

# Why More Businesses are Installing LARGE 4K DISPLAYS

UHD 4K

Large 4K Ultra-High-Definition (UHD) commercial displays can enable businesses to:

- > Create and Manage Engaging Customer Experiences
- > Enhance Their Brand
- > Add Wow Factor to Their Messaging
- > Improve Employment Engagement/Awareness

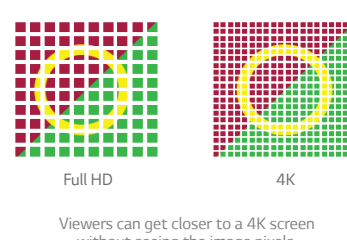
## HIGHER RESOLUTION THAN FULL HD

Just one quarter of a UHD screen contains the same amount of pixels as an entire Full HD 1080p screen. Customers will immediately recognize the **4K** difference when they view your branding, product representations and promotions, or watch movies and sports. **4K** UHD's higher pixel density makes the image appear flawless, even on the largest display screens.



## GREATER DETAILS THAN FULL HD

4K displays are able to show finer details that become very noticeable on larger screens. The image retains the fine details, even when viewed from any angle, allowing for installation of larger screens in smaller spaces.



## A FUTURE-PROOF INVESTMENT

Because more and more 4K UHD content is becoming available, preparing for the future by investing in 4K UHD displays now is a wise decision. Displays designed for use with native 4K content must also support HEVC (High Efficiency Video Coding), which compresses 4K video signals so they don't overwhelm the network.

## 4K UPSCALING

Automatic **4K** upscaling delivers near-UHD image quality with lower-resolution content. The same content a business has already been using on their existing digital displays will look even better on a **4K** UHD commercial display, even when viewed from up close.



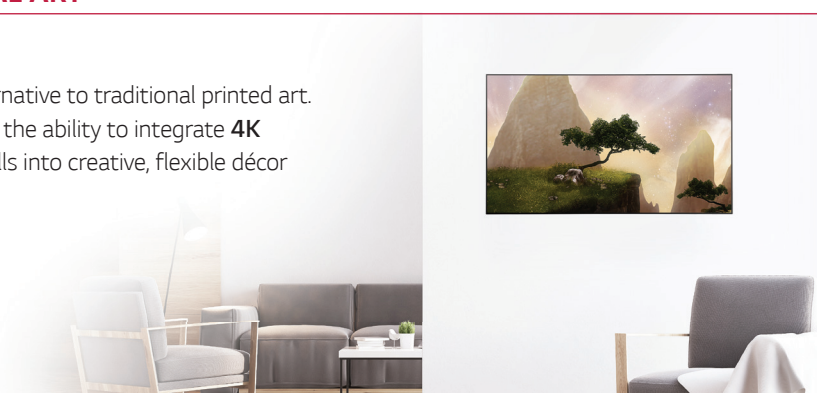
## EXTREME COLOR GAMUT



- 4K** displays can reproduce colors that cannot be shown with Full HD (ITU709 color space).
- 4K** can provide more faithful reproduction of branding and product colors.

## CREATE STUNNING DIGITAL ART

**4K** displays can be used as an alternative to traditional printed art. This gives designers and architects the ability to integrate **4K** displays in spaces to transform walls into creative, flexible décor that can add warmth and depth.

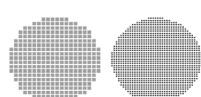


## LG'S 4K UHD ADVANTAGES

### 3-YEAR WARRANTY

#### Engineered for Long-term Use

LG 4K commercial displays are built for 24/7 operation and low TCO in business environments.



#### Tru 4K Upscaler

Enhances the quality of Full HD source content to near-UHD quality.

178°

#### In-Plane Switching

IPS technology delivers a true 178° wide viewing angle that retains high image quality.

- Runs cooler than VA panels
- Is energy efficient
- Image is stable when used with touchscreen
- Color accuracy remains consistent



#### Advanced Local Dimming

Controls backlighting by switching LEDs on and off to deepen black levels and increase contrast.



#### Shine Out™ Technology

LG's anti-glare, anti-reflexive overlay protects the screen surface. Ensures crisp, clear, vivid 4K content in areas with bright sunlight, bright ambient light or harsh indoor lighting.



#### Quad Core SoC

High-performance system-on-a-chip can execute several tasks at the same time and provides smooth content playback.

- Eliminates the need for PCs or external media players

webOS 3.0

#### webOS™ 3.0 for Signage

LG's software platform enables systems integrators to download content and develop customized applications.



#### SuperSign™ C

Monitor control and auto calibration software with accurate color adjustment in two to three minutes.



#### SuperSign™ Lite

Web-based content authoring and operation solution player connects up to 50 displays.



#### Soft AP Software

Enables the panel to operate as a wireless hotspot for mobile devices.



#### Widest Range of Sizes

43", 49", 55", 65", 70", 75", 79", 86", 98"

Nobody matches LG's 4K UHD display selection.

## THE TOTAL 4K SOLUTIONS PROVIDER

From initial concept to design, build and beyond, LG is with you every step of the way. **Just Picture It.**