

# Digital Signage with High Visibility

## SH7DD Series

Many users are looking for luminous signage suitable for brightly lit locations, but have been burdened by the high cost of ownership. The SH7DD series is a cost-competitive model because it delivers clear and vivid content with high brightness while also cutting costs thanks to lower power consumption. Moreover, it operates 24/7 without time constraints and maximizes user convenience with various useful functions.



### Key Points

- 700 cd/m<sup>2</sup> high brightness provides outstanding visibility, even under bright lighting
- Vibrant color reproduction without distortion at any angle
- Cost effective operation thanks to the low power consumption
- Convenient content management supported by USB playback and scheduling
- Optimized user convenience with the menu for setting no signal image and local time

# Digital Signage with High Visibility

## SH7DD Series

### Key Features

#### Outstanding Visibility

Outstanding Visibility

#### Outstanding Brightness

The 700 cd/m<sup>2</sup> brightness is enough to stand out against the surrounding background, so signage can attract passerby and delivers content vividly and effectively.



500 cd/m<sup>2</sup>

700 cd/m<sup>2</sup>

#### Wide Viewing Angle

Thanks to IPS technology, SH7DD series provides a clear, vibrant picture with no washed out tones at any angle.



178°

Wide Viewing Angle

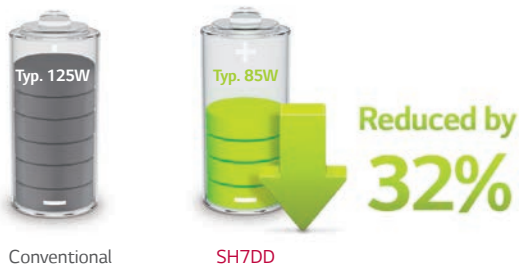
178°

#### Cost Effective



#### Low Power Consumption

SH7DD offers excellent energy efficiency and cost savings by decreasing power consumption by approx. 32% compared to the conventional model with equal luminance.



Conventional

SH7DD

\*Based on 49" model

#### Power Management Mode

Even without signal from the media player, the network does not turn off completely, so remote control is possible, which prevents unnecessary power usage and enables efficient management.



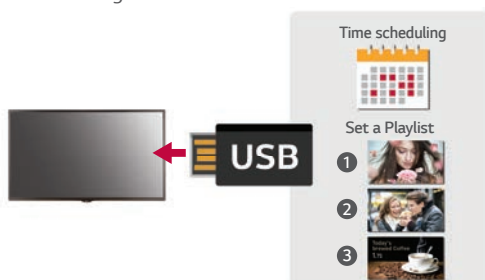
Network ON

#### Convenient Management



#### USB Content Scheduling

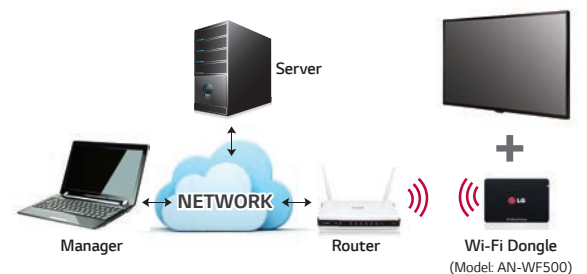
There is no need for additional server or media player connections because SH7DD supports USB playback and scheduling. Users can set a playlist and timing for playing content using a USB.



\*Supported Content Type : Video (MPEG1/2/4, H.264), Audio (MP3, AC3, MPEG, AAC, HEAAC, LPCM), Image (JPEG, PNG, BMP)

#### Wi-Fi Support

SH7DD series supports Wi-Fi dongle connection for easier content distribution and installation. And SNMP\* support ensures convenient network management.



\*SNMP: Simple Network Management Protocol

# Digital Signage with High Visibility

## SH7DD Series

### Convenient Management



#### No Signal Image Setting

In case there is no signal input, it is possible to play back images preset by the user using a USB, instead of displaying the conventional no signal image.



#### Local Time Setting

A time zone can be configured at initial installment, so that the signage display accesses the local NTP\* server and automatically sets the local time. In addition, the local time can be adjusted manually by grouping multiple signages using RS232C without a network connection.

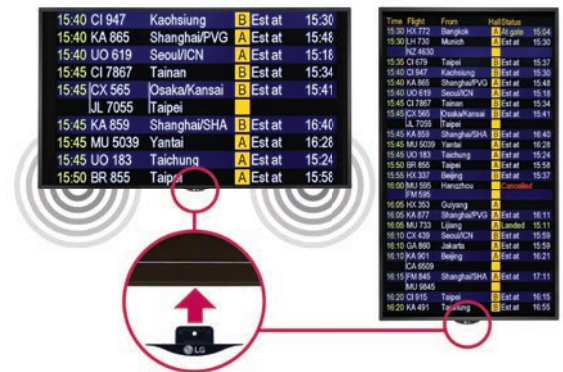


\* NTP: Network Time Protocol

### Industrial Design

#### Detachable Logo & Built-in Speaker

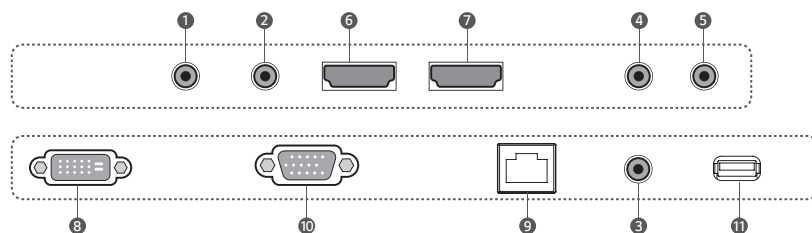
The detachable logo allows for installation in the desired orientation in landscape or portrait mode, making it easy for the user to arrange the signage. Also, sounds can be played from built-in speakers, giving advertisements greater impact.



### Connectivity

- 1 RS-232C IN
- 2 RS-232C OUT
- 3 AUDIO IN
- 4 AUDIO OUT
- 5 EXT IR IN
- 6 HDMI in 1
- 7 HDMI in 2
- 8 DVI-D IN
- 9 LAN
- 10 RGB IN
- 11 USB

#### 55SH7DD / 49SH7DD / 43SH7DD



# Specifications

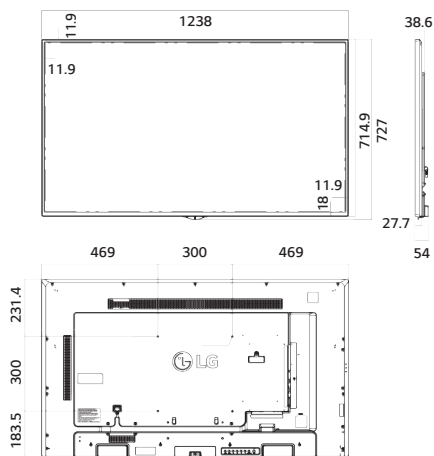
	55SH7DD	49SH7DD	43SH7DD		
<b>PANEL</b>	Screen Size	55"	49"	43"	
	Panel Technology	IPS	IPS	IPS	
	Aspect Ratio	16:9	16:9	16:9	
	Native Resolution	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	
	Brightness	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	700 cd/m <sup>2</sup>	
	Viewing Angle (H x V)	178 x 178	178 x 178	178 x 178	
	Response Time	12 ms	12 ms	12 ms	
	Surface Treatment	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 3% (Typ.))	
	Life time (Typ.)	50,000 Hrs	50,000 Hrs	50,000 Hrs	
	Operation Hours	24 Hrs	24 Hrs	24 Hrs	
Orientation	Landscape & Portrait	Landscape & Portrait	Landscape & Portrait		
<b>CONNECTIVITY</b>	Input	HDMI (2), DVI, RGB, Audio, USB 2.0			
	Output	Audio			
	External Control	RS232C In/Out, RJ45 In, IR Receiver In			
<b>PHYSICAL SPECIFICATION</b>	Bezel Color	Black	Black	Black	
	Bezel Width	11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), 18 mm (B)	
	Monitor Dimension (W x H x D)	1,238 x 714.9 x 54 mm	1,102.2 x 638.5 x 54 mm	969.6 x 563.9 x 54 mm	
	Weight (Head)	17.5 kg	14.3 kg	10.0 kg	
	Monitor with Optional Stand Dimensions (W x H x D)	1,238 x 773.4 x 219.6 mm	1,102.2 x 696.8 x 219.6 mm	969.6 x 622.2 x 193 mm	
	Weight (Head+Stand)	20.8 kg	17.6 kg	12.5 kg	
	Carton Dimensions (W x H x D)	1,330 x 807 x 170 mm	1,197 x 760 x 166 mm	1,052 x 650 x 123 mm	
	Packed Weight	21.7 kg	17.4 kg	12.6 kg	
	VESA™ Standard Mount Interface	300 x 300 mm	300 x 300 mm	200 x 200 mm	
<b>SPECIAL FEATURES</b>	Temperature sensor, Auto brightness sensor, Tile mode (Up to 15x15), DPM select, Energy saving, Smart energy saving, File play with USB, USB content scheduling, Local time auto setting, Wake on LAN, Fail over, No signal image (Up to SMB)				
<b>ENVIRONMENT CONDITIONS</b>	Operation Temperature	0°C to 40°C	0°C to 40°C	0°C to 40°C	
	Operation Humidity	10% to 80%	10% to 80%	10% to 80%	
<b>POWER</b>	Power Supply	100-240V~, 50/60Hz	100-240V~, 50/60Hz	100-240V~, 50/60Hz	
	Power Type	Built-In Power	Built-In Power	Built-In Power	
	Power Consumption	Typ.	95 W	85 W	75 W
		Max.	145 W	135 W	120 W
	Smart Energy Saving	75 W	65 W	55 W	
<b>STANDARD (CERTIFICATION)</b>	Safety	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC	UL / cUL / CB / TUV / KC	
	EMC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC	FCC Class "A" / CE / KCC	
	ErP / Energy Star	Yes* / Yes (Energy Star 7.0)	Yes* / Yes (Energy Star 7.0)	Yes* / Yes (Energy Star 7.0)	
<b>MEDIA PLAYER COMPATIBILITY</b>	OPS Type Compatible	No	No	No	
	External Media Player Attachable	Yes (MP500/MP700)	Yes (MP500/MP700)	Yes (MP500/MP700)	
<b>SOFTWARE COMPATIBILITY</b>	Content Management Software	SuperSign Premium	SuperSign Premium	SuperSign Premium	
	Control and Monitoring Software	SuperSign C	SuperSign C	SuperSign C	
<b>ACCESSORIES</b>	Basic	Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver	Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver	Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver	
	Optional	Stand (ST-492T), Media player, Wall bracket (LSW350B), VESA Adapter (AM-B330S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T550)	Stand (ST-492T), Media player, Wall bracket (LSW350B), VESA Adapter (AM-B330S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T490)	Stand (ST-432T), Media player, Wall bracket (LSW230B), VESA Adapter (AM-B220S), Wi-Fi Dongle (AN-WF500), Touch Overlay (KT-T430)	

\*N/A for EU ErP

## Dimension (unit : mm)

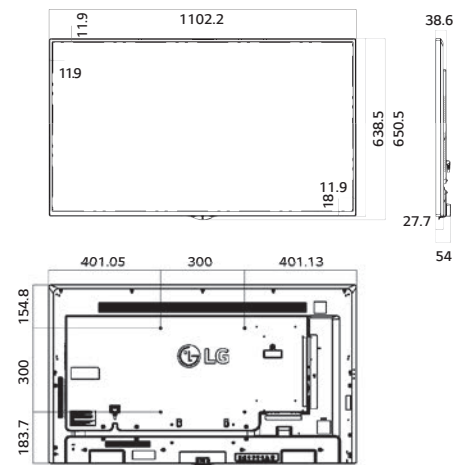
### 55"

1,238 x 714.9 x 54 / 17.5 kg



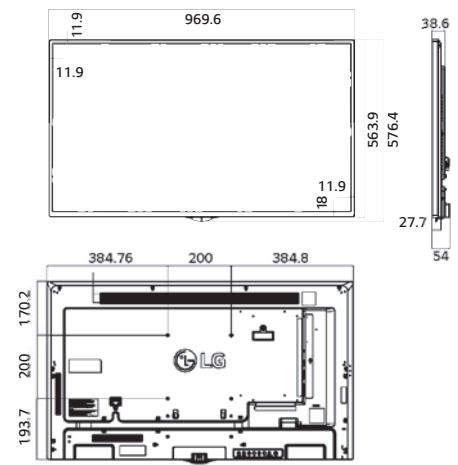
### 49"

1,102.2 x 638.5 x 54 / 14.3 kg



### 43"

969.6 x 563.9 x 54 / 10.0 kg



Download LG Commercial Display Mobile App



[www.lg.com/b2b](http://www.lg.com/b2b)

[youtube.com/LGCommercialDisplay](https://youtube.com/LGCommercialDisplay)

<https://www.facebook.com/LGInformationDisplay/>

<https://www.linkedin.com/company/16235211/>

LG may make changes to specifications and product descriptions without notice.

Copyright © 2017 LG Electronics Inc. All rights reserved. "LG Life's Good" is a registered trademark of LG Corp.

The names of products and brands mentioned here may be the trademarks of their respective owners.

