



LG

**Business
Solutions**



LG OLED

Thinning is Winning in Digital Signage

How breakthrough technology is revolutionizing the customer experience

“By 2020, customers armed with more technologies than you can imagine will be demanding more from your organization’s customer experience.”

— Gartner

INTRODUCTION

In today’s screen-driven world, customers are much more sophisticated and tech-savvy than ever before. Online businesses are offering lots of content, helpful user reviews and faster service, all without customers having to leave the house. People are used to instant communication and gratification, and this has caused a massive disruption in the way people shop.

As a result, brick-and-mortar businesses are facing increasingly greater challenges when luring customers through the doors, grabbing their attention, keeping them interested and getting them to open their wallets. It’s not just about satisfying their needs anymore; it’s about leaving a dazzling impression that will give customers more reasons to come back, and bring friends. Brick-and-mortar brand loyalty is difficult to achieve nowadays without a better customer experience.

In any case, consumers enjoy digital content. Smartphones, computer screens and digital signage are all around them. So when they are inside a store they are expecting something compelling. They want to interact with the brands in new ways. They want to feel valued and empowered. They want to be wowed. In the best-case scenario, they want their socks knocked off.



Creating a new loyal customer

In order to transition a shopper from occasional customer to loyal fan to brand ambassador, a business needs to create an experience with the shopper that is attractive, exciting and sustainable. Combine that with the ability to personalize their experience and you've got them engaged. They'll feel connected to you and the products and services you are offering.

What's missing is the "wow"

Businesses ranging from retail and fashion to transportation, auto dealerships, museums, entertainment venues and others are turning to innovative new digital signage to help them create experiences customers haven't seen before. Gone are the days when a digital sign was good enough simply by being a 16:9 format display with static information. The large digital screens that impressed customers in stores a decade ago have been eclipsed by the big TVs people have in their own living rooms. Content is always king, but even with great content, to grab and hold customer attention today it's going to take more than a thick flat screen with a big black bezel mounted on a wall.

Better displays and brighter days are coming

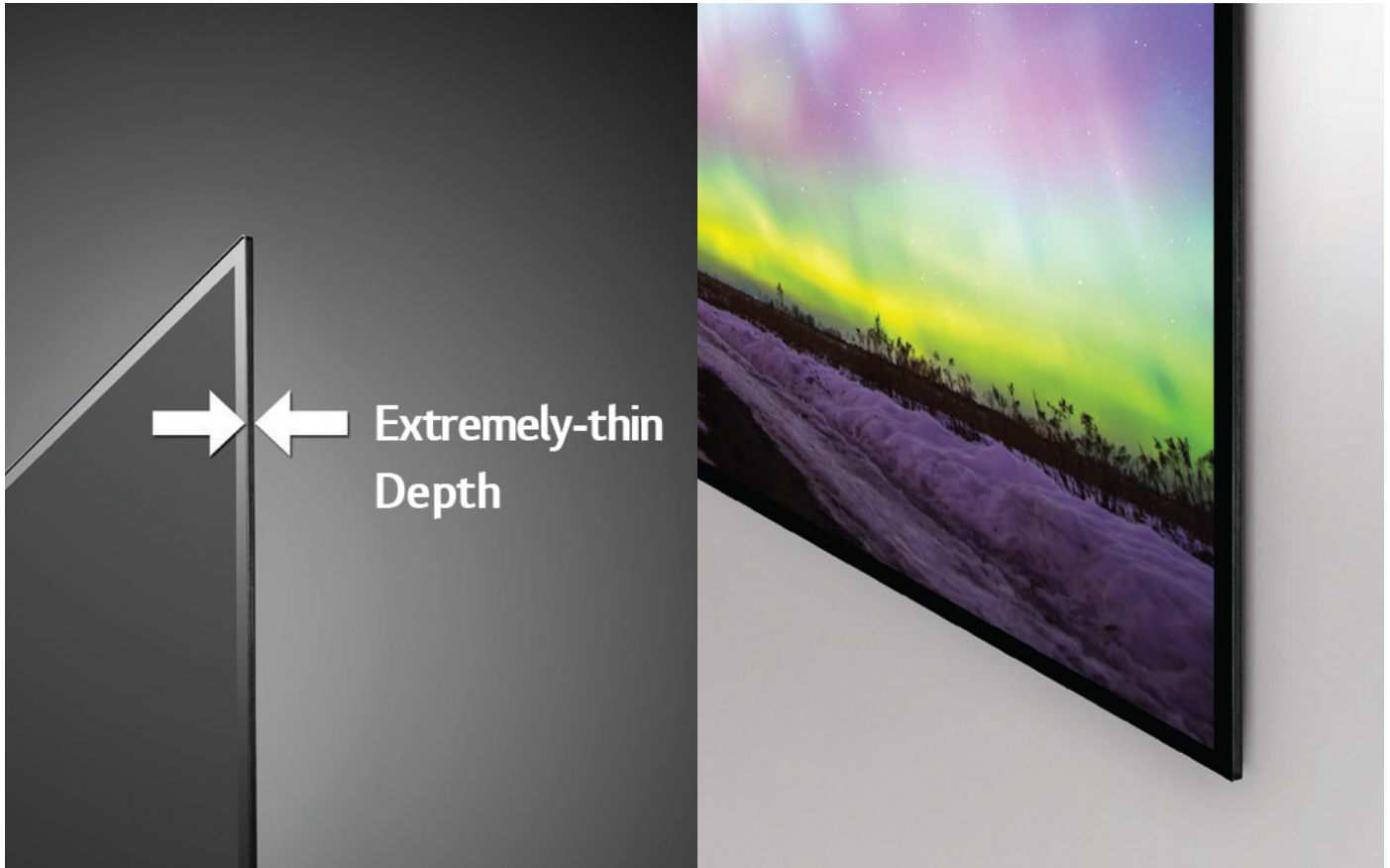
The good news is the digital signage industry is transforming right now, even as you're reading this paper. And today, a revolutionary display technology known as Organic Light Emitting Diode (OLED) is rapidly redefining the digital signage landscape and the kinds of customer experiences businesses can offer. What plasma did to the CRT way back when, OLED has the ability to do in the marketplace today. And yes, it's knocking customers' socks off.

OLED display technology is unparalleled in terms of color saturation, contrast, off-axis viewing and black levels. It is a huge improvement beyond even the best LCDs in the world. OLED now enables the finest image quality that has ever been seen in displays, and today, the proprietary technology known as LG OLED – a light-emitting form factor that does not require any backlighting or edge-lighting units as found in LCDs, is taking the industry by storm. LG OLED enables attention-grabbing, entertaining and never before seen form factors.

LG OLED technology can be crafted for video walls. The displays can be daisy-chained and arranged to form diagonals and other custom shapes. A large LG OLED video wall with its unmatched image quality would be a breathtaking experience in premium spaces such as museums, airport lounges and high-end retail environments.

Unlike LCD technology, because LG OLED is flexible and not restrained by gravity it can be used as a curved or waved video wall, as a floor-standing curved tiling display, in immersive tunnel-like arched structures and even facing down from ceilings. It can also be placed underneath a clear floor. Such innovative form factors offer amazing potential that is drawing lots of attention from architects looking to do things that were previously impossible.





Thin is so in – introducing LG OLED Wallpaper

LG OLED display technology is now being created in a razor-thin form factor called LG OLED Wallpaper.

Because LG OLED Wallpaper is just a few millimeters thin, the wall doesn't have to be prepped; the display can be stuck to the wall with minimum requirements. This is the first product that does not require the typical elaborate mount with an infrastructure of fans and cables behind it; thereby saving on hardware and installation cost. Razor-thin LG OLED Wallpaper creates a truly seamless design that blends into a wall with minimum protrusion—a feat not possible with LCD, plasma and other technology. Electronic components are housed in a separate control box connected to the display via a single ribbon cable that is easily hidden from view.

People walking up to LG OLED Wallpaper and looking at it might at first think it is recessed into the wall. But it isn't. What you see is exactly what it is.

Go thin and design to win

LG OLED Wallpaper technology should be seeing a high volume of integration this year due to its ability to enable a tremendous number of applications.

Another application called LG OLED Wallpaper In-Glass suspends two Wallpaper displays back to back surrounded by a glass frame, creating a space-saving dual-sided viewing experience that can be hung from a ceiling or placed on a dedicated floor stand; giving the illusion of dynamic images floating in air. The resulting product is a work of art that will fascinate even the most tech-savvy millennial with a penchant for the latest and greatest. LG OLED Wallpaper In-Glass is an elegant and effective choice for retail, fashion, art galleries, jewelry shops and boutiques.



LG OLED Wallpaper becomes a virtual sales rep

Because LG OLED Wallpaper can blend into nearly any environment, it helps guide customers through their journey and can help generate business at any point: Not only by presenting dynamic images, but by helping to drive revenue depending on the content strategy. Almost lifelike, it can be a valuable business asset.

The ABCDs of LG OLED



ANGLE

The display provides an extremely wide viewing angle of 178 degrees, where images and text remain clear and colors stay vivid, capturing customers' attention from a distance.



BLACK

LG OLED Wallpaper is able to render perfect black because each self-lighting pixel can brighten, dim, or turn off completely. LCDs cannot do this because their built-in lighting units inherently bleed light into the dark areas of an image.



CONTRAST / COLOR

Perfect black enables infinite contrast ratio, maintaining incredible image sharpness when bright objects are next to dark areas. Colors pop like never before, with intense saturation and greater accuracy.



DESIGN

With no additional lighting unit built in, LG OLED Wallpaper is extremely lightweight and only 3.65mm thin. It blends into walls with minimum protrusion.

Elegant LG OLED Wallpaper In-Glass is double-sided, enabling two multimedia experiences from one wafer-thin unit. It can be suspended from a ceiling or used freestanding as a podium while saving space.

CONCLUSION

End users in premium retail, high-end fashion and automotive industries have spent millions of dollars building their showrooms and no longer want conventional digital signage. They want something that integrates with their environment and looks like part of the architecture. And they want to offer a superior customer experience and reap the rewards thereof.

LG OLED Wallpaper and LG OLED Wallpaper In-Glass are the ultimate solutions. They go beyond digital signage. They empower business owners by creating new laws of attraction and new rules of engagement. With the finest picture quality and off-axis viewing on the market and a format that facilitates incredibly creative installations, this revolutionary new technology can transform nearly any environment into a customer thrill ride.

When a business can create unrivaled experiences that attract customers, invite them in and engage them like never before, all while displaying targeted content at its absolute best, there is a much greater chance that the business will increase sales, earn customer loyalty and ultimately boost the bottom line.

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