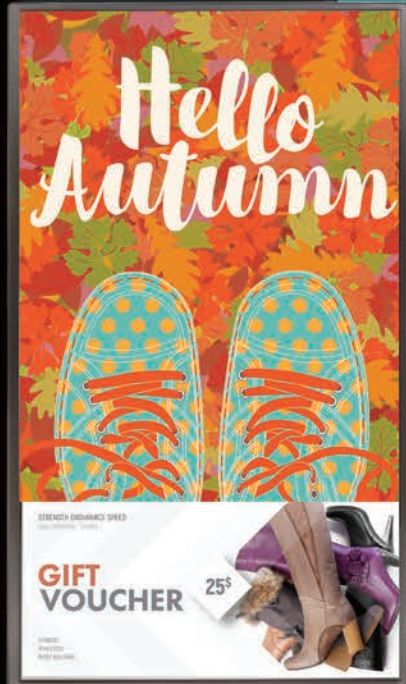
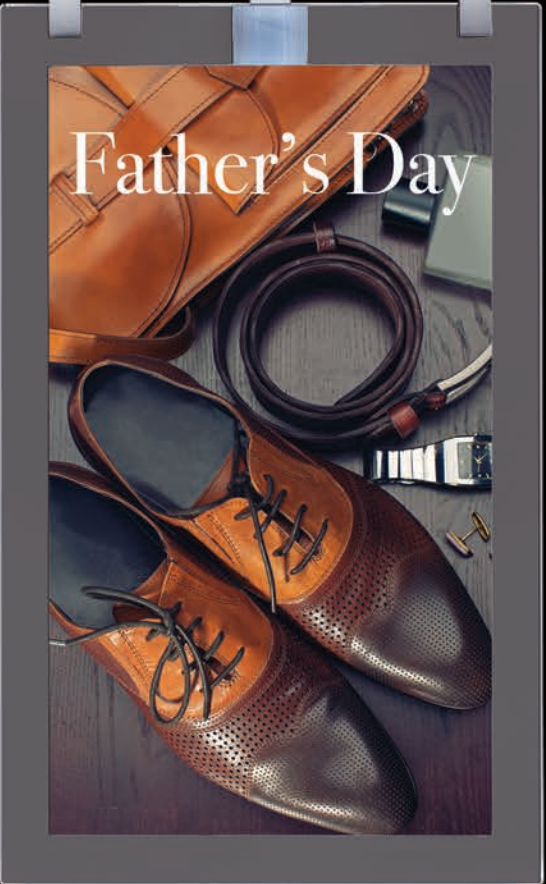


LOOKBOOK *Retail*



## LOOKBOOK *Retail*

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### *Introduction*

In today's retail industry, brick & mortar retailers are focused on finding new ways to increase and connect with in-store customers. Digital displays offer a multitude of options, including flexible messaging, eye-catching imagery and interactive engagement that can make a real difference for customers.

Immersive, interactive digital display signage is one of the most distinct ways that businesses can make the shopping experience easier, smarter and more efficient. Digital signage helps to connect shoppers to your brand, create a lasting impression and keep your business ahead of the competition. Interactive touchscreens can help shoppers learn more about products, read customer reviews and compare products, blurring the line between online and in-store.

Displays like LG's Outdoor, Ultra HD and LG OLED Wallpaper allow retailers to save time, money and engage customers with little maintenance. They are more dynamic than traditional printed signs, extremely durable and create a distinct in-store experience for the customer.



Layout 1  
**LOOKBOOK**  
*Retail*

**a** Outdoor Direct-View Display - LBP Series

- Brightness (After Calibration): 6000 nits minimum
- Viewing Angle: 160°
- Contrast Ratio: 3000:1
- Lifetime (half brightness): 100,000 hrs
- Pixel Pitch: 6.00 – 20.00
- Weight per Module (kg): 0.54 – 2.45





# LOOKBOOK

## Retail

**a** Ultra Narrow Bezel Video Wall - 55VH7B-H

- 55" Class (54.7" diagonal)
- Resolution: 1920 x 1080 (FHD)
- Brightness: 700 nits
- Tile Mode up to 15 x 15 (Natural mode)
- IPS Panel Technology
- Bezel Width 0.9mm (Even)
- Running Time: 24 Hours
- Portrait and landscape orientation
- SuperSign Control
- SuperSign CMS (optional)\*

**b** Smart Platform Digital Signage - 65SM5KD

- 65" Class (64.5" diagonal)
- 1920 x 1080 (FHD)
- Brightness: 450 nits
- Bezel 11.9 mm (T/R/L), 18 mm (B)
- PBP (Picture-By-Picture)
- PIP (Picture-In-Picture)
- Quad Core SoC
- webOS
- Portrait and landscape orientation
- IP Streaming Protocol
- Dust & Humidity Protection
- SuperSign Control
- SuperSign CMS (optional)\*
- 24/7 operation

**c** Touch Overlay Kit - KT-T650

- 65" Class
- Multi-Touch with Slim Bezel
- 10 Point Multi-Touch
- Ghost-Free Touch
- Overlay Touch
- Portrait and landscape orientation

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

- a Ultra-Stretch Signage - 86BH5C**
    - 86" Class (85.6" diagonal)
    - IPS Panel Technology
    - 3840 x 600 Ultra HD Resolution
    - 58:9 Extended Wide Format
    - 4 Divided PBP in Landscape or Portrait
    - Brightness 500 nits, Min : 400 nits
    - Built-in SoC and Synced Playback
    - Portrait and landscape orientation
    - Pedestal types: Single, double, triple and 4-sided.
- NOTE: Some pedestals supplied by third-party system integrator.





Layout 4  
**LOOKBOOK**  
*Retail*

- a Ultra Stretch Display - 88BH7D**
- 88" Class (87.80" diagonal)
  - Resolution: 3840 x 1080 (UHD)
  - Brightness: 700 nits
  - IPS Panel Technology
  - 32:9 aspect ratio
  - Stand-alone
  - Installation types: Stand alone, Tri-Sided, Quad-Sided, Video wall
  - 360-degree video column
  - Touch-Screen
  - 4x Picture-by-Picture
  - NOTE: Some pedestals supplied by third-party system integrator.

- b In-glass OLED Wallpaper - 55EG5CD**
- 55" Class (54.6" diagonal)
  - Types of models : Ceiling, Floor stand
  - 1920 x 1080 (FHD)
  - Brightness: 400 nits (APL1) 25%
  - Depth: 13 mm (Screen with glass)
  - Portrait mode
  - 16/7 operation





# LOOKBOOK

## Retail

- a** Ultra Narrow Bezel Video Wall - 55VH7B-H
  - 55" Class (54.7" diagonal)
  - Resolution: 1920 x 1080 (FHD)
  - Brightness: 700 nits
  - Tile Mode up to 15 x 15 (Natural mode)
  - IPS Panel Technology
  - Bezel Width 0.9mm (Even)
  - Running Time: 24 Hours
  - Portrait and landscape orientation
  - SuperSign Control
  - SuperSign CMS (optional)\*

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

- a** Ultra HD Large Display - 75UM3C
  - 75" Class (76.3" diagonal)
  - Resolution: 3840 x 2160 (UHD)
  - Brightness: 350 nits
  - Contrast Ratio: 1200:1
  - PBP (Picture-By-Picture)
  - PIP (Picture-In-Picture)
  - USB Content Playback and Scheduling
  - Wireless Solution
  - Crestron Connected Certification





# LOOKBOOK

## Retail

- a** **Window-Facing Display - 55XS2C**
  - 55" Class (54.6" diagonal)
  - 1920 x 1080 (FHD)
  - IPS, M+ (WRGB)
  - Brightness: 2500 nits
  - Increased Brightness
  - Advanced Local Dimming
  - Fan-Less Noise Reduction
  - High Operating Temperature
  - Portrait and landscape orientation
  - SuperSign Control
  - SuperSign CMS (optional)\*

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK Retail

- a Ultra Stretch Display - 88BH7D**
    - 88" Class (87.80" diagonal)
    - Resolution: 3840 x 1080 (UHD)
    - Brightness: 700 nits
    - IPS Panel Technology
    - 32:9 aspect ratio
    - Stand-alone
    - Installation types: Stand alone, Tri-Sided, Quad-Sided, Video wall
    - 360-degree video column
    - Touch-Screen
    - 4x Picture-by-Picture
- NOTE: Some pedestals supplied by third-party system integrator.





Layout 9  
**LOOKBOOK**  
*Retail*

**a** Multiple Screen Split-Ultra HD Signage - 75UH5C

- 75" Class (74.7" diagonal)
- Resolution: 3840 x 2160 (UHD)
- Brightness: 500 nits
- IPS Panel Technology
- 4 Divided PBP in Landscape or Portrait
- Built-in Wifi
- SuperSign Control
- SuperSign CMS (optional)\*
- Portrait and landscape orientation

**b** In-glass OLED Wallpaper - 55EG5CD

- 55" Class (54.6" diagonal)
- Types of models : Ceiling, Floor stand
- 1920 x 1080 (FHD)
- Brightness: 400 nits (APL1) 25%
- Depth: 13 mm (Screen with glass)
- Portrait orientation
- 16/7 operation

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

- a Wallpaper OLED Display - 55EJ5C**
  - 55" Class
  - 1920 x 1080 (FHD)
  - Brightness 100/400 nits<sup>2</sup> (APL100% | 25% average picture level)
  - Bezel Width: 1.2mm (T, B, L, R offset bezel)
  - Available in two types of installation
    - Ceiling Mount
    - Wall Mount
  - Hard Coating (2H), anti-reflective treatment of the front polarizer (1.0% reflective typ)
  - Portrait and landscape orientation
  - SuperSign Control
  - SuperSign CMS (optional)\*
  
- b Smart webOS Monitor - 55SM5KE-B**
  - 55" Class (54.9" Diagonal)
  - 1920 x 1080 (FHD)
  - Brightness 450 nits
  - Embedded Content Management
  - PBP (Picture-By-Picture)
  - PIP (Picture-In-Picture)
  - Conformal Coating
  
- c Transparent Color LED - LBP Series**
  - Pixel Pitch: 24mm
  - Pixels per LED Film Sheet: 560 pixels
  - Brightness: (After Calibration) 1,000 nits minimum
  - Lifetime (Brightness 50%): 50,000 hrs

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

**a** Smart webOS Monitor - 32SM5KE

- 32" Class
- 1920 x 1080 (FHD)
- Brightness: 450 nits
- Viewing Angle: 178 x 178
- Bezel Width: 11.9 mm (T/R/L), 18 mm (B)
- VESA mount: 200 x 200
- PCB Conformal Coating
- Temperature Sensor
- Auto Brightness Sensor
- Easy Brightness Control
- Tile Mode (Up to 15x15)
- webOS 4.0
- Smart Energy Saving
- PIP (Picture-in-Picture)
- PBP (Picture-by-Picture)
- Internal Memory 8GB
- Wi-Fi Built-in
- Beacon Enabled
- Built-in Speaker (10W+10W)
- 24/7 operation
- Portrait and Landscape orientation





## LOOKBOOK *Retail*

- a** **Wallpaper OLED Display - 55EJ5C**
- 55" Class
  - 1920 x 1080 (FHD)
  - Brightness 100/400nits<sup>2</sup> (APL100% | 25%) average picture level
  - Bezel Width: 1.2mm (T, B, L, R offset bezel)
  - Available in two types of installation  
Ceiling Mount  
Wall Mount
  - Hard Coating (2H), anti-reflective treatment of the front polarizer (1.0% reflective typ)
  - Portrait and landscape orientation
  - SuperSign Control
  - SuperSign CMS (optional)\*

- b** **Small Signage - 22SM3B**
- 22" Class (21.5 Diagonal)
  - Resolution: 1920 x 1080 (Full HD)
  - Brightness: 250 nits
  - 16/7 operation
  - webOS
  - Quad Core SoC

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

**a** Standard Commercial Displays - 55SE3KD

- 55" Class
- 1920 x 1080 (FHD)
- Edge-lit LED
- Brightness: 350 nits
- Dust & Humidity Protection
- USB Content Management
- Wi-Fi Dongle Ready
- Aspect Ratio Substantiality
- Portrait and landscape orientation
- SuperSign Control
- SuperSign CMS (optional)\*

**b** Ultra Narrow Bezel Video Wall - 55VH7B-H

- 55" Class (54.7" diagonal)
- Resolution: 1920 x 1080 (FHD)
- Brightness: 700 nits
- Tile Mode up to 15 x 15 (Natural mode)
- IPS Panel Technology
- Bezel Width 0.9mm (Even)
- Running Time: 24 Hours
- Portrait and landscape orientation
- SuperSign Control
- SuperSign CMS (optional)\*

**c** Small Signage - 22SM3B

- 22" Class (21.5 Diagonal)
- Resolution: 1920 x 1080 (Full HD)
- Brightness: 250 nits
- 16/7 operation
- webOS
- Quad Core SoC

\* SuperSign CMS is an optional content management system available for an additional cost.





# LOOKBOOK

## Retail

- a** Transparent Color LED - LBP Series
  - Pixel Pitch: 24mm
  - Pixels per LED Film Sheet: 560 pixels
  - Brightness (After Calibration): 1,000 nits minimum
  - Lifetime (Brightness 50%): 50,000 hrs





## LOOKBOOK *Retail*

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### *Specific Applications for Signage*

LG's signage fits into applications ranging from touchscreens to menu boards – with full software and technological support available.

#### *Draw in window shoppers and increase foot traffic*

Capture customer interest and draw them in with LED Outdoor Displays and LED Transparent Film. These bright, clear displays provide changing and moving messages that catch the eye of shoppers and passersby.

#### *Promote your brand's story*

Free up the square footage to tell your brand's story right in the store. Digital Displays, such as, Ultra HD Premium Large Displays or Small Platform Digital Signage brings your brand story to life in compelling visuals. They are ideal for drawing customer attention to your products and displaying easily changed messaging.

#### *Product promotion and upsell*

Digital Displays enable stores to relay effective information, freeing up staff to use their time more productively. Versatile displays like the Ultra Stretch Display or Ultra HD Large Displays provide the real estate to display production information, recommendations and promote add-on items.

#### *Advertising*

Digital displays, like the Multiple Screen Split Ultra HD or Standard Commercial Display, are ideal for advertising product specials. Easy to update, these displays will promote your specials in striking fashion, sure to catch the attention of potential buyers.

### *Conclusion*

In the retail landscape, space is limited and the competition with online retail sites is fierce. LG's digital signage products and solutions allow retailers to draw in customers and engage them in ways beyond the limits of traditional printed signage. Easy to maintain and reliable, they effectively increase sales and brand awareness, fusing digital and brick and mortar shopping to create a modern multichannel experience.

[\*Click Here\*](#)

To download this Lookbook's complimentary infographic.





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