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# B2B Business
ALSO Digital Communication Summit 2019

May 7th, 2019
B2B ID Division

# LG Overview

LG has long been a trusted partner in various industries.
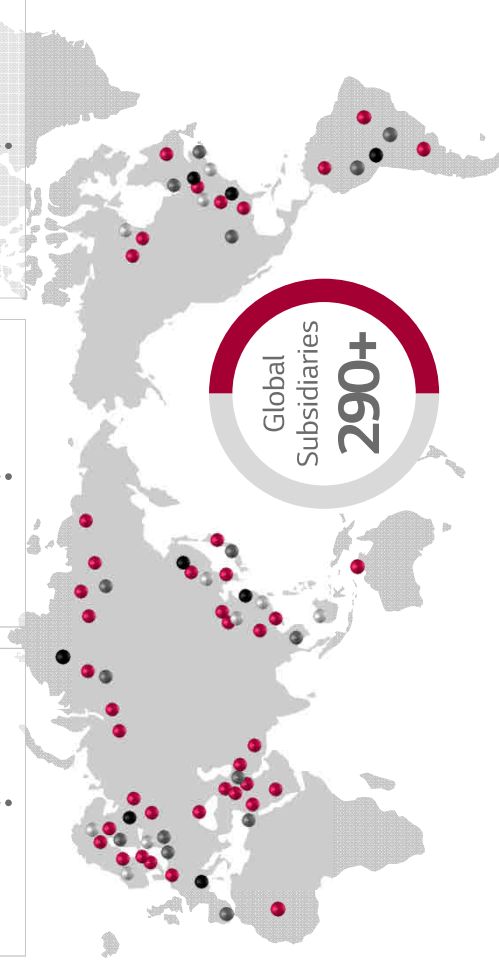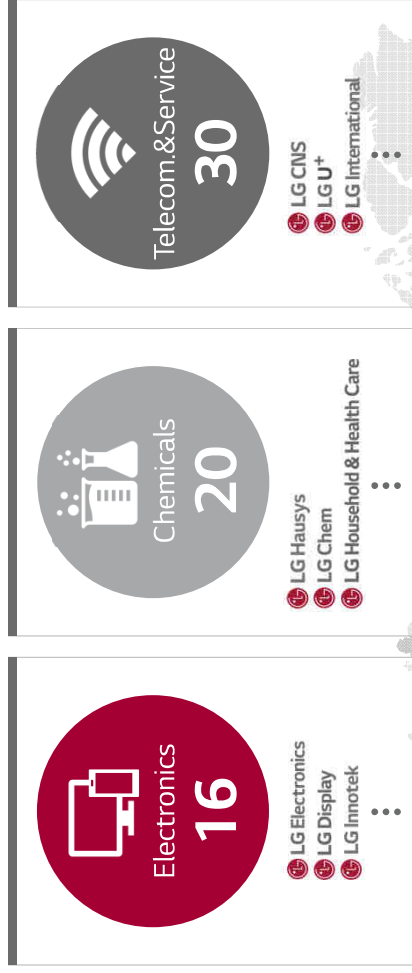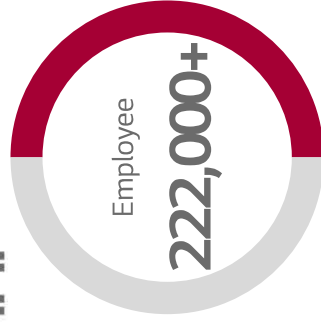
**Founded**
1947

Domestic
**137,000**

Overseas
**85,000**

Employee
**222,000+**

Electronics
**16**

- LG Electronics
- LG Display
- LG Innotek

Chemicals
**20**

- LG Hausys
- LG Chem
- LG Household & Health Care

Telecom.&Service
**30**

- LG CNS
- LG U+
- LG International

Global Subsidiaries
**290+**

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# B2B Company

**Vertical Sales Group**

Project Deal &
Integrated Solutions(HEMS, RMS, etc.)

Generation

Storage

Management

LG NeON 2

**Energy**
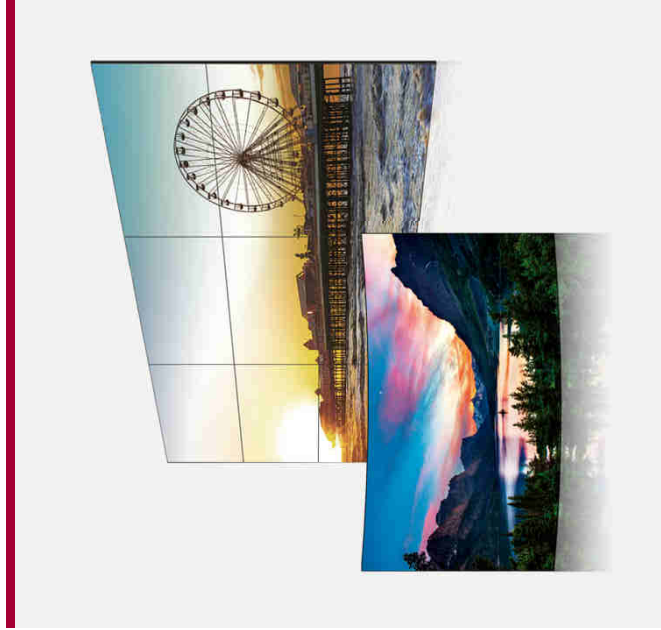
Solar(ESS / EMS)

**Information Display**

Digital Signage Hotel TV

HOTEL

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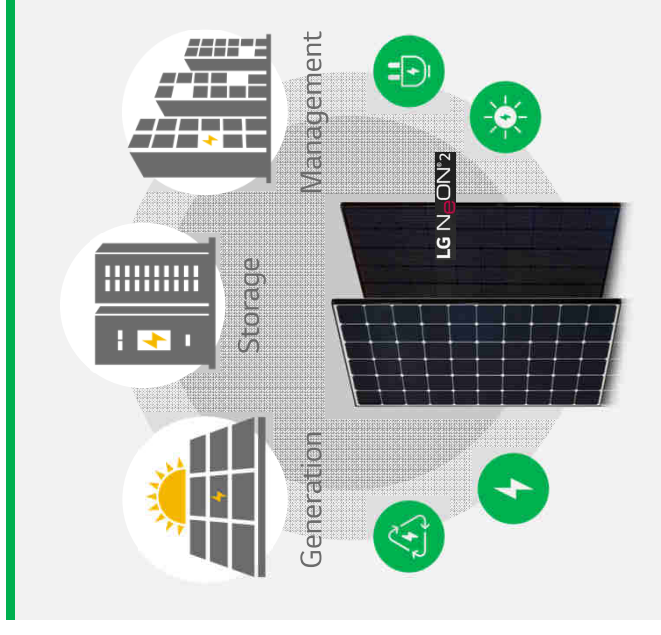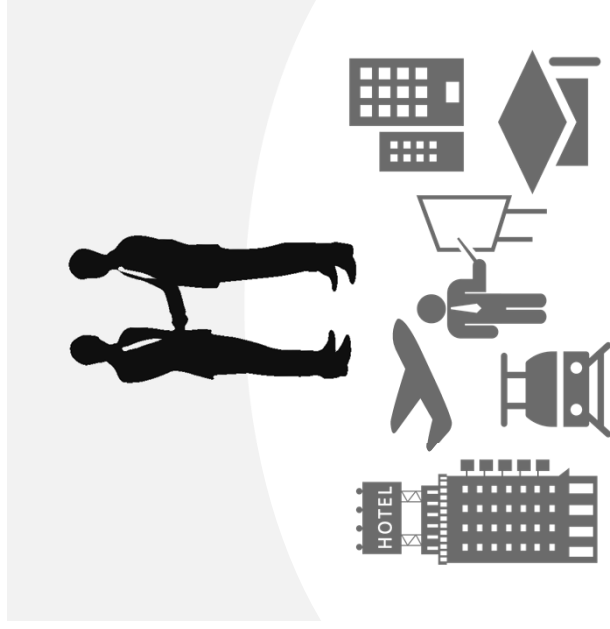
# Digital Signage Line Up

- FHD & UHD
- High Brightness
- Video Wall
- Ultra Stretch
- Interactive (Touch Screens)
- Smart TV Signage
- OLED

# OLED Line Up

- Transparent Open Frame OLED
- OLED  Signage
- Color Transparent LED FILM

# Transparent Open Frame OLED



webOS
Transparent Open Frame OLED Signage
**55EW5F-A**

- Full HD 1,920 × 1,080
- Brightness (Typ. panel); 400 cd/m² (APL $^{1)}$ 25%)
- Transparency (Typ): 38%
- Depth: 6.6 mm
- Landscape & portrait mode
- Single and tiling design availability

PIN UP
2018

*Transparent OLED Signage*

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# | OLED Signage





webOS
Flexible Curved OLED Signage
**55EF5E**

• Full HD: 1,920 × 1,080
• Brightness (Typ.): 400 cd/m² (APL 25%)
• Depth: 12.4 mm
• Landscape & portrait mode
• Available in various curvatures
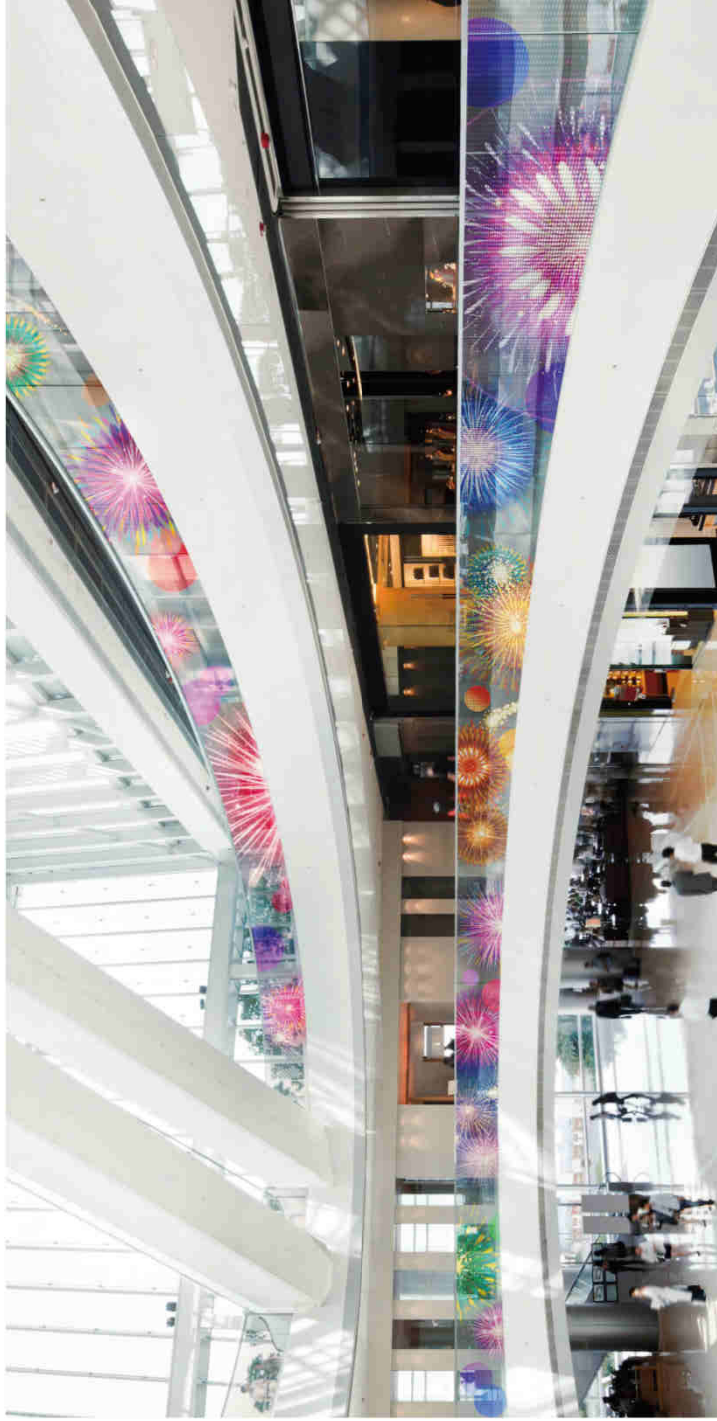  (Concave, convex up to 1,000R)

webOS
Video Wall OLED Signage
**65EV5E**

• Ultra HD: 3,840 × 2,160
• Brightness (Typ.): 400 cd/m² (APL 25%)
• Depth: 7.9 mm
• Seam (A to A²): 6.7 mm
• Portrait mode
• 1 × N configuration





webOS
Wallpaper OLED Signage
**65/55EJ5E**

• Ultra HD: 3,840 × 2,160 (65"),
  Full HD: 1,920 × 1,080 (55")
• Brightness (Typ.): 400 cd/m² (APL 25%)
• Depth: 6.0 mm (65"), 4.9 mm (55")
• Landscape & portrait mode
• Dedicated wall fixers
• N×N expandability

webOS
Wallpaper OLED Signage in Glass
**55EG5CE**

• Full HD: 1,920 × 1,080
• Brightness (Typ.): 400 cd/m² (APL 25%)
• Depth: 13 mm (Screen with glass)
• Portrait mode
• Dedicated hanging accessories
• Glass picture effect
• Double-sided display

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# Color Transparent LED FILM



## Color Transparent LED Film
### LAT240DT1

- Pitch: 24 mm
- Transmittance: 73 %
- Brightness: >1,000 cd/m²
- Curvature (Concave): 1,100 R
- Self-adhesive film

reddot design award

# Color Transparent LED FILM

## High Transparency

High transparency (73%*) allows glass to remain visible even after attaching the color transparent LED film, with no adverse effects on the original design. Displaying dynamic content as digital signage, it blends into the glass as well.

On

Off

* 73% transparency is similar to that of a car's tinted front window.

## Curved Format Supported

The transparent LED film supports curvatures up to 1,100R concave for curved glass or window applications. This allows a wider range of venues to be redesigned as a landmark.

What is R?

1,100R

## Full Color Expression

LG Color Transparent LED film delivers a surprisingly wide range of colors using a 24 mm pitch, while still maintaining a high transparency. Applications are not confined to delivering simple brand logos or pictograms, but can be extended to display an entire video or pictures in which various colors are combined.

THANK YOU

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