

\* All images are for illustrative purposes only.

# 0.44mm EVEN BEZEL VIDEO WALL

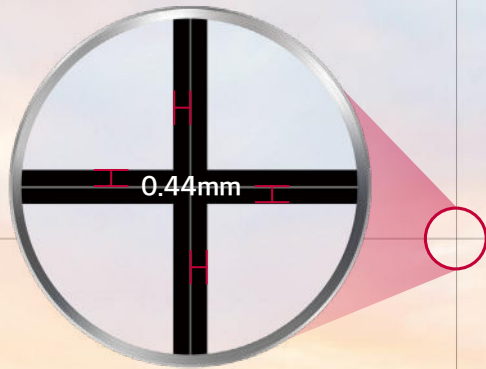
## 55SVH7F-A

Making use of LG's pioneering display technology, the 0.44 mm Even-Bezel Video Wall provides the perfection of a truly seamless view along with vivid color representation throughout the assembled large screen. Minimizing bezel visibility unlocks great opportunities in various markets, even in places that previously had avoided video walls due to the visible bezels.



## Groundbreaking 0.44mm Even Bezel

The unprecedented razor-thin bezel – 0.44 mm EVEN BEZEL and 0.88 mm BEZEL TO BEZEL – which has been verified by Nemko\*, makes content look like the actual original image by depicting a subject perfectly true to form, without any distortions. Seamlessly assembled on a large video wall screen, the 55SVH7F-A will provide an even more immersive experience to viewers.



\* The 0.44mm even panel bezel and 0.88mm BtB size (borderless type, no metal bezel) have been verified by Nemko, a global institution that tests and certifies electrical equipment.

0.44mm Even Bezel Video Wall

## 55SVH7F-A

### VIVID AND DYNAMIC PICTURE QUALITY

#### Higher Viewing Angle

Large screens are usually positioned higher than human-eye level, making uniform picture quality essential for video walls. The viewing angle of the 55SVH7F-A is superior to that of conventional video walls, allowing it to display vivid colors throughout the screen with no distortion – even in areas that are problematic for other large screens.



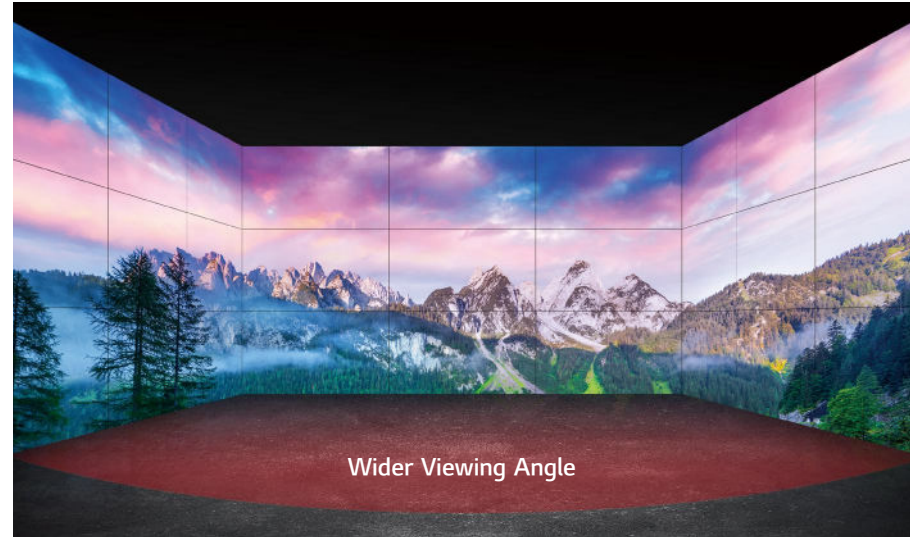
Low Viewing Angle



60\* High Viewing Angle  
(LG 55SVH7F-A)

#### Wider Viewing Angle

It is well known that LG IPS panel technology enables better control of liquid crystals, which in turn allows the screen to be viewed from virtually any angle. Because of this, the 55SVH7F-A captures the attention of and captivates more viewers with lifelike colors, regardless of their viewing position.



\* Results based on in-house testing. Actual test results may differ depending on environment and measuring equipment.

0.44mm Even Bezel Video Wall

## 55SVH7F-A

### VIVID AND DYNAMIC PICTURE QUALITY

#### Uniform Color Expression

Poor uniformity around bezel boundaries can give the corners a darker appearance, which doesn't look good on a large screen. However, the 55SVH7F-A has enhanced uniformity, even within the four corners of the display, to deliver vivid and consistent color throughout the screen.



\* Uniformity among 13 points of the screen. Results based on in-house testing. Actual test results may differ depending on environment and measuring equipment.

#### Image Gap Reduction

The 55SVH7F-A includes an image improvement algorithm that can reduce image gaps among tiled displays when playing back videos. Objects located on the bezel boundaries are adjusted for a seamless viewing experience.



\* The "Conventional" refers to displays which do not include an image improvement algorithm.

0.44mm Even Bezel Video Wall

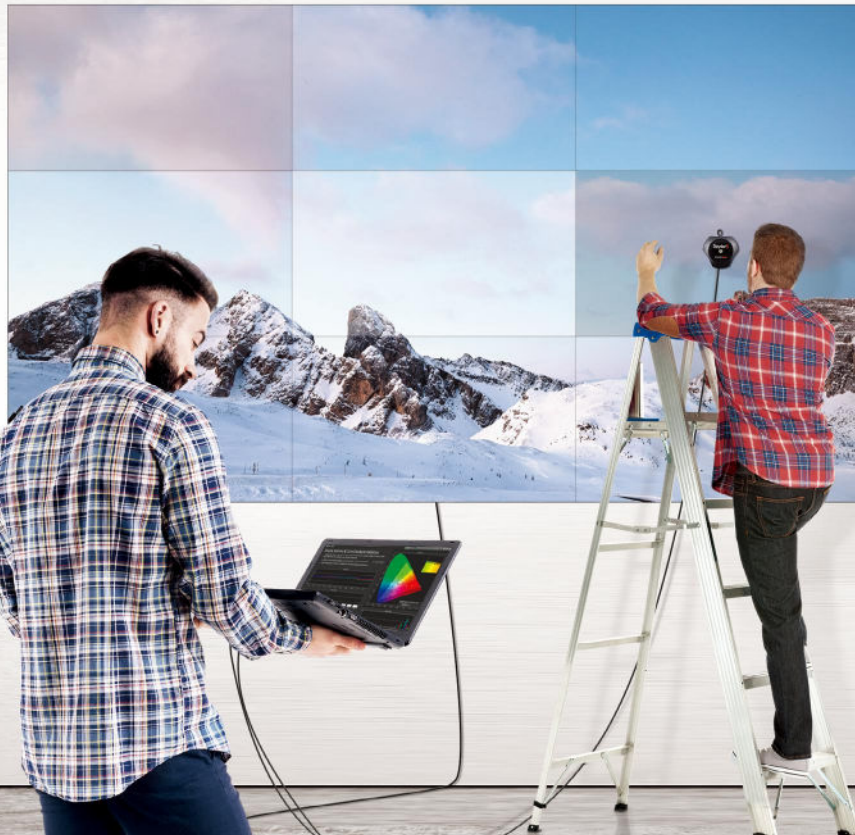
# 55SVH7F-A

## Smart Calibration

Smart Calibration is a solution that enables the reduction of time and costs compared to existing sensor calibration methods. It analyzes not only the color property differences within each individual display but also the differences between connected displays. With just few simple clicks of a remote control, this calibration process can be done in a matter of minutes. In addition, calibration can be set to automatically occur at regular intervals to always deliver optimum image quality.

\* Depending on the user, the difference in color can be felt after smart calibration. In this case, it is recommended to adjust the color manually.

### Sensor Calibration



Time Consuming

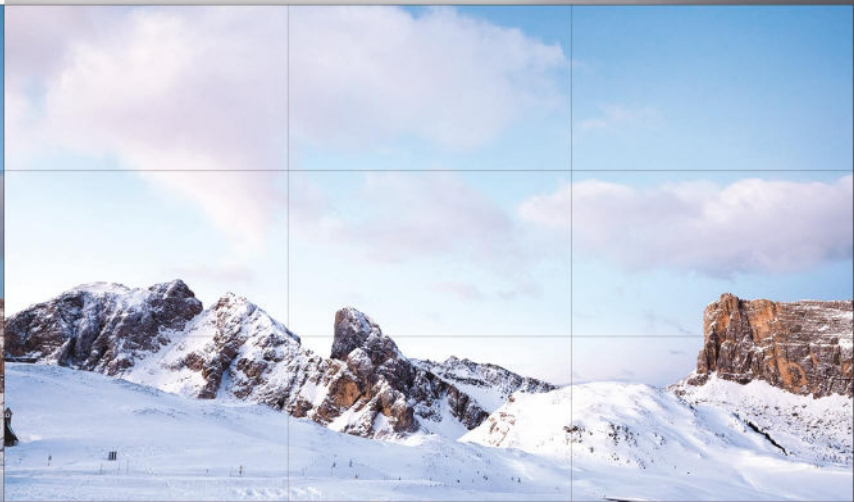


Specialists Needed



Cost Generation

### LG Smart Calibration



Time Saving



No Need for Specialists



No Costs

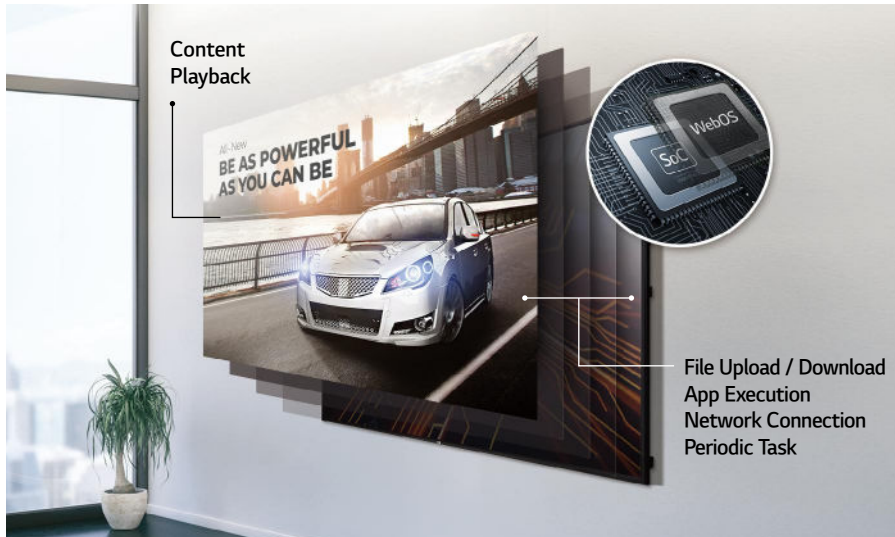
0.44mm Even Bezel Video Wall

# 55SVH7F-A

## POWERFUL SMART SIGNAGE PLATFORM

### High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the 55SVH7F-A can execute several tasks at once while providing smooth content playback without the need for a media player. As webOS supports HTML5 as a web-based platform and offers SDK(Soft Development Kit), it is even easier for SIs to build and optimize their web apps.



### Flexible Content Creation

Four different videos can be played simultaneously via web apps, and various animation effects, such as scaling or rotating, are added to content using CSS(Cascading Style Sheets) transition effects. Real-time streaming\* is also available, providing the flexibility to organize and diversify content free from capacity limits.



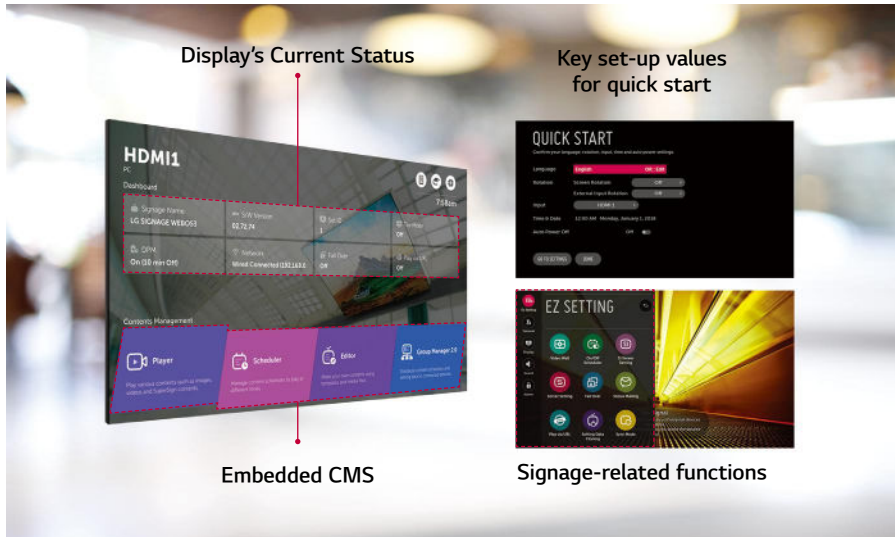
\* Supported protocols : RTSP, RTP, HLS, UDP Multicast

# 0.44mm Even Bezel Video Wall 55SVH7F-A

## USER-FRIENDLY SMART SIGNAGE UX

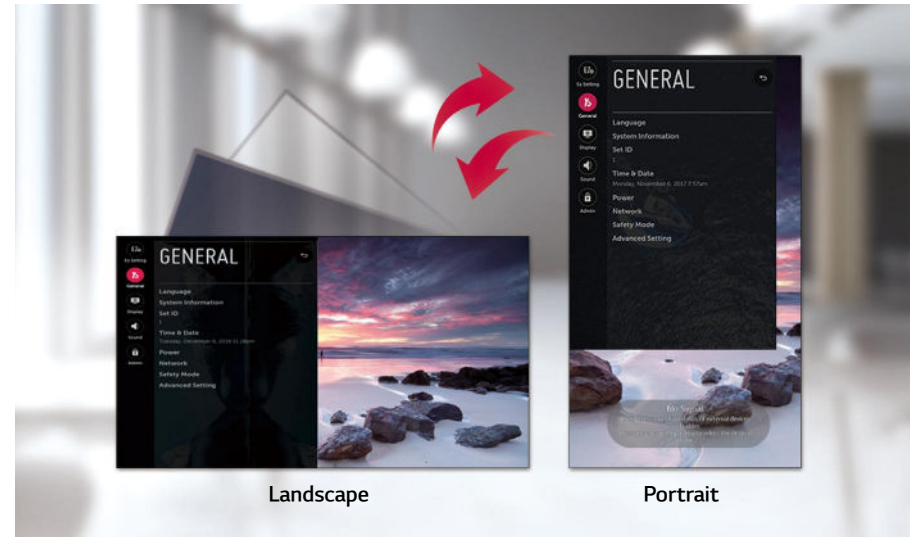
### Intuitive Menu Structure

The menu structure has been optimized for commercial use. It simplifies approach flows and groups similar functions together, adopting a more intuitive GUI for ease of use. This way, users can avoid having to do trial-and-error when exploring desired functions and managing displays.



### Dedicated GUI for Portrait Orientation

The conventional GUI(Graphic User Interface) was designed based on landscape-oriented consumer TV usage, so OSD(On Screen Display) wasn't well-suited for screens in portrait mode. The OSD of the 55SVH7F-A, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.



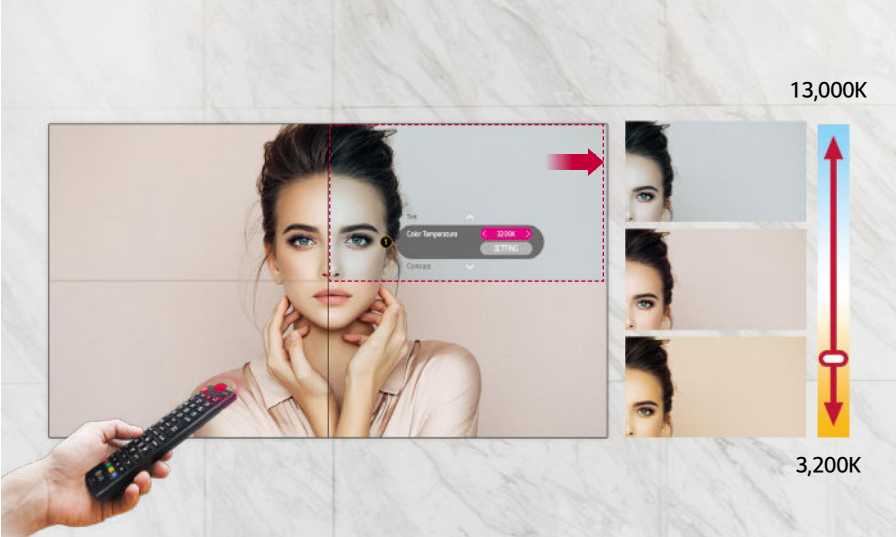
0.44mm Even Bezel Video Wall

# 55SVH7F-A

## USER CONVENIENCE

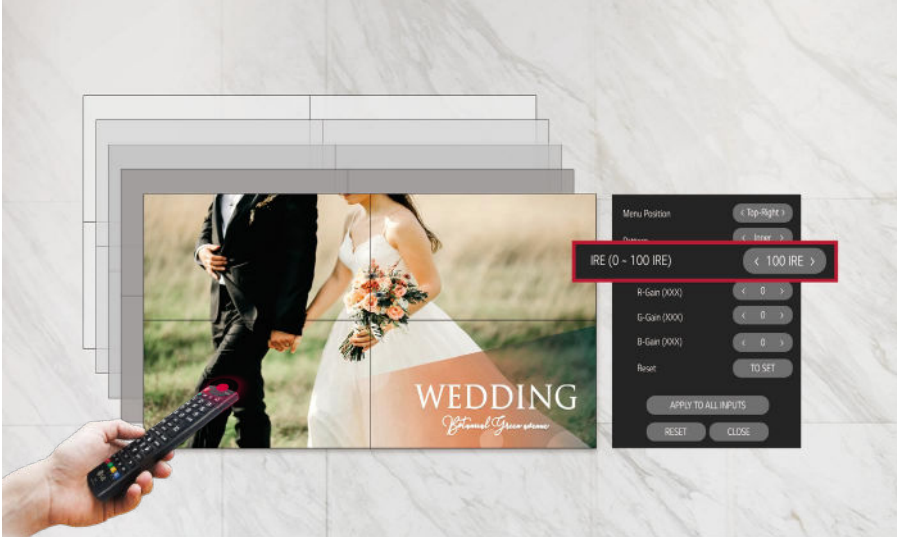
### Easy Color Adjustment

Depending on the content, the color temperature of the display can be easily adjusted in increments of 100K using a remote control.



### Simple White Balance Adjustment

In conventional video walls, white balance was adjustable only in "full-white" mode, but the 55SVH7F-A allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.





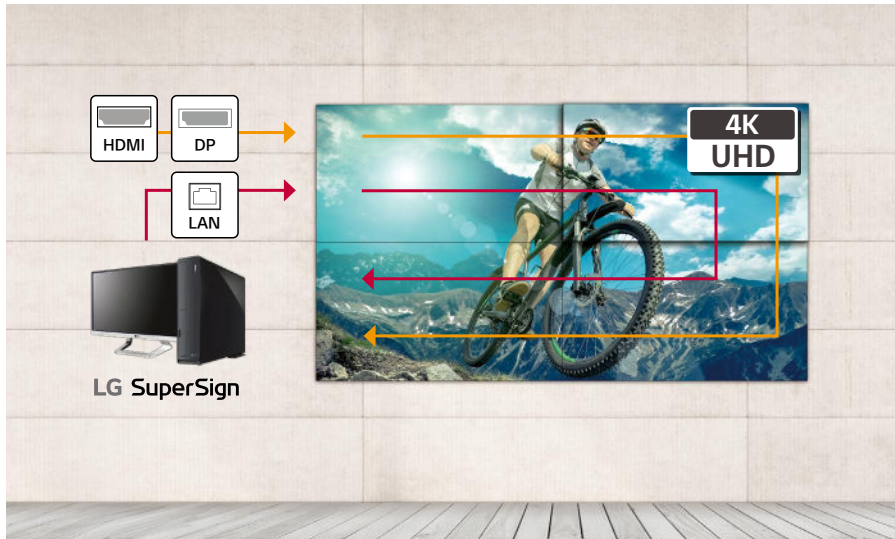
0.44mm Even Bezel Video Wall

## 55SVH7F-A

### USER CONVENIENCE

#### Daisy Chain Capability

A LAN daisy chain allows you to control and monitor video walls and even update their firmwares at once. Also, through UHD daisy chain using HDMI and DisplayPort, you can easily set up a UHD video wall without the need of DisplayPort MST or Matrox graphics card.



#### Real-Time Care Service

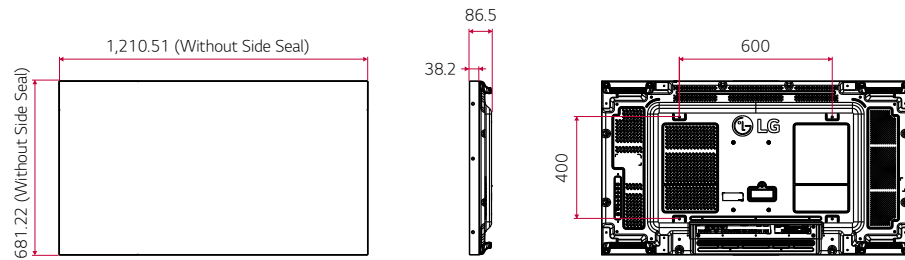
The maintenance gets easier and faster with an optional service LG ConnectedCare\*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client's business.



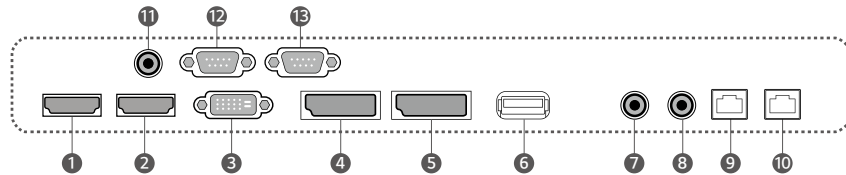
\* The availability of "LG ConnectedCare" service can differ by region, so please contact the LG sales representative in your region for further details.

## Dimension (unit: mm)

55"



## Connectivity



- ① HDMI IN 1
- ② HDMI IN 2
- ③ DVI-D IN
- ④ DP IN
- ⑤ DP OUT
- ⑥ USB 2.0 IN
- ⑦ AUDIO IN
- ⑧ AUDIO OUT
- ⑨ LAN IN
- ⑩ LAN OUT
- ⑪ IR IN
- ⑫ RS232C IN
- ⑬ RS232C OUT

\* Dimensions & Jack Panels (Read/Side) may differ from the above image, so please contact LG sales team to verify before ordering.



## Specifications

55SVH7F-A

	Screen Size	55"
	Panel Technology	IPS
	Native Resolution	1,920 × 1,080 (FHD)
	Brightness (Typ.)	700 nit
	Contrast Ratio	1,200 : 1
	Dynamic CR <sup>1)</sup>	500,000 : 1
<b>PANEL</b>	Color Gamut	NTSC 72 %
	Viewing Angle (H × V)	178 × 178
	Color Depth	1.07 Billion Colors (10 bit)
	Response Time	8 ms (G to G)
	Surface Treatment	Haze 3 %
	Operation Hours (Hours / Day)	24 / 7
	Portrait / Landscape	Yes / Yes
<b>CONNECTIVITY</b>	Input	HDMI (2), DP, DVI-D, Audio, USB 2.0 Type A
	Output	DP, Audio
	External Control	RS232C In / Out, RJ45 (LAN) In / Out, IR In
<b>MECHANICAL SPECIFICATION</b>	Bezel Color	Black
	Bezel Width	0.44 mm (Even Bezel)
	Monitor Dimension (W × H × D)	1,210.51 × 681.22 × 86.5 mm
	Weight (Head)	16.8 kg
	Handle	Yes
	VESA™ Standard Mount Interface	600 × 400 mm
<b>KEY FEATURE</b>	Internal Memory (8 GB), Temperature Sensor, Current Sensor, BLU Sensor, Local Key Operation, webOS 4.0, Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Background Image (No Signal Image), Sync Mode (RS-232C Sync, Local Network Sync), Video Tag (2), Play via URL, Rotation (Screen Rotation, External Input Rotation), Gapless Playback, Tile Mode Setting (Max. 15 × 15), Setting Data Cloning, SNMP, ISM Method, Auto Set ID, Status Mailing, Control Manager, Crestron Connected <sup>2)</sup> , Smart Energy Saving, PM Mode, Wake on LAN, HDMI-CEC <sup>3)</sup> , SI Server Setting, webRTC, ProIdiom, W/B Setting by Grey Scale, Scan Inversion	
<b>ENVIRONMENT CONDITIONS</b>	Operation Temperature	0 °C to 40 °C
	Operation Humidity	10 % to 80 %
	Power Supply	AC 100 - 240 V ~, 50 / 60 Hz
<b>POWER</b>	Power Type	Built-in Power
	Power Consumption	210 W / 250 W
		717 BTU / Hr (Typ.), 853 BTU / Hr (Max.)
<b>CERTIFICATION</b>	Safety	CB / NRTL
	EMC	FCC Class "A" / CE / KC
	ErP	Yes (EU Only)
<b>MEDIA PLAYER COMPATIBILITY</b>	OPS Type Compatible	Yes (Piggyback)
<b>SOFTWARE COMPATIBILITY</b>	SuperSign CMS, SuperSign Control / Control+, SuperSign WB, SuperSign Media Editor, LG ConnectedCare <sup>4)</sup>	
<b>ACCESSORIES</b>	Basic	Remote Controller, Power Cord, RS232C Cable, LAN Cable, DP Cable, IR Receiver, Guide Bracket, Screws, Manual
	Optional	Wall Mount (Landscape : WM-L640V, Portrait : WM-P640V), OPS Kit (KT-OPSF)
<b>SPECIAL FEATURE</b>	Smart Calibration	Yes

<sup>1)</sup> The luminosity ratio of Full Black / Full White color on video input condition.

<sup>2)</sup> Network based control

<sup>3)</sup> Compatibility may differ by equipment.

<sup>4)</sup> The availability can differ by region.

\* Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.



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