

# LX540S

## TV Tuner Built-In Digital Signage



- ▶ **65LX540S**  
65" Class (64.8"/1646mm diagonal)
- ▶ **60LX540S**  
60" Class (60.2"/1530mm diagonal)
- ▶ **55LX540S**  
55" Class (54.9"/1395mm diagonal)
- ▶ **49LX540S**  
49" Class (49.0"/1382mm diagonal)



Run messages on up to 50 TVs in the form of a billboard without any additional hardware. Advertisements, information and broadcast content can be arranged on the same screen to attract attention and deliver specific messaging to your customer base.

### MESSAGE DELIVERY

Deliver your messages while broadcasting live channels simultaneously.



### ALL-IN-ONE DISPLAY SOLUTION

No need to purchase any additional hardware or software.



### SIMPLE CONNECTION

Needs only power, wireless/LAN connection, and a USB to operate.



### FREE SUPERSIGN LITE SOFTWARE

- 74 pre-installed templates for multiple verticals
- Schedule your messages to show on all or on specific TV's, at the times you choose.
- Remotely control maximum 50 TVs over the network



### HOW TO USE SUPERSIGN TV

#### Option 1. Stand-alone



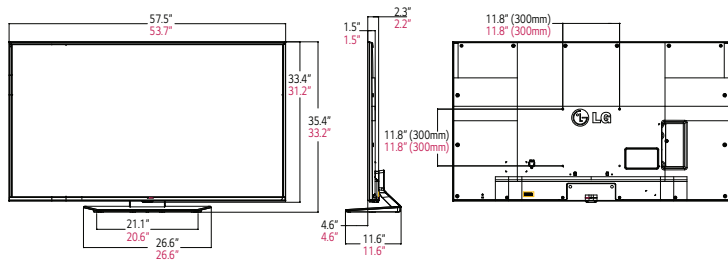
#### Option 2. Networked TVs



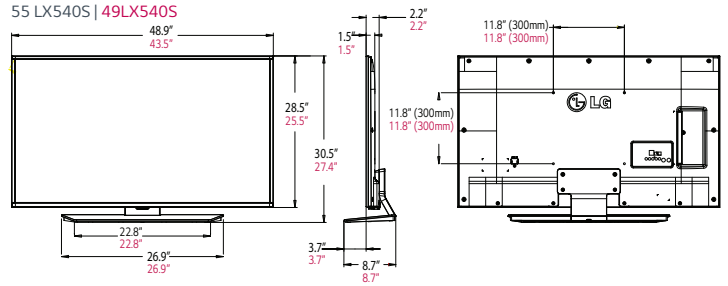
# LX540S TV Tuner Built-In Digital Signage



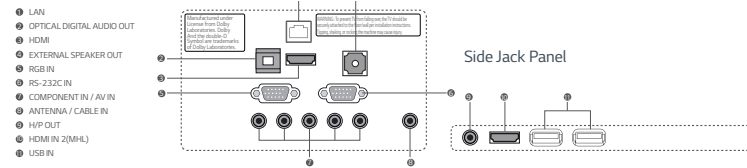
65LX540S | 60LX540S



55 LX540S | 49LX540S



### Rear Jack Panel



PANEL	MODEL	65LX540S	60LX540S	55LX540S	49LX540S
Size		65" Class (64.8"/1646mm diagonal)	60" Class (60.2"/1530mm diagonal)	55" Class (54.9"/1395mm diagonal)	49" Class (49.0"/1382mm diagonal)
Panel Technology		IPS			
Backlight Type		LED (Edge)			
Brightness		350cd/m <sup>2</sup>		330cd/m <sup>2</sup>	300cd/m <sup>2</sup>
Dynamic Contrast Ratio		1,000,000 : 1			
Static Panel Contrast Ratio		1,400:1	5,000 : 1		1,200 : 1
Viewing Angle		178°/178°	176°/176°		178°/178°
Response Time (G to G)		8 ms		9 ms	
Frame Rate		240Hz		120Hz	
BROADCASTING SYSTEM	Analog	NTSC			
	Digital	ATSC, Clear QAM/VSB			
VIDEO	Resolution	1920 x 1080 (FHD)			
	Triple XD Engine	Yes			
AUDIO	Aspect Ratio	6 modes (16:9, Just Scan, Set by Program, 4:3, Zoom, Cinema Zoom1)			
	Audio Output	10W + 10W			
	Sound System	2.0 ch			
	Sound Mode	6 modes (Standard, News, Music, Cinema, Sport, Game)			
SPECIAL FEATURES	Clear Voice	Yes			
	Sound Optimizer	3 modes (Normal, Wall-Mount Type, Stand Type)			
	Remote Diagnosis/Self Diagnosis	USB			
	HDMI-CEC	Yes (without ARC)			
	HTNG-CEC	Yes			
Welcome Screen		Yes (Splash Image)			

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 65LX540S, 60LX540S, 55LX540S and 49LX540S are \$10, \$12, \$14 and \$15 respectively.

\*Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information, visit [www.ftcc.gov/energy/](http://www.ftcc.gov/energy/)

<sup>†</sup>FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).



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SPECIAL FEATURES	MODEL	65LX540S	60LX540S	55LX540S	49LX540S
Lock Mode				Yes	
Multi IR Code				Yes	
Public Display Mode				Yes	
USB Cloning				Yes	
IR Out				RS-232C	
USB Auto Play Back				Yes	
Moving Picture Playback (SD/HD/Plus HD)		asf, wmv, 3gp, 3gp2, divx, avi, mp4, m4v, mov, mkv, ts, trp, tp, mts, m2ts, vob, mpg, mpeg, mpe			
Picture		jpeg, jpg, jpe, BMP, PNG			
Audio Codec		mp3, AAC, M4A, OGG, WMA, WMA 10 Pro			
External Speaker Out		Yes (Variable/Fixed/Line Out, 3.5mm, Stereo, Single Ended Type (GND, L+, R+), 1W with 8Ω)			
RJP Compatibility		Yes (RS232C, HDMI)			
RJP Interface		RS232C, HDMI CEC			
Auto Off/ Auto Sleep				Yes	
Smart Energy Saving				Yes	
Kensington Lock				Stand	
RTC (Real Time Clock)				Yes	
Wi-Fi				Wi-Fi Dongle Ready	
SuperSign Lite (3.0)				Yes	
INTERFACE (SIDE)	HDMI In			1	
	USB			2 (2.0)	
INTERFACE (REAR)	RF In			1	
	AV In (Composite)		1 (Sharing with Component In)		
	Component In		1 (Y,Pb,Pr) + Audio(L/R)		
	Digital Audio Out		1 (Optical)		
	RGB In		1 (D-sub 15pin)		
	PC Audio Input		1 (Sharing with Component in)		
	RS-232C		1 (D-sub 9pin)		
	HDMI In		1		
	LAN		1 (RJ45)		
	External Speaker Out		1 (3.5mm Phone Jack)		
POWER	Voltage	100 ~ 240V, 50/60Hz			
	Typical	59.9W	54.8W	49.3W	42.0W
	Stand-by	0.5W ↓			
CABINET	Bezel On (L/R, T, B) (mm)	16.1, 15.1, 21.8	15.1, 12.7, 17.8	15.1, 12.7, 17.8	14.9, 12.5, 17.6
	Bezel Off (L/R, T, B) (mm)	13.6, 12.6, 19.3	14.1, 10.9, 15.3	12.6, 10.2, 15.3	12.6, 10.2, 15.3
	Depth	39mm		37mm	
	WxHxD (with stand)	57.5"x35.4"x11.6"	53.7"x33.2"x11.6"	48.9"x30.5"x8.7"	43.5"x27.4"x8.7"
	Weight	75.0 lbs	64.6 lbs	46.1 lbs	38.8 lbs
	WxHxD (w/o stand)	57.5"x33.4"x1.5"	53.7"x31.2"x1.5"	48.9"x28.5"x1.5"	43.5"x25.5"x1.5"
	WxHxD (carton)	60.9"x38.2"x6.3"	56.9"x35.7"x6.3"	52.4"x31.9"x6.0"	47.1"x29.9"x5.6"
	Weight	90.4 lbs	76.9 lbs	54.9 lbs	46.3 lbs
VESA™ Mount	300mm x 300mm				
CERTIFICATION (STANDARD)	Safety	UL, FCC			
	Environment	RoHS, cUL, NOM			
	Energy Star® 7.0	Yes			
WARRANTY	2-Year Limited Warranty (Parts and Labor)   Extended Warranties Available				
OTHER	UPC	7 19192 19701 5	7 19192 19702 2	7 19192 19703 9	7 19192 19704 6
ACCESSORIES	Cable	Power Cord			
	Manual / ESG	Simple Book			
OPTIONAL ACCESSORIES	AN-WF500 (Wi-Fi Dongle)				



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LG\_SPEC\_LX540series\_041519\_PR

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