



* All images are for illustrative purposes only.
 * Please follow the installation guide to get warranty.
 * UV-Film is recommended depending on installation site.

Window Facing Display 75XS4P

Attract Passing Customers with a Bright Display Presented Through a Window



Anti-Discoloration



4,000 nits
High Brightness



Space Efficiency



Energy Efficiency



High Reliability



Smart Monitoring
& Control

75XS4P

Screen Size / Panel	75" / IPS, M+
Native Resolution	3,840 × 2,160 (UHD)
Brightness	4,000 nits (Typ.), 3,200 nits (Min.)
Portrait / Landscape	Yes / Yes
Dimension / Weight	1,679.2 × 957.6 × 104 mm (W × H × D) / 39.6 kg
Key Features	Slim Design, Conformal Coating, Auto Brightness Control



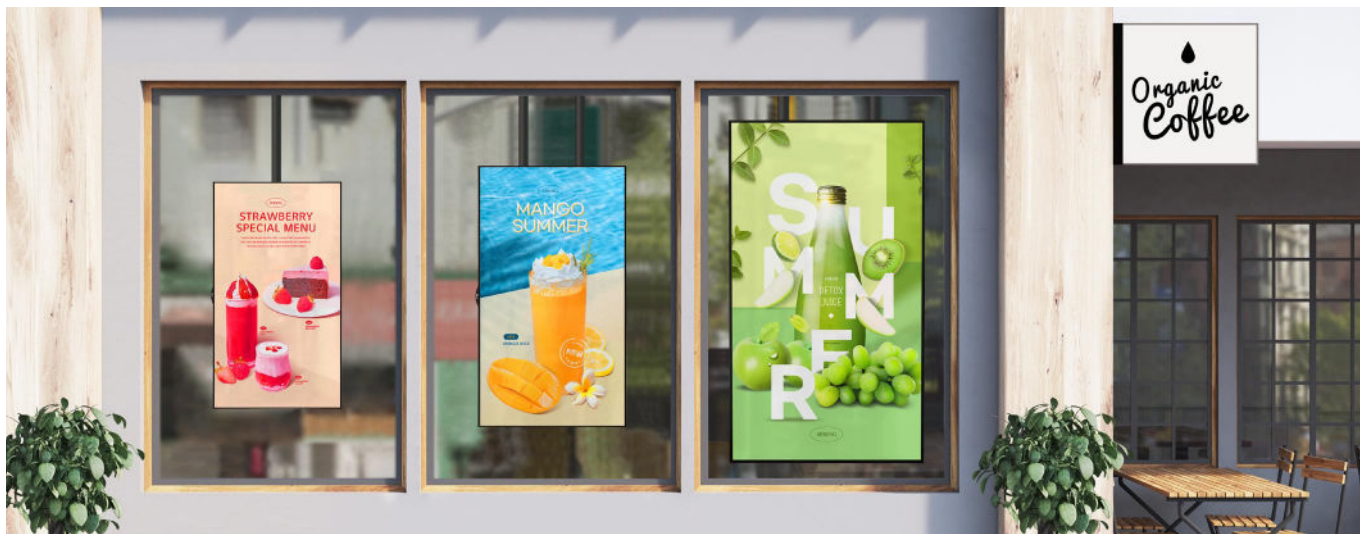
Light up More, Save up More



Window-facing Type



Energy Efficiency



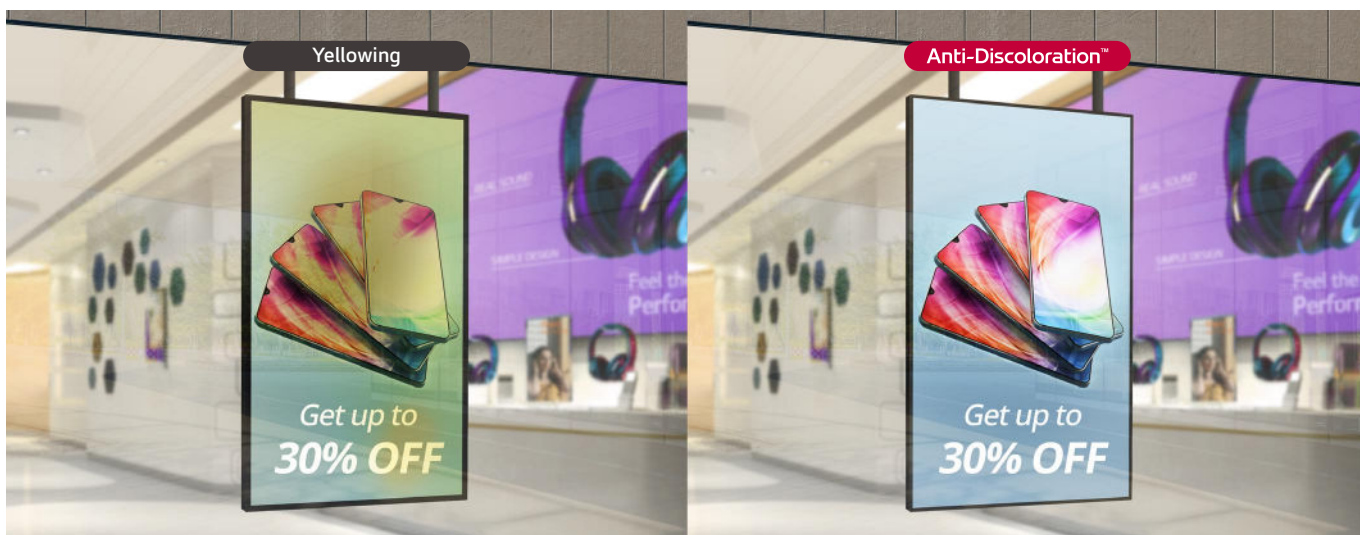
Window-facing Display

LG offers advanced technical solutions for cost-effective operations. The XS4P can maintain an astonishing brightness of 4,000 nits, yet has lower power consumption compared to RGB panels at the same brightness level.

Stay Bright, Stay Ahead



Anti-Discoloration



World's First UL Verification for Display Anti-Discoloration Characteristics

By focusing on the pain points of our customers, we obtained the world's first UL Verification for Display Anti-Discoloration Characteristics. Our new technology helps prevent 'screen-yellowing', while safeguarding display quality and performance stability.

* World's first UL Verification in the manufacturing industry

* For more details about UL Verification, please visit <https://verify.ul.com/verifications/1382>.

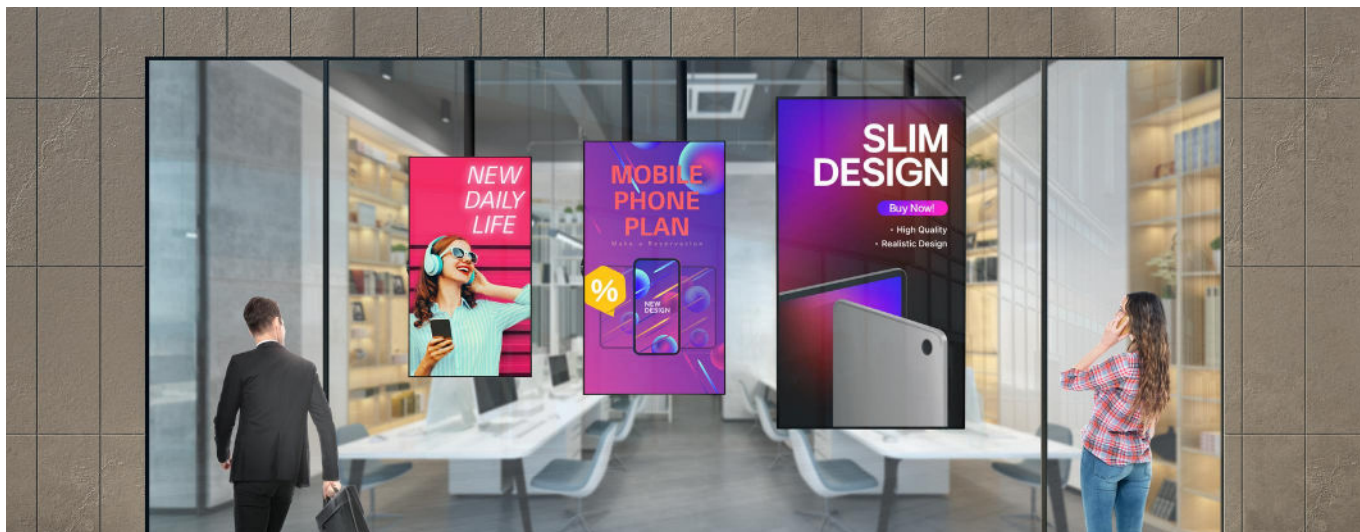
Shine Bright, Stay in Sight



4,000 nits High Brightness



Polarized Sunglasses



Brightness Beyond the Window

A window-facing display requires higher nits, as it is exposed to direct sunlight through a window. The XS4P is designed especially for window-facing environments, providing brilliant brightness. Vibrant and dynamic content displayed through the window will attract customers to your business, despite the viewers wearing polarized sunglasses.

Optimal Performance



Space Efficiency



webOS Platform



Optimized Design for Space Utilization

With its compact size and slim design, the XS4P integrates smoothly into any store's interior. Its bezel is thinner than conventional models, enabling closer installation to windows and offering an improved visual experience for customers. Additionally, standard UHD signage can be attached to the back of the XS4P, allowing it to function as a double-sided display.

* The conventional model refers to the XS2E.

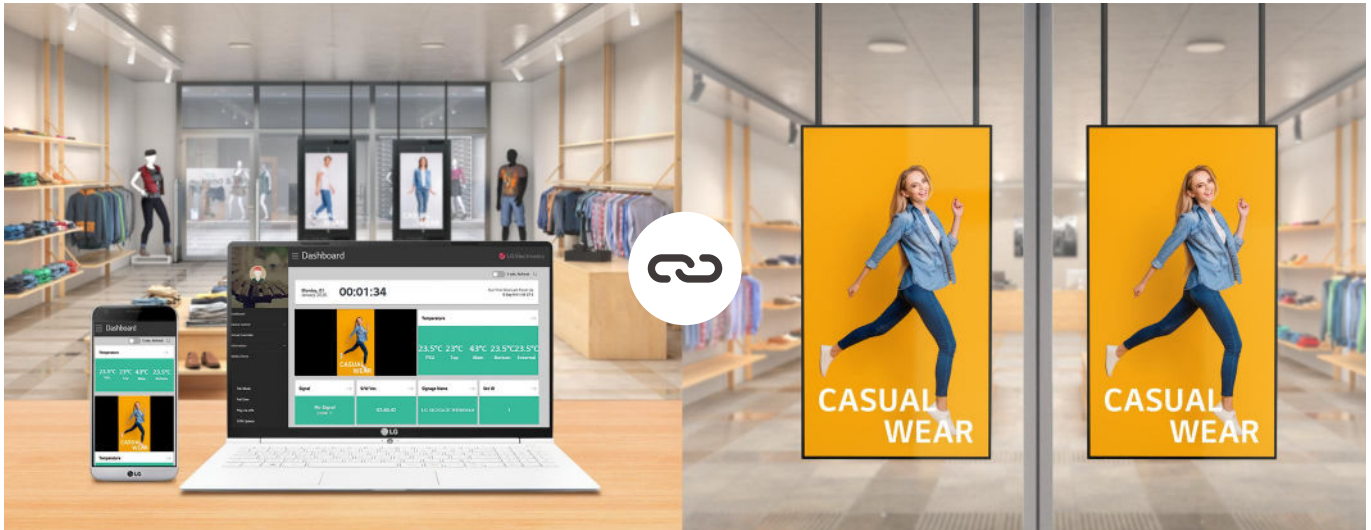
* The bracket accessory is sold separately.

* Exclusively available for 75XS4P



High-performance with webOS 6.0

Quad Core SoC (System-on-Chip) can execute several tasks at the same time without a separate media player. In addition, webOS 6.0 platform enhances not only user convenience with intuitive UI but also web-app integration with updated Node JS / Chromium version.





Remotely Managed, Real-time Mastery (Content Manager)

A significant advantage of window-facing displays over temporary displays is their ability to effortlessly manage frequently changing promotional content and pricing information. LG's web-based content solution is intuitive and user-friendly, providing users with complete access to current and historical data anytime, anywhere, through their mobile devices. This allows users to monitor, adjust, and control the unit remotely in real-time.

* Feature accessible through wired LAN connectivity

More Enduring, More Reliable

 Wide Operating Temperature

 Conformal Coating



Wide Range of Operating Temperature

The XS4P can be used under a wide range of operating temperature from 0°C to 40°C.

* Confirmed by LG internal testing, Operating temperature: 0°C-40°C (without direct sunlight; with direct sunlight in cooling system), 0°C-30°C (with direct sunlight)



Conformal Coating

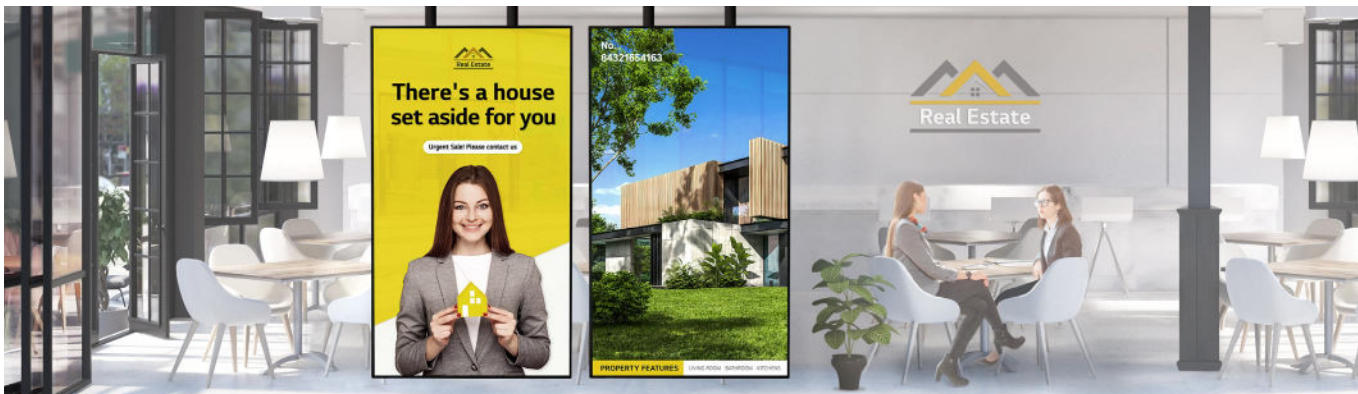
The conformal coating with dust protection shields the circuit and power boards from dust, metal particles, moisture, and other contaminants, providing solid durability and long-term reliability.

* Confirmed by LG internal testing

Whisper-Quiet Performance

 Adjustable Speed

 Upgraded Quiet Mode



Upgraded Quiet Mode

The XS4P addresses concerns about display noise. It features an Upgraded Quiet Mode that operates at 2,500 nits with minimal fan noise.

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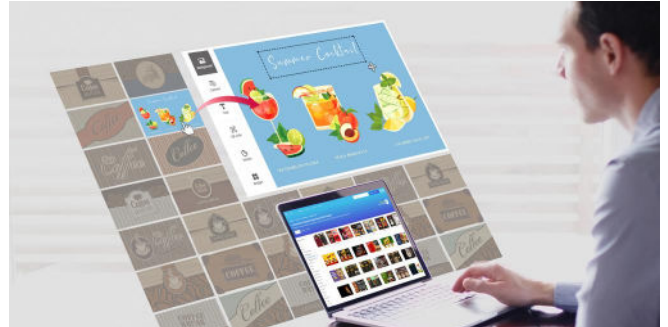
Control with Ease, Even from Afar



Embedded Wi-Fi & Bluetooth

LG ConnectedCare

LG SuperSign Cloud



Convenient Operation

The XS4P features LAN Daisy Chain functionality, enabling the control of multiple displays with a single master remote, offering significant convenience. Moreover, with Wi-Fi, Bluetooth, and Beacon capabilities, content and software can be distributed to the XS4P, allowing store managers to effortlessly provide coupons and information to multiple devices in real-time.

* Exclusively available for 75XS4P

Professional Content Partners

Pairing the XS4P Series with LG SW solutions would enhance its utilization.

* Sold separately



Convenient Installation with Calculated Precision

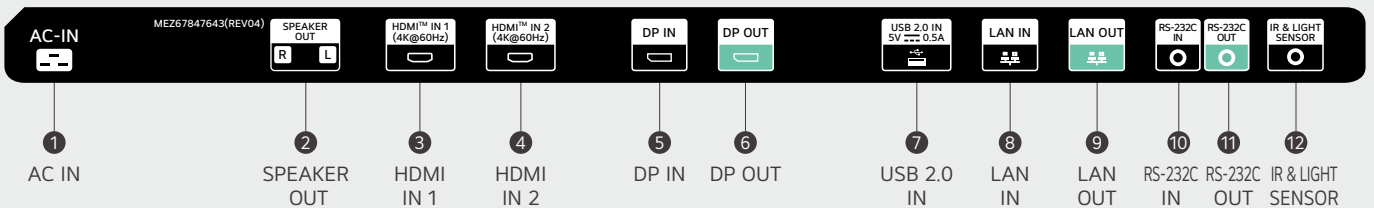
The XS4P is equipped with a Leveler Tool that shows users the tilt of the device, allowing for precise display installation. Additionally, the Horizontal Sensor Tool assists users in verifying the correct installation direction. The XS4P even provides warning messages for proper installation if it is installed incorrectly.

* The rotation direction differs for 49"/55" and 75".

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CONNECTIVITY

75"



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