

# 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

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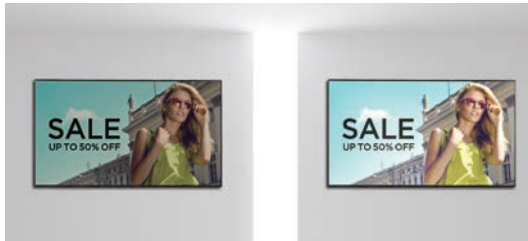
### Key Features

#### 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.



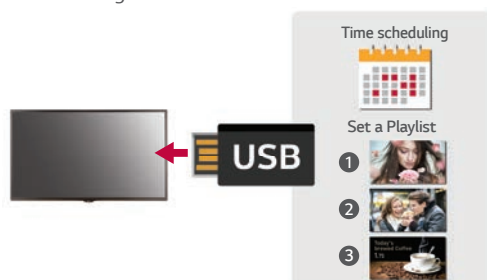
Network ON

#### Convenient Management



#### USB Content Scheduling

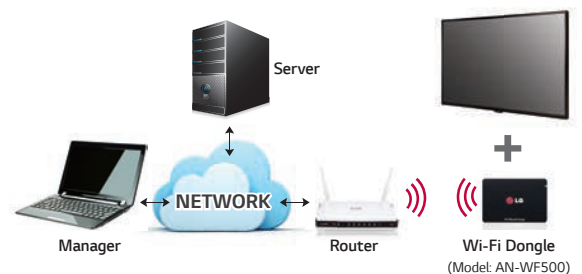
There is no need for additional server or media player connections because SH7DD supports USB playback and scheduling. Users can set a playlist and timing for playing content using a USB.



\*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

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### 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

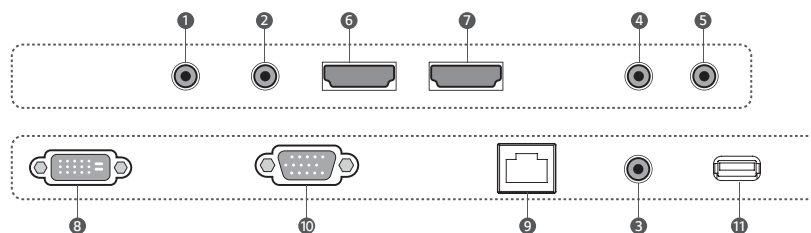
The detachable logo allows for installation in the desired orientation in landscape or portrait mode, making it easy for the user to arrange the signage. Also, sounds can be played from built-in speakers, giving advertisements greater impact.



### 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

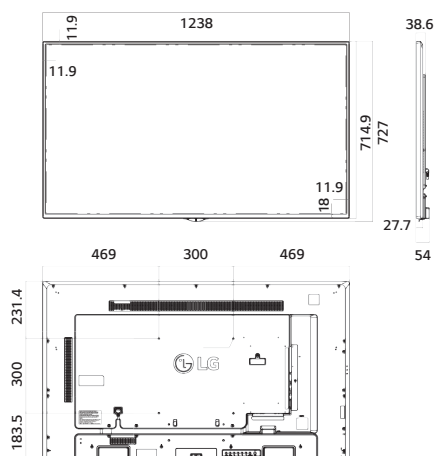
|                            |                                                    | 55SH7DD                                                                                                                                                                                                                                       | 49SH7DD                                                                                                                          | 43SH7DD                                                                                                                          |
|----------------------------|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| PANEL                      | 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                                                                                                                       |
| CONNECTIVITY               | Operation Hours                                    | 24 Hrs                                                                                                                                                                                                                                        | 24 Hrs                                                                                                                           | 24 Hrs                                                                                                                           |
|                            | Orientation                                        | Landscape & Portrait                                                                                                                                                                                                                          | Landscape & Portrait                                                                                                             | Landscape & Portrait                                                                                                             |
|                            | Input                                              | HDMI (2), DVI, RGB, Audio, USB 2.0                                                                                                                                                                                                            |                                                                                                                                  |                                                                                                                                  |
| PHYSICAL SPECIFICATION     | Output                                             | Audio                                                                                                                                                                                                                                         |                                                                                                                                  |                                                                                                                                  |
|                            | External Control                                   | RS232C In/Out, RJ45 In, IR Receiver In                                                                                                                                                                                                        |                                                                                                                                  |                                                                                                                                  |
|                            | 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                                                                                                             |
| SPECIAL FEATURES           | 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                                                                                                                     |
| ENVIRONMENT                |                                                    | 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) |                                                                                                                                  |                                                                                                                                  |
| POWER                      | 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%                                                                                                                       |
|                            | 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<br>Max. 145 W<br>Smart Energy Saving 75 W                                                                                                                                                                                           | 85 W<br>135 W<br>65 W                                                                                                            | 75 W<br>120 W<br>55 W                                                                                                            |
| STANDARD (CERTIFICATION)   | 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)                                                                                                     |
| MEDIA PLAYER COMPATIBILITY | OPS Type Compatible                                | No                                                                                                                                                                                                                                            | No                                                                                                                               | No                                                                                                                               |
|                            | External Media Player Attachable                   | Yes (MP500/MP700)                                                                                                                                                                                                                             | Yes (MP500/MP700)                                                                                                                | Yes (MP500/MP700)                                                                                                                |
| SOFTWARE COMPATIBILITY     | Content Management Software                        | SuperSign Premium                                                                                                                                                                                                                             | SuperSign Premium                                                                                                                | SuperSign Premium                                                                                                                |
|                            | Control and Monitoring Software                    | SuperSign C                                                                                                                                                                                                                                   | SuperSign C                                                                                                                      | SuperSign C                                                                                                                      |
| ACCESSORIES                | 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)

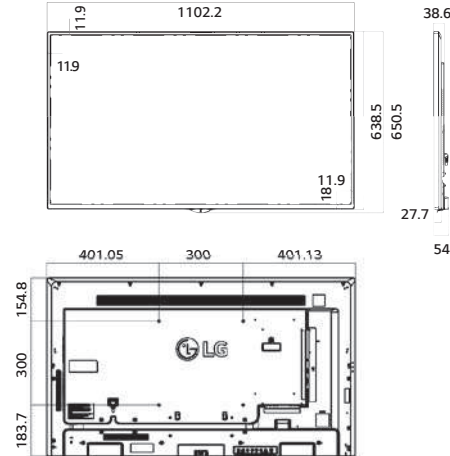
### 55"

1,238 x 714.9 x 54 / 17.5 kg



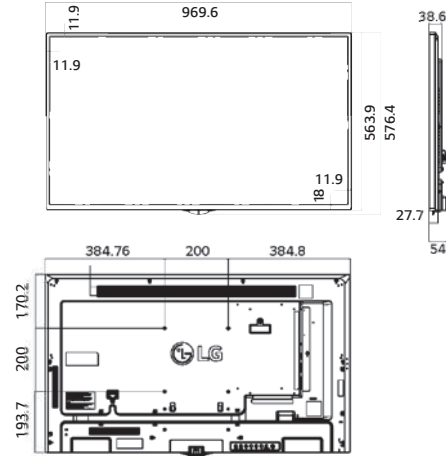
### 49"

1,102.2 x 638.5 x 54 / 14.3 kg



### 43"

969.6 x 563.9 x 54 / 10.0 kg



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