



## Versatile Performance with a User-friendly Smart Platform

### SM5KE

The SM5KE series provides dynamic content with clear picture quality, enhancing advertising effectiveness and helping to generate demand for your brand and products. LG webOS Smart Platform has not only been optimized to develop and run a variety of customized apps, but user convenience has been enhanced with intuitive UI and value-added functions.

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## SM5KE

### User-Friendly Smart Platform

#### Simple Set-up & Customization

The LG webOS smart signage platform supports HTML5 as a web-based platform and offers SDK (Software Development Kit), so SIs can easily build and execute their own apps. Also, it is easy to use with intuitive menu and usable without instructions, as all of signage-related functions can be indexed in one menu.



#### Embedded Content Management

The embedded CMS (Content Management System) allows you to edit and play content, schedule a playlist and even group and control signages via remote control, mouse or even mobile phone, without needing a separate PC or software. This makes content management much easier and user-friendly.



\* The scenes are simulated for illustrative purposes. Actual GUI may differ from the accompanying image.  
\*\* All displays must be connected to the same network.

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### Various Content Composition

#### Multi Screen Mode

PBP (Picutre-By-Picture) and PIP (Picture-In-Picture) feature gives a chance to compose up to 2 divided split screen on landscape or portrait display format. This gives great flexibility to users to allocate space for each content source.



#### Video Streaming

SM5KE series can play real-time streaming content by supporting various types of IP video streaming protocols such as RTSP/RTP/HLS and UDP Multicast\*. It makes users feel easy to manage content as it is free from capacity limits for content playback, and provides live broadcasts in real time.



\* RTSP (Real-Time Streaming Protocol)  
RTP (Real-Time Transport Protocol)  
HLS (HTTP Live Streaming)  
UDP (User Datagram Protocol) Multicast



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### Wireless Solution

#### Real-time Promotion

With Beacon and Bluetooth Low Energy (BLE), shop managers can provide coupons and information in real-time.



#### Content Sharing

Content Mirroring among devices is more convenient on a Wi-Fi network.

#### Wireless Access Point

The SM5KE series operates as a virtual router which can be an wireless access point for mobile devices.



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### Reliable Operation

#### Quick Web Access via Proxy Server

Web access speed and security can be improved by supporting proxy server. Managers can not only block unwanted websites, but also quickly access to resources using caches.



#### Secured Network Communication

HTTPS\* protocol support ensures secure communication between clients and servers. Content or documents using HTTPS can be shared and displayed on digital signages, so owners can protect their critical business assets from unwelcome pirates.



\* HTTPS: Hypertext Transfer Protocol over Secure Socket Layer

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### Value-added Offerings

#### Thermal Printer Supported

Users can easily enable the thermal printer solution\* by plugging a USB into the display. It functions versatily as a ticketing machine for various locations such as restaurants, movie theaters, banks and airports.



\* Supported model: NIPPON PRIMEX (NP-3511, NP-3611)

#### Real-time Care Service

The maintenance gets easier and faster with an optional service Signage 365 Care, 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.



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### 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.



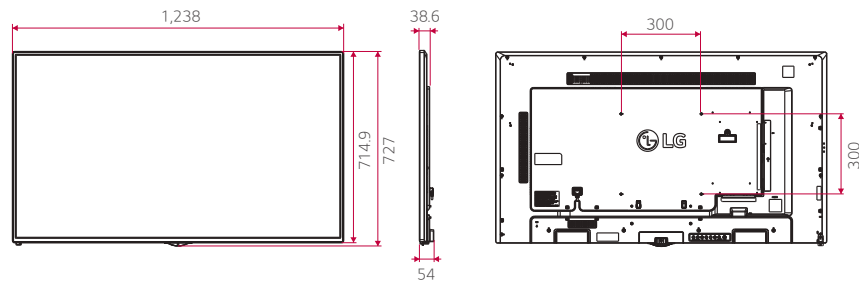
#### Conformal Coating

The product can be often unavoidably exposed to dust and water during maintenance. Conformal coating on major circuit board eliminates such circumstances by protecting it against dust, iron powder, humidity, etc.

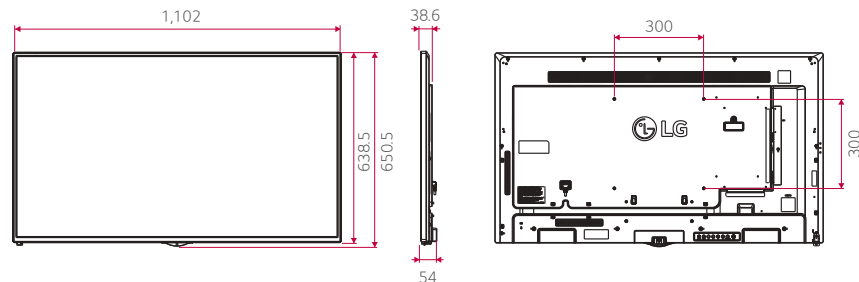


# Dimension

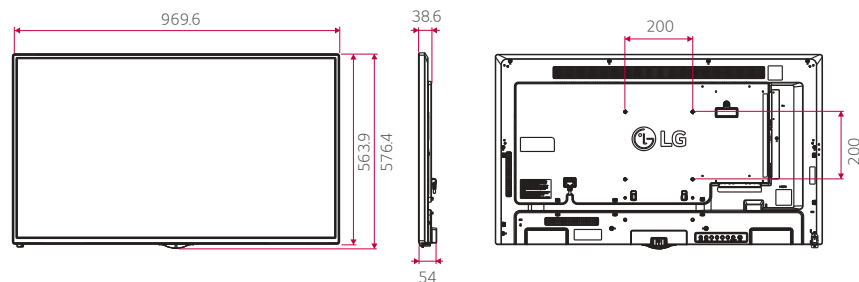
55"



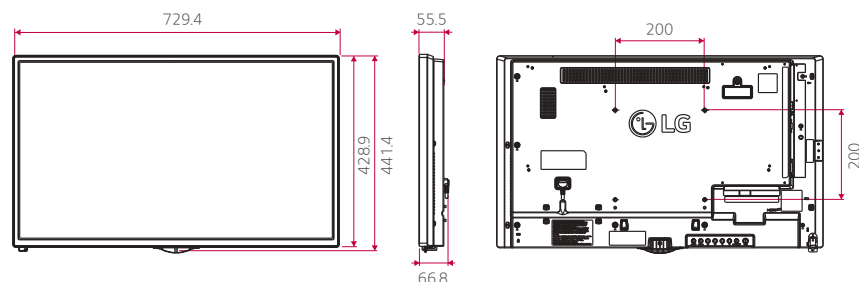
49"



43"

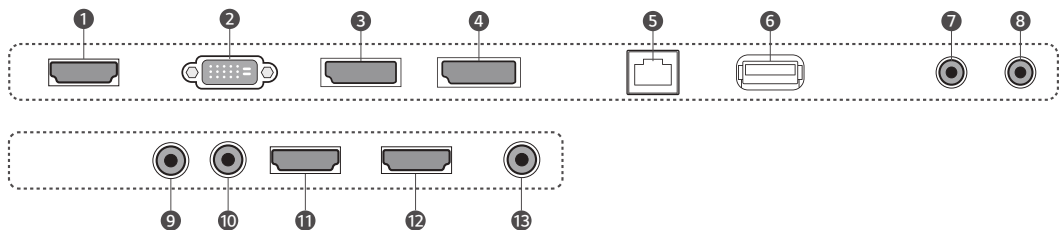


32"



# Connectivity

55" / 49" / 43" / 32"



- |             |              |                     |
|-------------|--------------|---------------------|
| ① HDMI IN 1 | ⑥ USB 3.0    | ⑪ HDMI IN 2         |
| ② DVI-D IN  | ⑦ RS232C IN  | ⑫ HDMI IN 3         |
| ③ DP IN     | ⑧ RS232C OUT | ⑬ IR & LIGHT SENSOR |
| ④ DP OUT    | ⑨ AUDIO IN   |                     |
| ⑤ LAN       | ⑩ AUDIO OUT  |                     |



# Specifications

|                            | 55SM5KE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 49SM5KE                                                                                                                                       | 43SM5KE                                                                                                                                       | 32SM5KE                                                                                                                                       |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 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                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 450 cd/m <sup>2</sup>                                                                                                                         | 450 cd/m <sup>2</sup>                                                                                                                         | 400 cd/m <sup>2</sup>                                                                                                                         |
|                            | Contrast Ratio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 1,100:1                                                                                                                                       | 1,100:1                                                                                                                                       | 1,100:1                                                                                                                                       |
|                            | Viewing Angle (H x V)                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 178 x 178                                                                                                                                     | 178 x 178                                                                                                                                     | 178 x 178                                                                                                                                     |
|                            | Response Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 12 ms (G to G BW), 9.0 ms (WOT)                                                                                                               | 12 ms (G to G BW), 10.1 ms (WOT)                                                                                                              | 12 ms (G to G BW), 9.4 ms (WOT)                                                                                                               |
|                            | Surface Treatment (Haze)                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))                                                               | Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (Typ.))                                                               | Hard Coating (3H), Anti-glare Treatment of the Front Polarizer (Haze 1% (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 (3), DP, DVI-D, Audio, USB 3.0                                                                                                           | HDMI (3), DP, DVI-D, Audio, USB 3.0                                                                                                           | HDMI (3), DP, DVI-D, Audio, USB 3.0                                                                                                           |
|                            | Output                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | DP (SST), Audio (Off/Fixed/Variable)                                                                                                          | DP (SST), Audio (Off/Fixed/Variable)                                                                                                          | DP (SST), Audio (Off/Fixed/Variable)                                                                                                          |
| MECHANICAL SPECIFICATION   | External Control                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | RS232C In/out, RJ45 In, IR Receiver In                                                                                                        | RS232C In/out, RJ45 In, IR Receiver In                                                                                                        | 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)                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1,238mm x 773.4 x 219.6 mm                                                                                                                    | 1102.2 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 Dimension (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                                                                                                                                  |
| KEY FEATURE                | Internal Memory 8GB (System 4GB, Available 3.6GB), Built-in Wi-Fi, Temperature Sensor, Auto Brightness Sensor, Current Sensor, webOS 4.0, Embedded CMS, Fail Over, Image Customization, PIP/PBP(2), Screen Share, Video Tag (2), Play via URL, Gapless Playback, Tile Mode Setting (Up to 15x15), Setting Data Cloning, Firmware Update by Network, SNMP (Ver. 1.4), Control Manager, Crestron Connected®, Extron IP Link, Smart Energy Saving, Beacon, HDMI-CEC (2)**, Built-in Speaker (10W+10W) |                                                                                                                                               |                                                                                                                                               |                                                                                                                                               |
| ENVIRONMENTAL CONDITIONS   | 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                      | Power Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 100-240V~, 50/60Hz                                                                                                                            | 100-240V~, 50/60Hz                                                                                                                            | 100-240V~, 50/60Hz                                                                                                                            |
|                            | Power Supply                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Built-In Power                                                                                                                                | Built-In Power                                                                                                                                | Built-In Power                                                                                                                                |
|                            | Power Typ. / Max.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 100 W (TBD) / 115 W                                                                                                                           | 85 W (TBD) / 105 W                                                                                                                            | 75 W (TBD) / 95 W                                                                                                                             |
|                            | Consumption Smart Energy Saving                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 70 W (TBD)                                                                                                                                    | 60 W (TBD)                                                                                                                                    | 55 W (TBD)                                                                                                                                    |
| CERTIFICATION              | Safety                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | IEC 60950-1 / EN 60950-1 / UL 60950-1                                                                                                         | IEC 60950-1 / EN 60950-1 / UL 60950-1                                                                                                         | IEC 60950-1 / EN 60950-1 / UL 60950-1                                                                                                         |
|                            | EMC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | FCC Class "A" / CE / KC                                                                                                                       | FCC Class "A" / CE / KC                                                                                                                       | FCC Class "A" / CE / KC                                                                                                                       |
|                            | ErP / Energy Star                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | N/A / Yes (Energy Star 7.0)                                                                                                                   | N/A / Yes (Energy Star 7.0)                                                                                                                   | N/A / Yes (Energy Star 7.0)                                                                                                                   |
| MEDIA PLAYER COMPATIBILITY | OPS Type Compatible                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Yes                                                                                                                                           | Yes                                                                                                                                           | Yes                                                                                                                                           |
|                            | External Media Player Attachable                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Yes                                                                                                                                           | Yes                                                                                                                                           | Yes                                                                                                                                           |
| SOFTWARE COMPATIBILITY     | Content Management Software                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | SuperSign CMS                                                                                                                                 | SuperSign CMS                                                                                                                                 | SuperSign CMS                                                                                                                                 |
|                            | Control and Monitoring Software                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | SuperSign Control+/Control                                                                                                                    | SuperSign Control+/Control                                                                                                                    | SuperSign Control+/Control                                                                                                                    |
| ACCESSORIES                | Basic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Remote Controller (2ea Batteries Included), Power Cord, QSG, HDMI Cable, Regulation Book, Phone to RS232C Gender, Memory Cover                |                                                                                                                                               |                                                                                                                                               |
|                            | Optional                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Stand (ST-492T), Media Player, Wall Bracket (LSW350B), VESA Adapter (AM-B330S), OPS Kit (KT-OPSA), HDBaseT (EB-B100), Touch Overlay (KT-T55E) | Stand (ST-492T), Media Player, Wall Bracket (LSW350B), VESA Adapter (AM-B330S), OPS Kit (KT-OPSA), HDBaseT (EB-B100), Touch Overlay (KT-T49E) | Stand (ST-432T), Media Player, Wall Bracket (LSW230B), VESA Adapter (AM-B220S), OPS Kit (KT-OPSA), HDBaseT (EB-B100), Touch Overlay (KT-T43E) |

\* Network Based Control \*\* Compatibility may differ by equipment.



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[www.facebook.com/LGInformationDisplay](https://www.facebook.com/LGInformationDisplay)

[www.linkedin.com/company/LGInformationDisplay](https://www.linkedin.com/company/LGInformationDisplay)

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