

# ZERO. VIDEO WALL

LG's 0.44mm Even Bezel Video Wall

## 55SVH7E

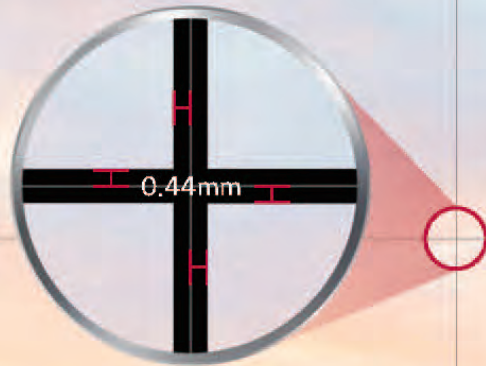
LG has finally introduced the world's first\* slim bezel under 1 mm, the 0.44 mm even bezel. Instead of contrasting the reduced bezel size with previous bezels, LG's 55SVH7E highlights the similarity of its display with the bezel-less 'original' picture. Providing the perfection of an authentic seamless view, it will penetrate markets which traditional video walls have not been able to access.

\* As of November 2018



## 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 55SVH7E 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.

# ZERO. Video Wall

## 55SVH7E

### 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 55SVH7E 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 55SVH7E)

#### 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 55SVH7E captures the attention of and captivates more viewers with lifelike colors, regardless of their viewing position.



Wider Viewing Angle

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

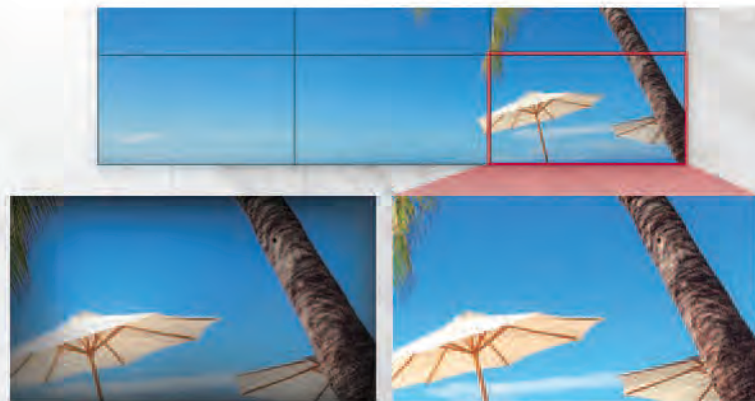
# ZERO. Video Wall

## 55SVH7E

### 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 55SVH7E has enhanced uniformity, even within the four corners of the display, to deliver vivid and consistent color throughout the screen.



Low Uniformity

**91%\* Uniformity**  
(LG 55SVH7E)

\* 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 55SVH7E 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.



Conventional\*

**LG 55SVH7E**

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

# ZERO. Video Wall 55SVH7E

## Powerful Smart Signage Platform

### High Performance and Great Scalability

Thanks to its built-in SoC and webOS smart signage platform, the 55SVH7E 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<sup>(Soft Development Kit)</sup>, it is even easier for SIs to build and optimize their web apps.



### Flexible Content Creation

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



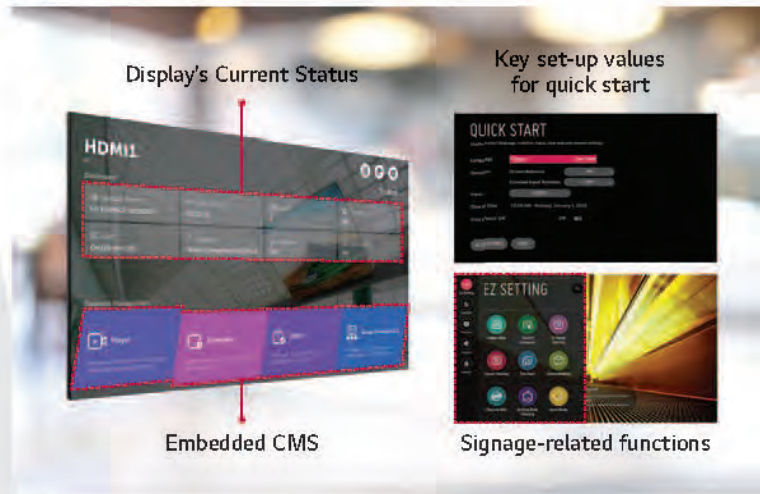
\* The current 2 video tags may expand to 4 video tags in the 3Q of 2019.  
\*\* Supported protocols : RTSP, RTP, HLS, UDP Multicast

# ZERO. Video Wall 55SVH7E

## User-Friendly Smart Signage UX

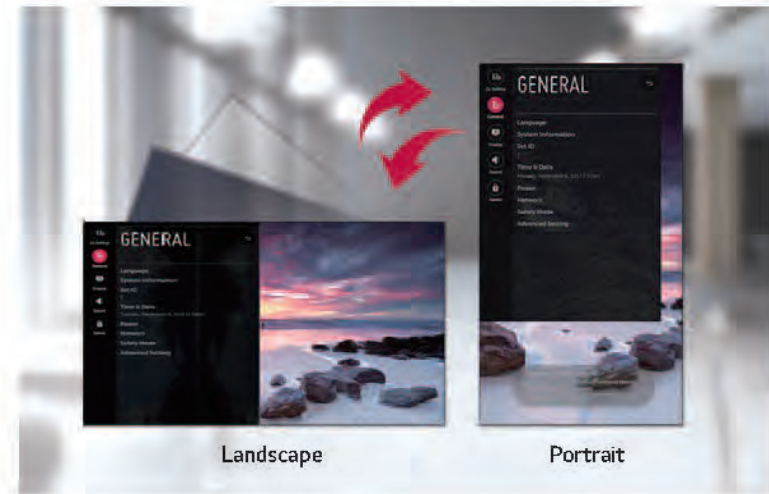
### Intuitive Menu Structure

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 55SVH7E, however, consists of a long range menu with bigger font sizes and a 9:16 ratio, creating a comfortable and efficient business environment.

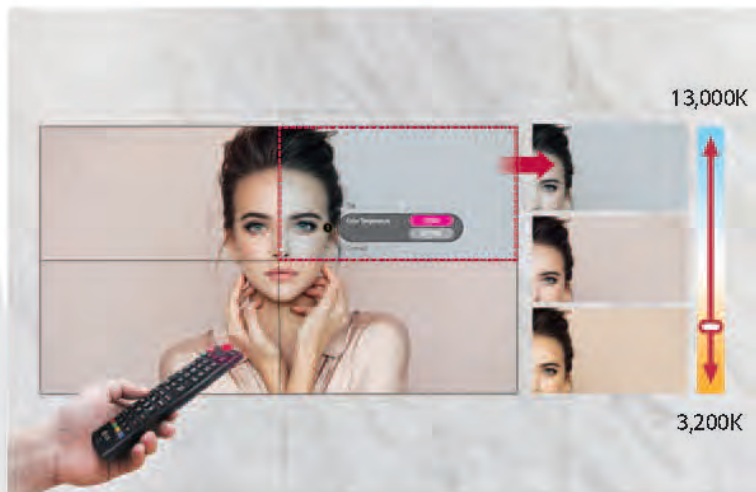


# ZERO. Video Wall 55SVH7E

## 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 55SVH7E allows you to modify each value of grey scale to achieve more detailed and precise white balance adjustment.



# ZERO. Video Wall

## 55SVH7E

### 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 Signage 365 Care\*, 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.

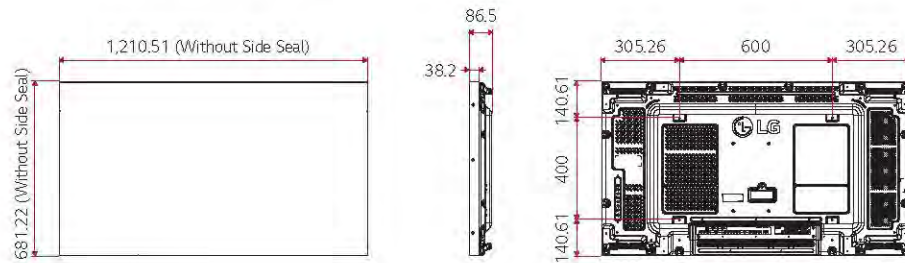


\* The availability of "Signage 365 Care" service can differ by region, so please contact the LG sales representative in your region for further details.

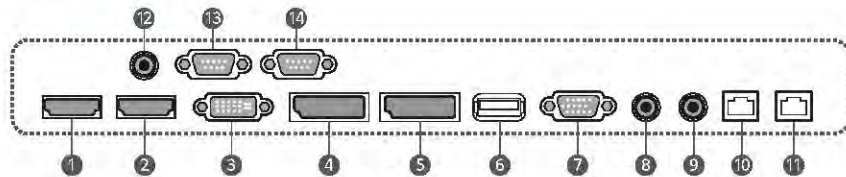


## Dimension (Unit: mm)

55"



## Connectivity



- |             |              |               |
|-------------|--------------|---------------|
| 1 HDMI IN 1 | 6 USB 2.0 IN | 11 LAN OUT    |
| 2 HDMI IN 2 | 7 RGB IN     | 12 IR IN      |
| 3 DVI-D IN  | 8 AUDIO IN   | 13 RS232C IN  |
| 4 DP IN     | 9 AUDIO OUT  | 14 RS232C OUT |
| 5 DP OUT    | 10 LAN IN    |               |



## Specifications

55SVH7E

PANEL	Screen Size	55"
	Panel Technology	IPS
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD)
	Brightness (Typ.)	700 cd/m <sup>2</sup>
	Contrast Ratio	1,200:1
	Viewing Angle (H x V)	178 X 178
	Response Time	8 ms (G to G)
	Surface Treatment	Haze 3%
	Life Time (Typ.)	60,000 Hrs
	Operation Hours	24 Hrs
	Orientation	Landscape & Portrait
CONNECTIVITY	Input	HDMI (2), DP, DVI-D, RGB, Audio, USB 2.0
	Output	DP, Audio
	External Control	RS232C In/out, RJ45 In/out, IR In
MECHANICAL SPECIFICATION	Bezel Color	Black
	Bezel Width	0.44 mm (Even)
	Monitor Dimension (W x H x D)	1,210.51 x 681.22 x 86.5 mm
	Weight (Head)	16.8 kg
	Carton Dimensions (W x H x D)	1,353.0 x 855.0 x 263.0 mm
	Packed Weight	23.6 kg
	Handle	Yes
VESA™ Standard Mount Interface	600 x 400 mm	
KEY FEATURE	Internal Memory 8GB (System 4GB, Available 4GB), Temperature Sensor, Tile Mode (Up to 15x15), Natural Mode @Tile Mode, ISM Method, DPM Select, Smart Energy Saving, Contents Scheduling(USB, Internal Memory), USB Cloning, Easy Brightness Control, Calibration Mode, Content Rotation, OSD Portrait Mode, Sync Mode, PM Mode, Still Image Diagnosis, HDMI-CEC®, Wake on LAN, Fall Over, No Signal Image (Up to 5MB), Embedded Template, Check Screen (via Pixel Sensor), OPS Power Control, Scan Inversion (with Pivot Mode)	
ENVIRONMENT CONDITIONS	Operation Temperature	0°C to 40°C
	Operation Humidity	10% to 80%
POWER	Power Supply	100-240V~, 50/60Hz
	Power Type	Built-In Power
	Power Consumption	Typ. 170 W Max. 220 W
CERTIFICATION	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1
	EMC	FCC Class "A" / CE / KC
MEDIA PLAYER COMPATIBILITY	ErP / Energy Star	N/A / Yes (Energy Star 7.0)
	OPS Type Compatible	Yes (Piggyback)
SOFTWARE COMPATIBILITY	External Media Player Attachable	Yes (MP500/MP700)
	Content Management Software	SuperSign CMS
ACCESSORIES	Control and Monitoring Software	SuperSign Control / Control+
	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-OPSA)

1) Compatibility may differ by equipment.



Download  
LG C-Display+  
Mobile App

Google Play Store

- [www.lg.com/b2b](http://www.lg.com/b2b)
- [www.youtube.com/c/LGECcommercialDisplay](https://www.youtube.com/c/LGECcommercialDisplay)
- [www.facebook.com/LGInformationDisplay](https://www.facebook.com/LGInformationDisplay)
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