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# Artistic Immersion, Overwhelming Captivation

## 55VH7E-H

The impressive immersion generated by the extremely narrow 0.9 mm even-bezel becomes even more powerful with a high haze value. The 55VH7E-H delivers vivid content with no reflections, even under bright lights, allowing it to effectively captivate viewers and drive traffic to areas where it is installed.



\* All images are for illustrative purposes only.

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## 55VH7E-H

### Achieving Incredible Immersion

#### Seamless Large Screens with Extreme-Narrow Bezel

The borderless design, with its 0.9 mm\* even bezel and 1.8 mm\* BtB (Bezel to Bezel), verified by Nemko, minimizes bezel interference and delivers immersive and seamless content on assembled video wall screens.



\* The 0.9 mm even panel bezel and 1.8 mm BtB size (borderless type, no metal bezel) have been verified by Nemko, a global institution that tests and certifies electrical equipment.

#### Image Gap Reduction

The 55VH7E-H 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.

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### 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 55VH7E-H is high enough to display vivid colors throughout the screen with no distortion.



#### Clear View with Anti-Glare Coating

Viewers can easily become frustrated by unnecessary reflections when watching a screen under brightly lit conditions. The 55VH7E-H has resolved this problem by increasing the haze value up to 44%, enhancing content visibility and text readability.



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



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## 55VH7E-H

### Powerful Smart Signage Platform

#### High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the 55VH7E-H 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

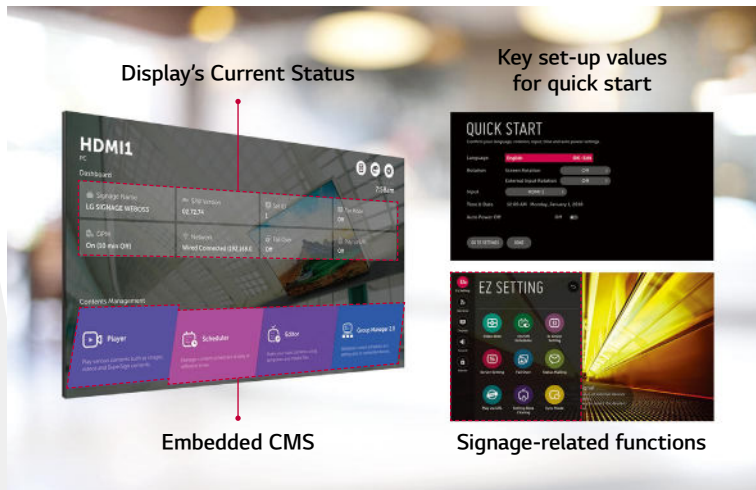
# Artistic Immersion, Overwhelming Captivation

## 55VH7E-H

### User-Friendly Smart Signage UX

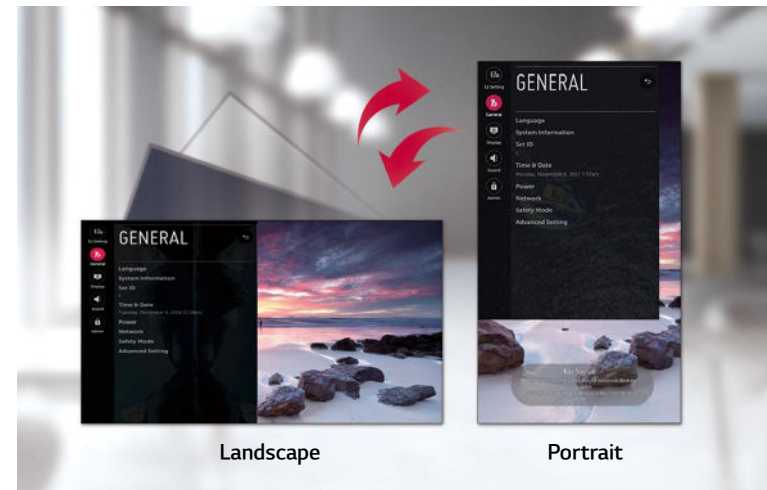
#### Intuitive Menu Structure

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 55VH7E-H, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.



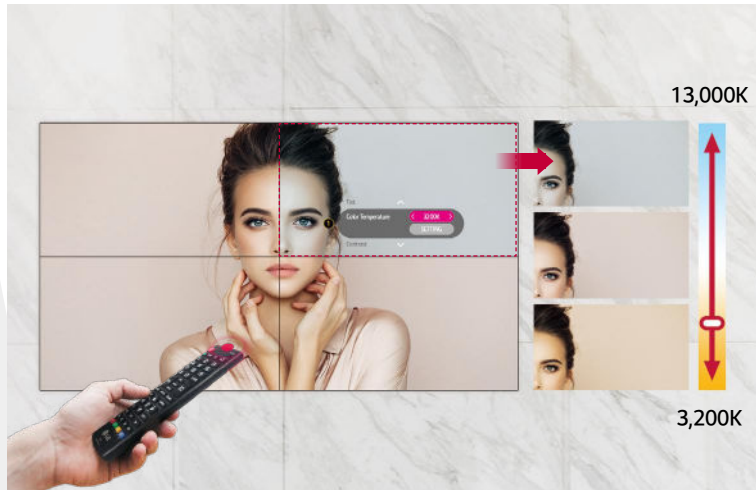
# Artistic Immersion, Overwhelming Captivation

## 55VH7E-H

### User Convenience

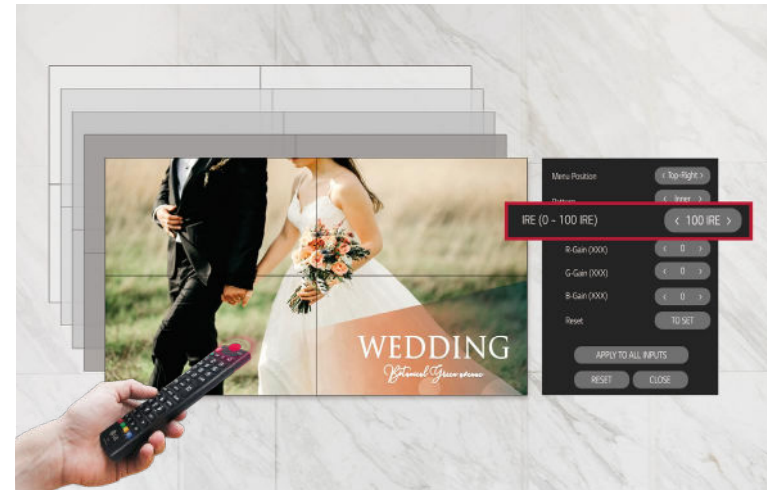
#### Easy Color Adjustment

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 55VH7E-H allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.



# Artistic Immersion, Overwhelming Captivation

## 55VH7E-H

### User Convenience

#### LAN Daisy Chain Management

A LAN daisy chain allows you to execute commands to control and monitor video walls and even update their firmwares at once.



#### Real-Time Care Service

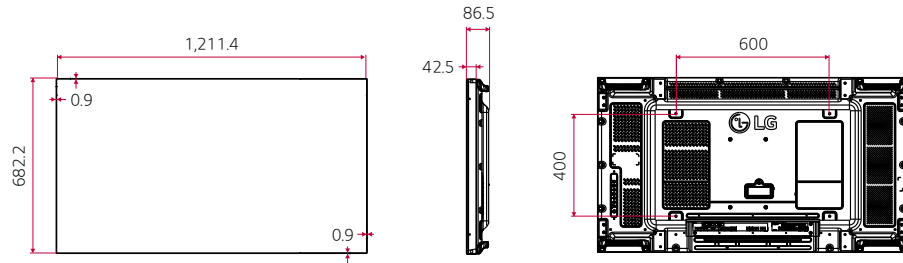
The maintenance gets easier and faster with an optional service Signage365Care\*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client's business.



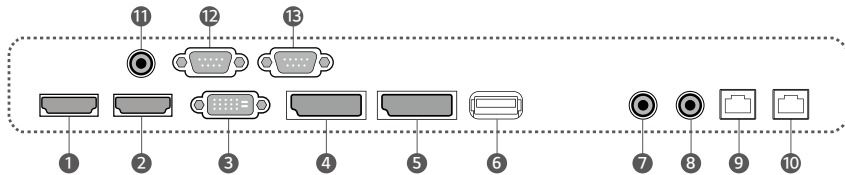
\* The availability of "Signage365Care" service can differ by region, so please contact the LG sales representative in your region for further details.

## Dimension (Unit: mm)

55"



## Connectivity



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



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

## Specifications

55VH7E-H

	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	1.06 Billion Colors (10 bit)
	Response Time	8 ms (G to G)
	Surface Treatment	Haze 44 %
	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	0.9 mm (Even Bezel)
	Monitor Dimension (W × H × D)	1,211.4 × 682.2 × 86.5 mm
	Weight (Head)	18.6 kg
	Handle	Yes
	VESA™ Standard Mount Interface	600 × 400 mm
<b>KEY FEATURE</b>	Internal Memory (8 GB), Temperature Sensor, Current Sensor, Local Key Operation, webOS 4.0, Embedded CMS (Local Contents Scheduling, Group Manager), USB Plug & Play, Fail Over, Background Image (Booting Logo 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	220 W / 260 W
	BTU (British Thermal Unit)	751 BTU / Hr (Typ.), 887 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, Signage365Care <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)

<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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