



\* All images in this datasheet are for illustrative purposes only.

## Flexible Curved Open Frame OLED Signage EF5K

# Artistic Space beyond Display LG OLED Signage



Unrivaled  
Picture Quality



Space-fitting  
Design



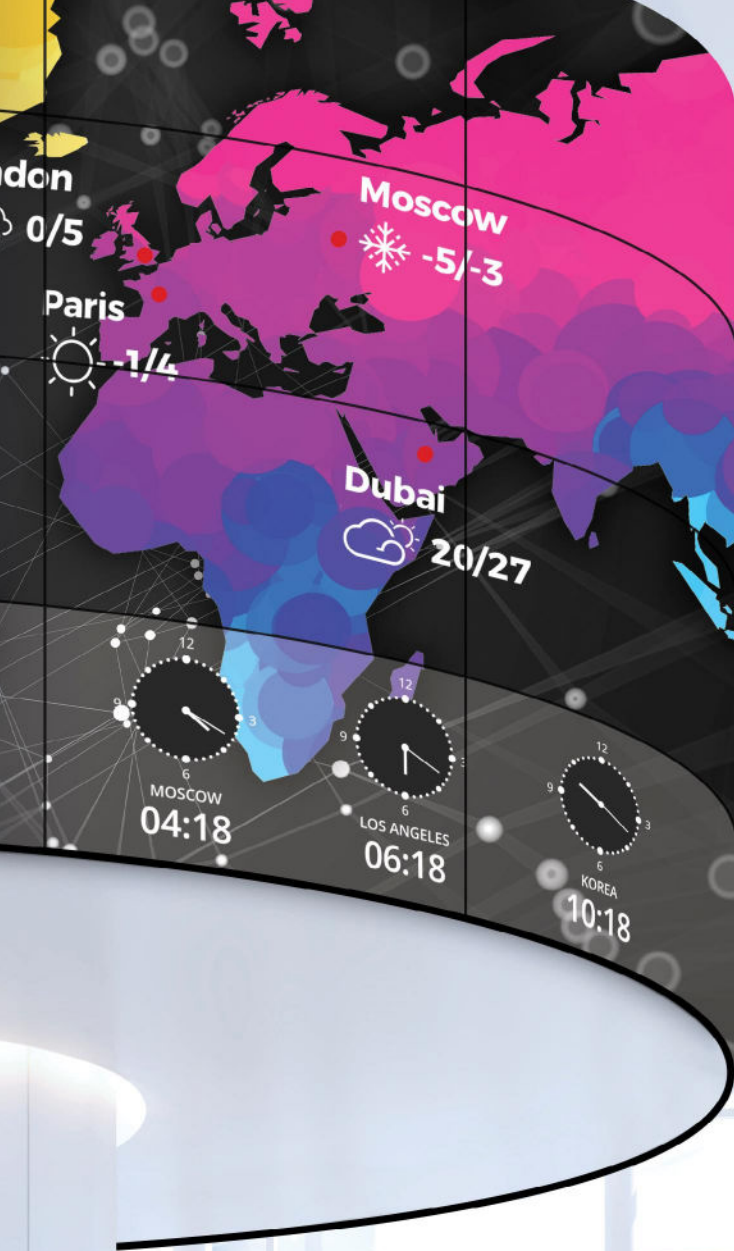
On-site  
Customization



Synced  
Playback

### EF5K

Screen Size	55"
Panel Technology	OLED
Native Resolution	1,920 x 1,080 (FHD)
Brightness	150 / 400 nit (APL 100% / 25%)
Contrast Ratio	150,000 : 1
Response Time	1 ms (G to G), 8 ms (MPRT)
Portrait / Landscape	Yes / Yes



Blending in with the space while captivating everyone's mind. LG OLED signage offers flexible design. Beyond its informative features, LG OLED signage delivers unsurpassed advertising effectiveness, redesigning space as a prestige-enhancing landmark with perfect colors and innovative forms.

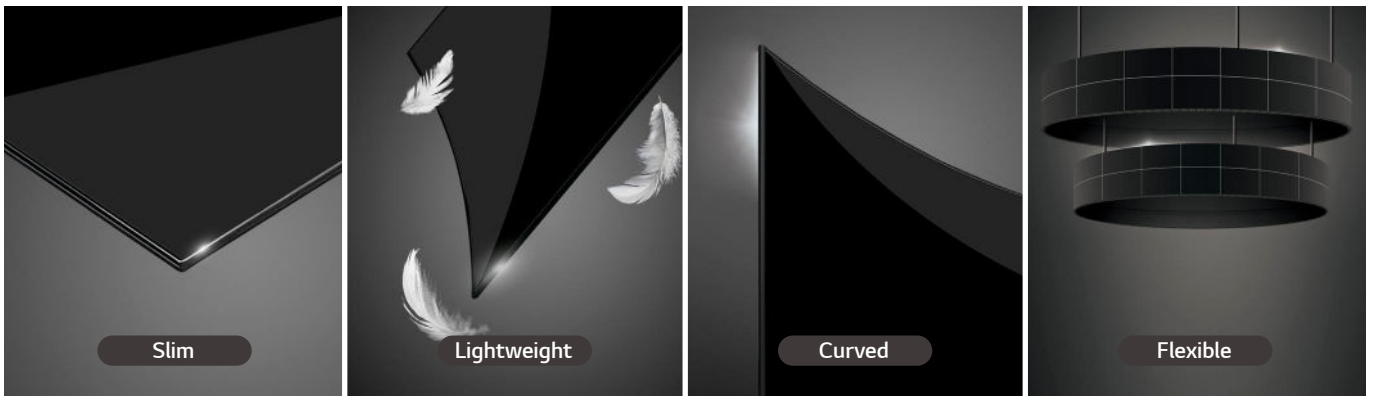






## Expandable Screen Size

The screen size can be as large as users want by tiling up displays horizontally and vertically. This provides viewers with an incredibly immersive viewing experience.



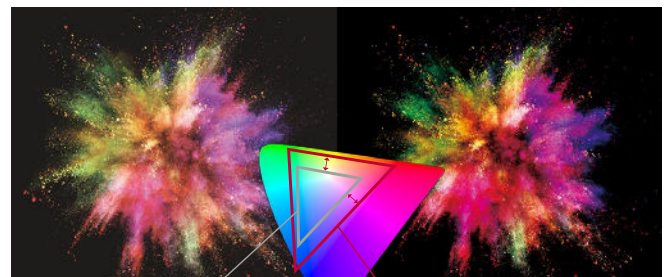
## Splendid Design

LG OLED technology doesn't require a backlight unit nor a liquid crystal layer so it offers a flexible design with unbelievably lightweight and slim features.



LCD

LG OLED Signage



LCD

LG OLED Signage

## Absolute Black

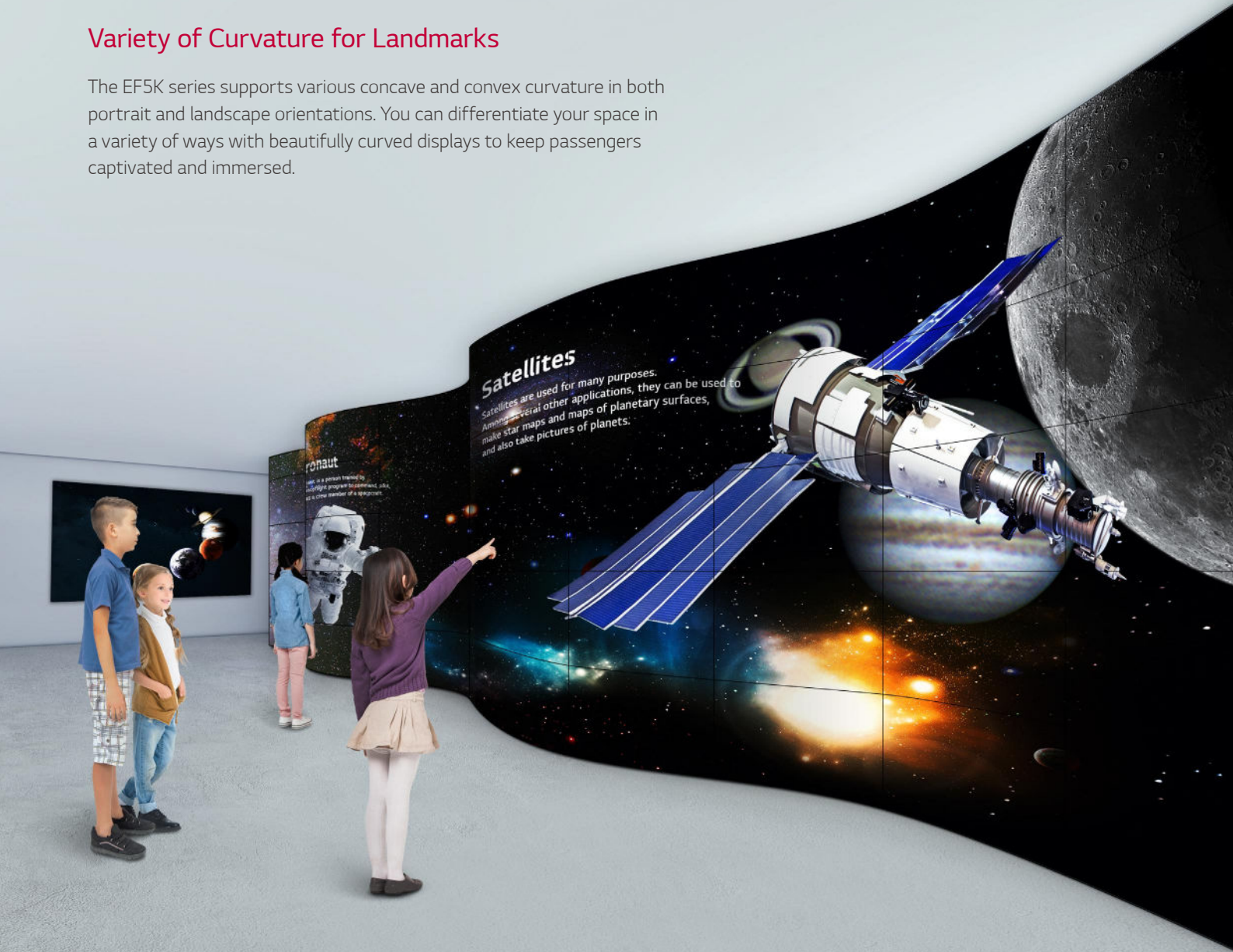
Equipped with over 8 million self-lighting pixels operating individually, LG OLED Signage reproduces absolute blacks with no light bleed and offers infinite contrast.

## Rich Color

LG OLED Signage provides richness in all colors, bringing colors to life with great accuracy and vividness.

## Variety of Curvature for Landmarks

The EF5K series supports various concave and convex curvature in both portrait and landscape orientations. You can differentiate your space in a variety of ways with beautifully curved displays to keep passengers captivated and immersed.



### In Portrait



Max Curvature in Portrait  
 • Concave/Convex: up to 1,000R

### In Landscape



Max Curvature in Landscape  
 • Concave/Convex: up to 1,000R

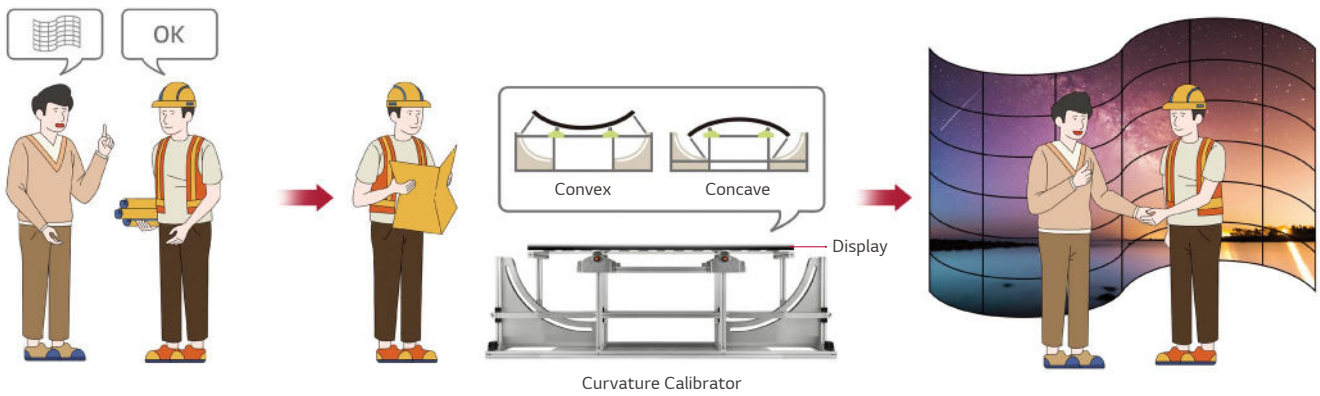
### What is R?

Due to the nature of its curved design, "R" signifies the radial length of a circle which allows for its curved display. For example, displays with a curvature of 1,000R will have a radius of 1m (1,000mm).



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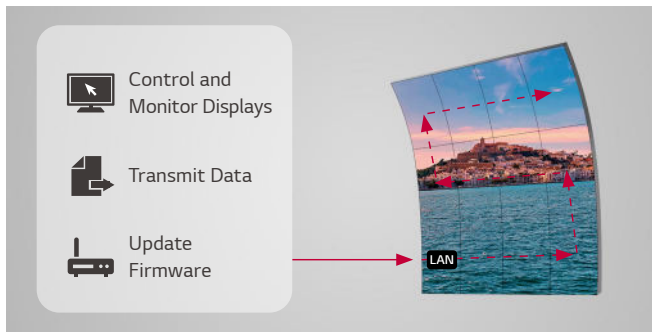




### On-site Customization

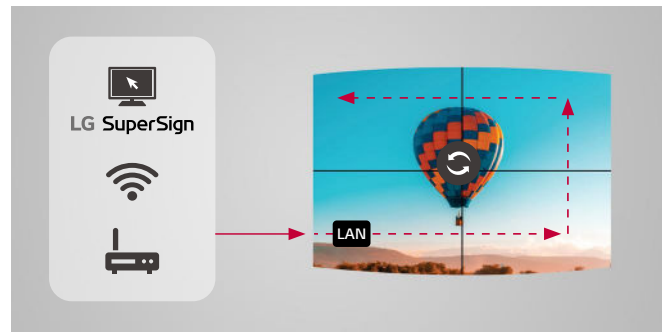
The EF5K series enables a completely new approach for innovative and flexible designs. Its optional "Curvature Calibrator(CC)\*" supports the coordination of displays with various convex and concave curvature, depending on the requirements. This makes it possible to rapidly respond to changes on-site, making it easier to successfully build an eye-catching landmark.

\* A Curvature Calibrator needs to be purchased separately. Please contact your regional LG sales representatives for details.



### LAN Daisy Chain Management

The LAN daisy chain allows users to control and monitor displays, transmit data and even update firmware all at once, reducing management burden.

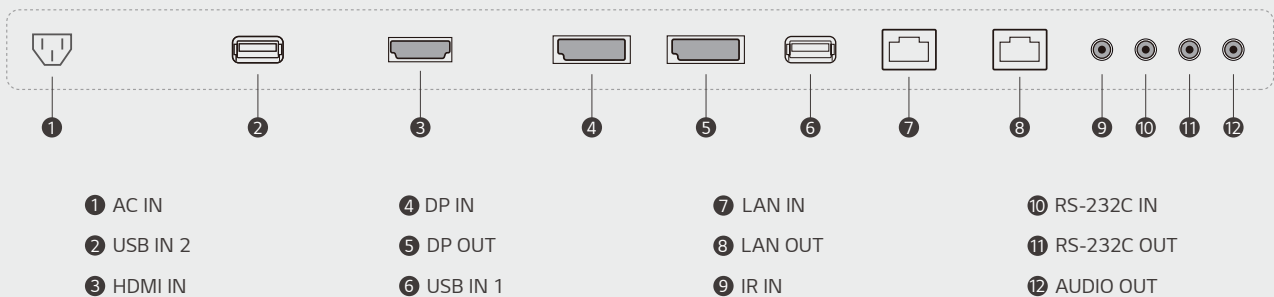


### Videowall Playlist & Sync Playback

Through its built-in high performance SoC, each display plays its video tile for synchronized content playback.

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## CONNECTIVITY



\* Jack Panels may differ from the above image, so please contact LG sales team to verify before ordering.



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