

0.44mm EVEN BEZEL VIDEO WALL

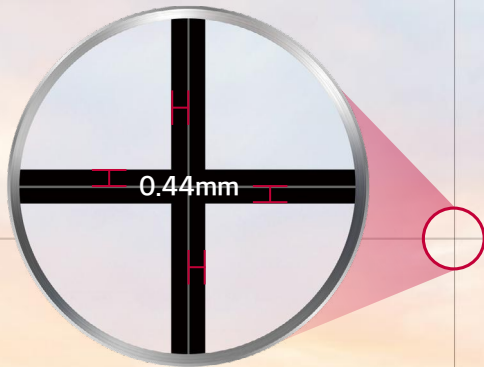
55SVH7F-A

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

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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 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.



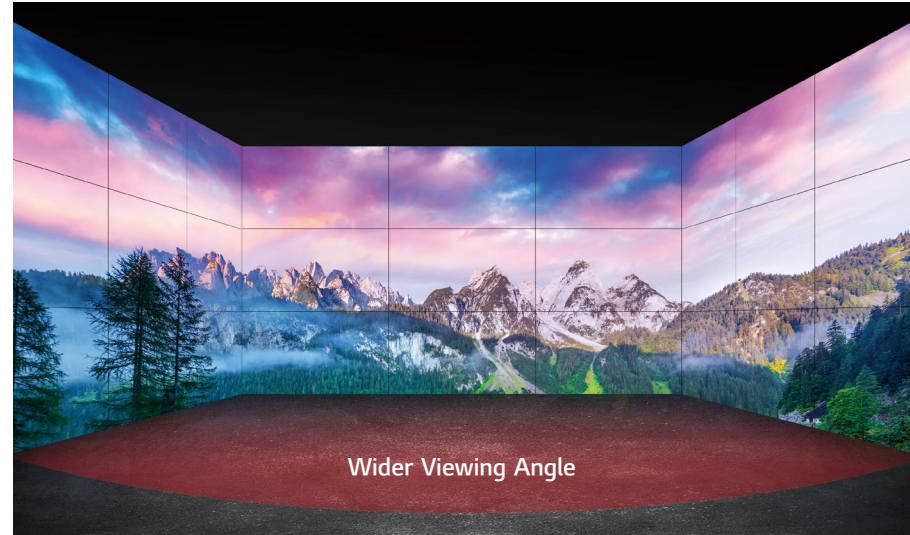
Low Viewing Angle



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.



Wider Viewing Angle

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

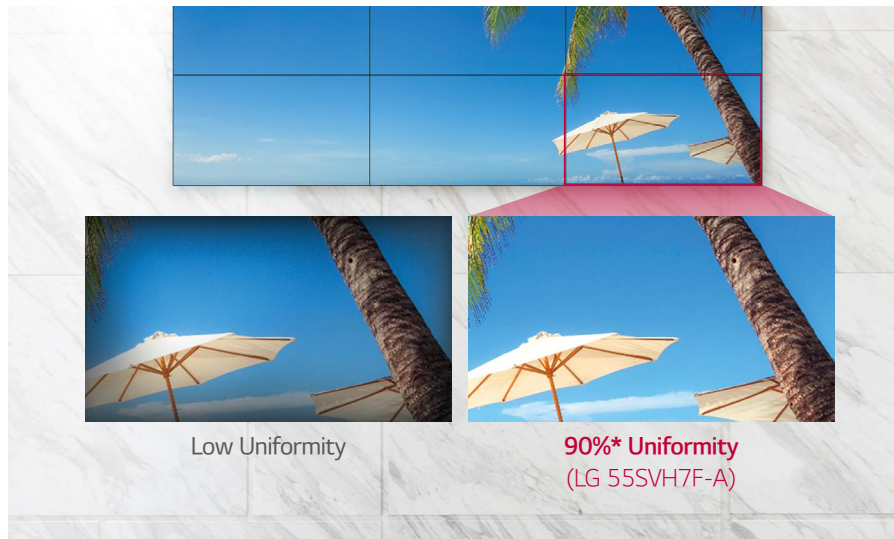
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VIVID AND DYNAMIC PICTURE QUALITY

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.

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Smart Calibration

Smart Calibration is a solution that enables error-free calibration while dramatically reducing time and costs compared to existing sensor calibration methods. It analyzes not only the color property differences within each individual display but also the property differences between the connected displays, eliminating the need for any additional manual color adjustments. Because it can be done in a matter of minutes with just the click of a remote control, this process is so simple. In addition, calibration can be set to automatically occur at regular intervals and brightness can be adjusted based on the surrounding environment, allowing you to always deliver optimum image quality.

Sensor Calibration

LG Smart Calibration



Time Consuming



Specialists Needed



Cost Generation



Incomplete Calibration



Time Saving



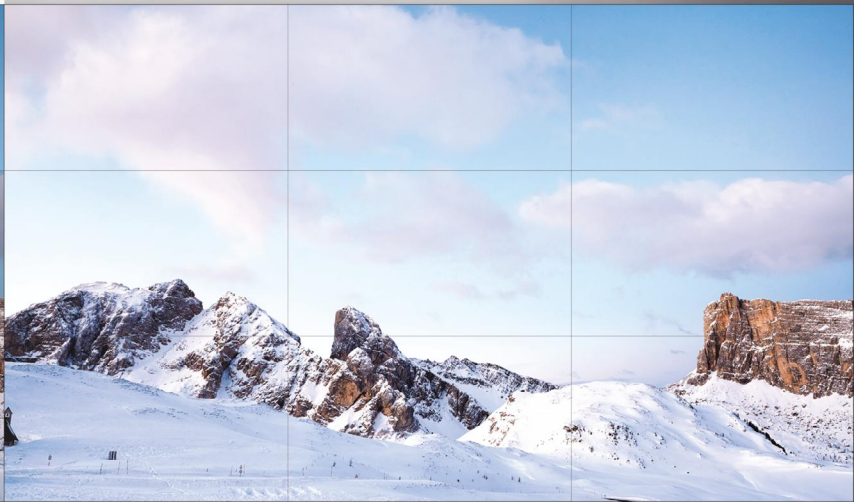
No Need for Specialists



No Costs



Complete Calibration



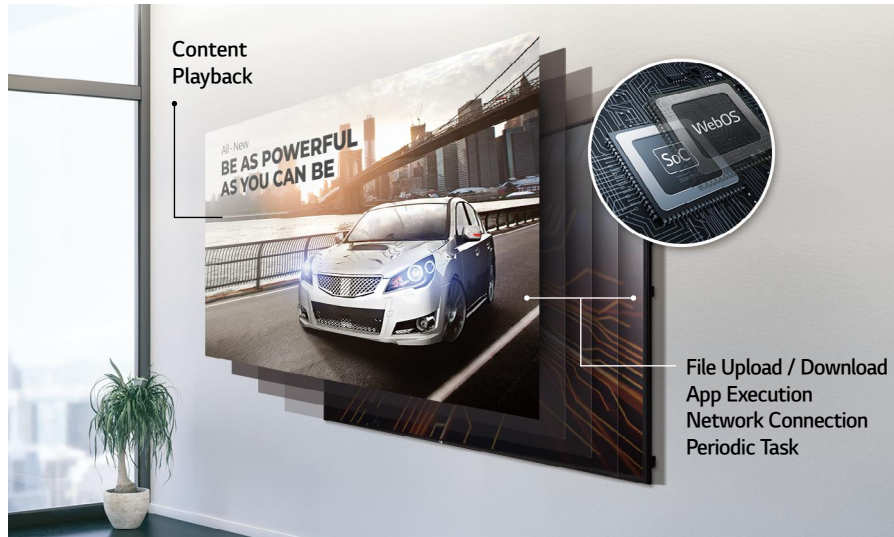
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55SVH7F-A

POWERFUL SMART SIGNAGE PLATFORM

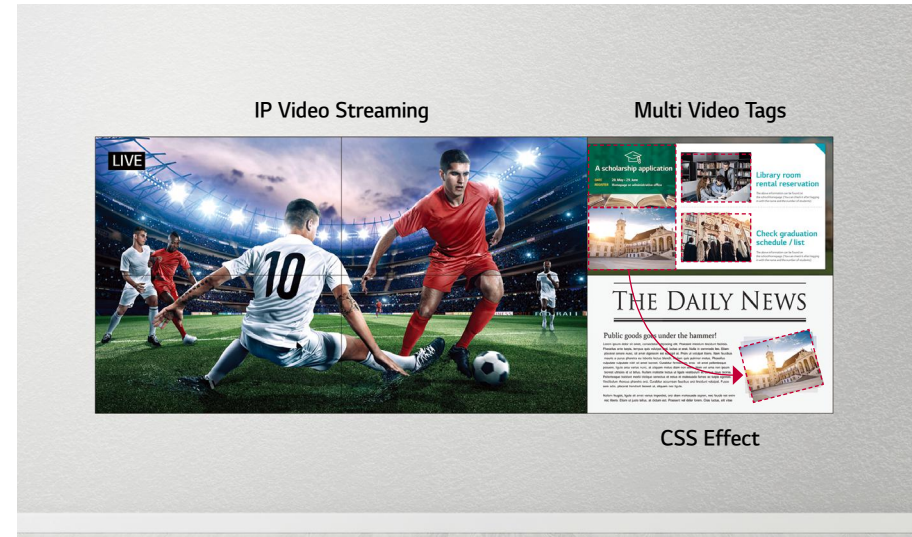
High Performance and Great Scalability

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.



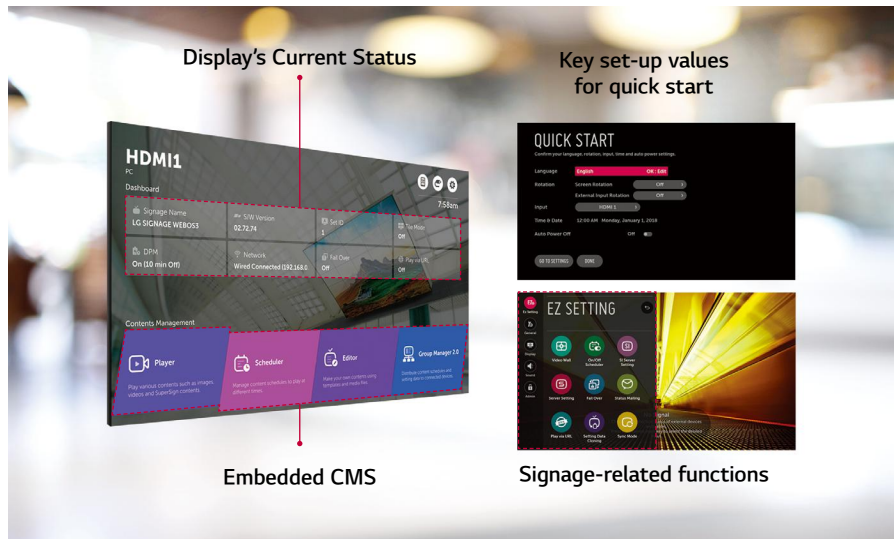
* Supported protocols : RTSP, RTP, HLS, UDP Multicast

0.44mm Even Bezel Video Wall 55SVH7F-A

USER-FRIENDLY SMART SIGNAGE UX

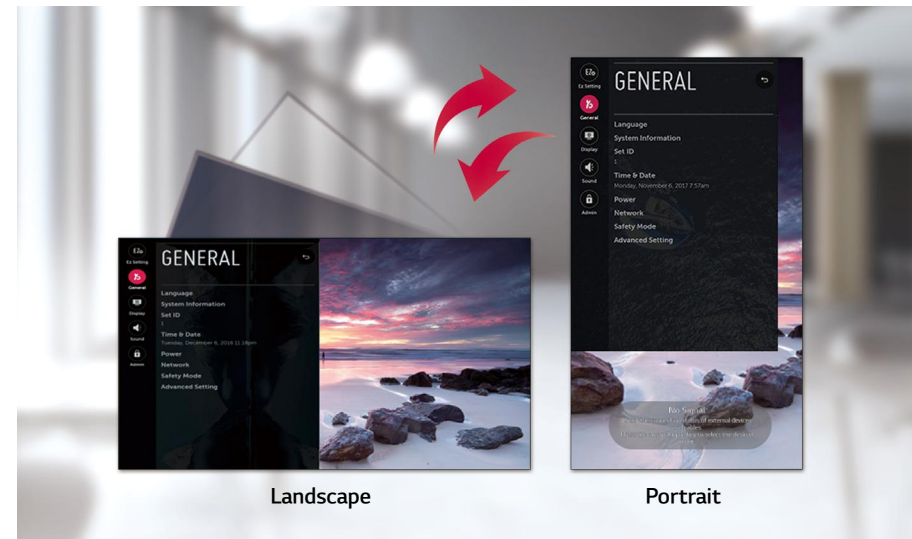
Intuitive Menu Structure

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.



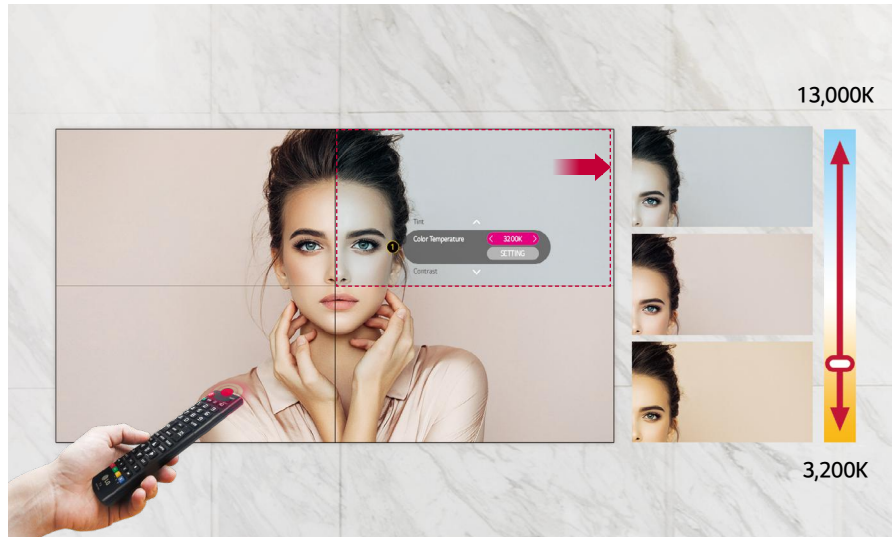
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USER CONVENIENCE

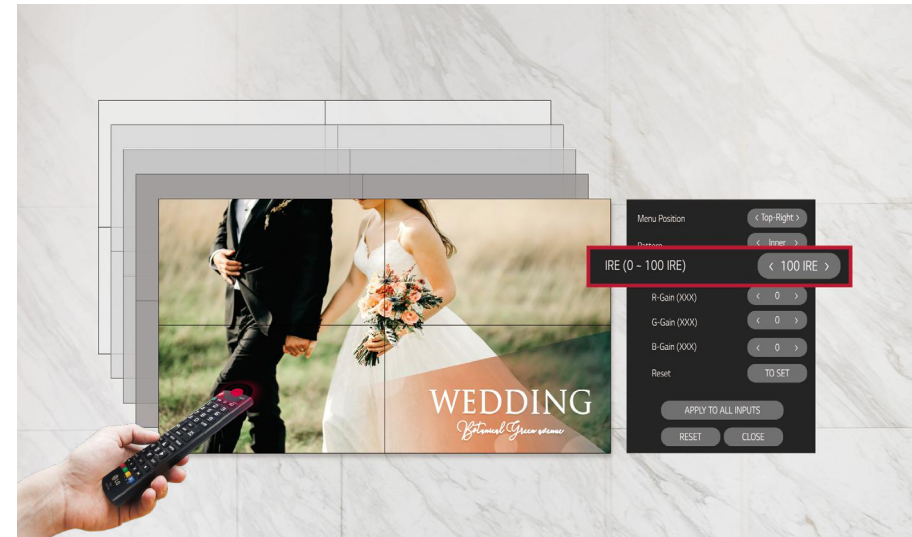
Easy Color Adjustment

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.



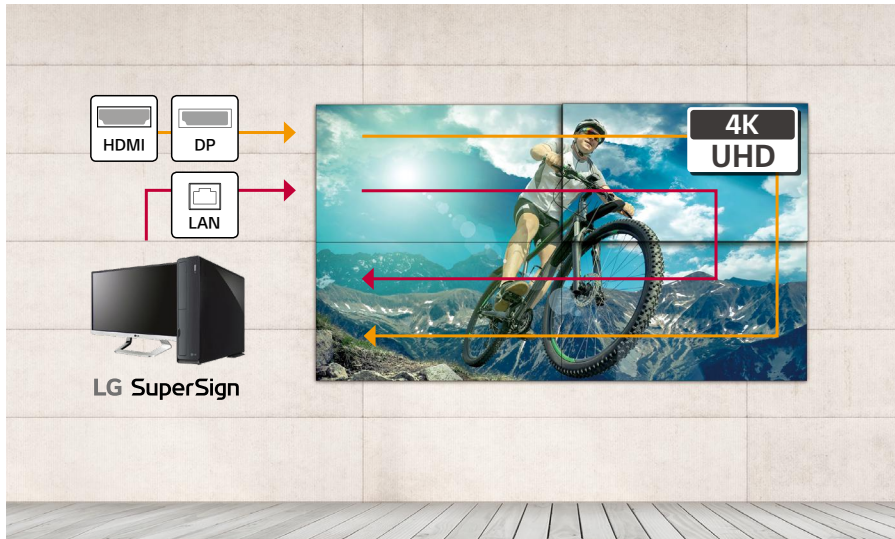
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USER CONVENIENCE

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

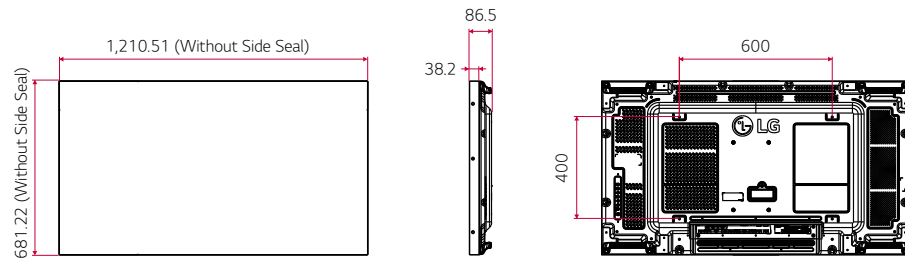
The maintenance gets easier and faster with an optional service Signage365Care*, a cloud service solution provided by LG service. It remotely manages status of displays in client workplaces for fault diagnosis and remote-control services, ensuring the stable operation of a client's business.



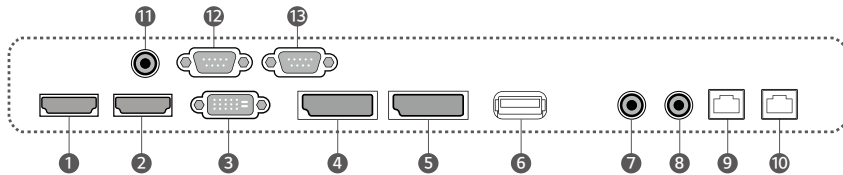
* The availability of "Signage365Care" service can differ by region, so please contact the LG sales representative in your region for further details.

Dimension (unit: mm)

55"



Connectivity



- ① HDMI IN 1
- 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



Specifications

55SVH7F-A

	Screen Size	55"	
	Panel Technology	IPS	
	Aspect Ratio	16:9	
	Native Resolution	1,920 x 1,080 (FHD)	
	Brightness (Typ.)	700 cd/m ²	
	Contrast Ratio	1,200:1	
PANEL	Dynamic CR ¹⁾	500,000 : 1	
	Viewing Angle (H x V)	178 X 178	
	Color Depth	1.07 Billion (10 bit)	
	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, Audio, USB 2.0
		Output	DP, Audio
External Control		RS232C In/out, RJ45 (LAN) In/out, IR In	
Bezel Color		Black	
MECHANICAL SPECIFICATION	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 x 855 x 263 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), UHD Daisy Chain (Up to 10x10), ISM Method, DPM Select, DPM Wake Up, Smart Energy Saving, File Play with USB, USB Cloning, Contents Scheduling, Calibration Mode, PM Mode, HDMI-CEC ²⁾ , Wake on LAN, Content Rotation, No Signal Image (Up to 5MB), 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. / Max. 210 W / 250 W	
	Smart Energy Saving	110 W	
CERTIFICATION	Safety	IEC 60950-1 / EN 60950-1 / UL 60950-1	
	EMC	FCC Class "A" / CE / KC	
	ErP / Energy Star	Yes (EU Only) / Yes (Energy Star 7.0)	
MEDIA PLAYER COMPATIBILITY	OPS Type Compatible	Yes (Piggyback)	
	External Media Player Attachable	Yes (MP500 / MP700)	
SOFTWARE COMPATIBILITY	Content Management Software	SuperSign CMS	
	Control and Monitoring Software	SuperSign Control / Control+	
	Signage365Care	Yes	
ACCESSORIES	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)	

- 1) The luminosity ratio of Full Black/Full White color on video input condition.
2) Availability may differ by equipment



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