protocol

Industrial Design

Detachable Logo & Built-in Speaker

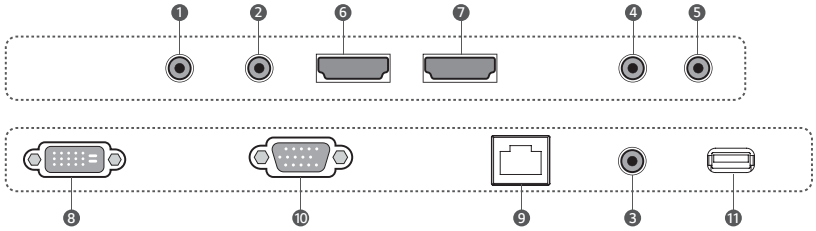
The detachable logo allows for installation in the desired orientation in landscape or portrait mode, making it easy for the user to arrange the signage. Also, sounds can be played from built-in speakers, giving advertisements greater impact.



Connectivity

1. RS-232C IN
2. RS-232C OUT
3. AUDIO IN
4. AUDIO OUT
5. EXT IR IN
6. HDMI in 1
7. HDMI in 2
8. DVI-D IN
9. LAN
10. RGB IN
11. USB

55SH7DD / 49SH7DD / 43SH7DD



Specifications

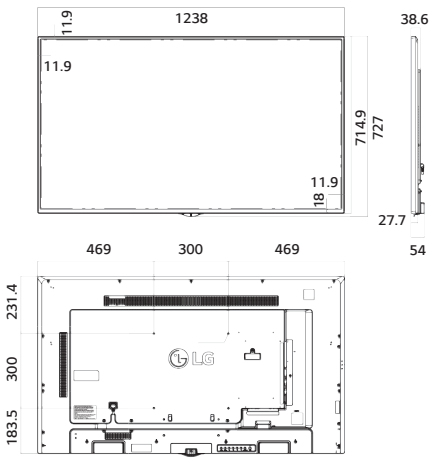
			55SH7DD	49SH7DD	43SH7DD
PANEL	Screen Size		55"	49"	43"
	Panel Technology		IPS	IPS	IPS
	Aspect Ratio		16:9	16:9	16:9
	Native Resolution		1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)
	Brightness		700 cd/m²	700 cd/m²	700 cd/m²
	Viewing Angle (H x V)		178 x 178	178 x 178	178 x 178
	Response Time		12 ms	12 ms	12 ms
	Surface Treatment		Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))
	Life time (Typ.)		50,000 Hrs	50,000 Hrs	50,000 Hrs
	Operation Hours		24 Hrs	24 Hrs	24 Hrs
	Orientation		Landscape & Portrait	Landscape & Portrait	Landscape & Portrait
CONNECTIVITY	Input		HDMI (2), DVI, RGB, Audio, USB 2.0		
	Output		Audio		
	External Control		RS232C In/Out, RJ45 In, IR Receiver In		
PHYSICAL SPECIFICATION	Bezel Color		Black	Black	Black
	Bezel Width		11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), 18 mm (B)
	Monitor Dimension (W x H x D)		1,238 x 714.9 x 54 mm	1,102.2 x 638.5 x 54 mm	969.6 x 563.9 x 54 mm
	Weight (Head)		17.5 kg	14.3 kg	10.0 kg
	Monitor with Optional Stand Dimensions (W x H x D)		1,238 x 773.4 x 219.6 mm	1,102.2 x 696.8 x 219.6 mm	969.6 x 622.2 x 193 mm
	Weight (Head+Stand)		20.8 kg	17.6 kg	12.5 kg
	Carton Dimensions (W x H x D)		1,330 x 807 x 170 mm	1,197 x 760 x 166 mm	1,052 x 650 x 123 mm
	Packed Weight		21.7 kg	17.4 kg	12.6 kg
	VESA™ Standard Mount Interface		300 x 300 mm	300 x 300 mm	200 x 200 mm
SPECIAL FEATURES			Temperature sensor, Auto brightness sensor, Tile mode (Up to 15x15), DPM select, Energy saving, Smart energy saving, File play with USB, USB content scheduling, Local time auto setting, Wake on LAN, Fail over, No signal image (Up to 5MB)		
ENVIRONMENT CONDITIONS	Operation Temperature		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%
POWER	Power Supply		100-240V~, 50/60Hz	100-240V~, 50/60Hz	100-240V~, 50/60Hz
	Power Type		Built-In Power	Built-In Power	Built-In Power
	Power Consumption	Typ.	95 W	85 W	75 W
		Max.	145 W	135 W	120 W
		Smart Energy Saving	75 W	65 W	55 W
STANDARD (CERTIFICATION)	Safety		UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC
	EMC		FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC
	ErP / Energy Star		Yes* / Yes (Energy Star 7.0)	Yes* / Yes (Energy Star 7.0)	Yes* / Yes (Energy Star 7.0)
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible		No	No	No
	External Media Player Attachable		Yes (MP500/MP700)	Yes (MP500/MP700)	Yes (MP500/MP700)
SOFTWARE COMPATIBILITY	Content Management Software		SuperSign Premium	SuperSign Premium	SuperSign Premium
	Control and Monitoring Software		SuperSign C	SuperSign C	SuperSign C
ACCESSORIES	Basic		Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver	Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver	Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver
	Optional		Stand (ST-492T), Media player, Wall bracket (LSW350B), VESA Adapter (AM-B330S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T550)	Stand (ST-492T), Media player, Wall bracket (LSW350B), VESA Adapter (AM-B330S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T490)	Stand (ST-432T), Media player, Wall bracket (LSW230B), VESA Adapter (AM-B220S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T430)

*N/A for EU ErP

Dimension (unit : mm)

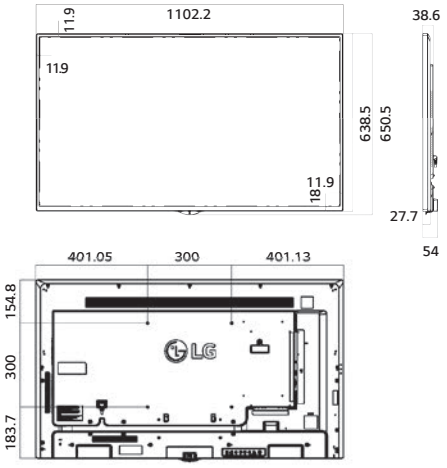
55"

1,238 x 714.9 x 54 / 17.5 kg



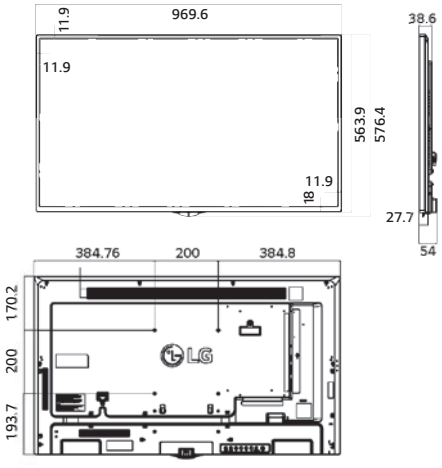
49"

1,102.2 x 638.5 x 54 / 14.3 kg



43"

969.6 x 563.9 x 54 / 10.0 kg



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