RED WINE
Lorem Ipsum

86"

43"

UHD TV Signage UR640S

LG TV Signage with Essential Function

Superb Picture Quality
with Ultra HD Resolution

High-Performance
with webOS 6.0

Versatile Content Management with LG SuperSign CMS

Improved Design
with Slim Depth

Embedded Content & Group Management

Compatibility
with Promota

UR640S	
Size	55 / 43
Screen Resolution	3,840 × 2,160 (UHD)
Operation Time	16 Hours / 7 Days
Brightness	55 : 400 nits 43 : 300 nits
LG Solution Compatibility	Promota App, LG ConnectedCare, LG SuperSign CMS, LG SuperSign Control
Input ports	Set Side: HDMI In 3 (2.0), RS 232C ; Set Rear, USB In 1 (2.0), RF In, Digital Audio Out (Optical), RJ45 (Ethernet), External Speaker Out (3.5mm phone jack)
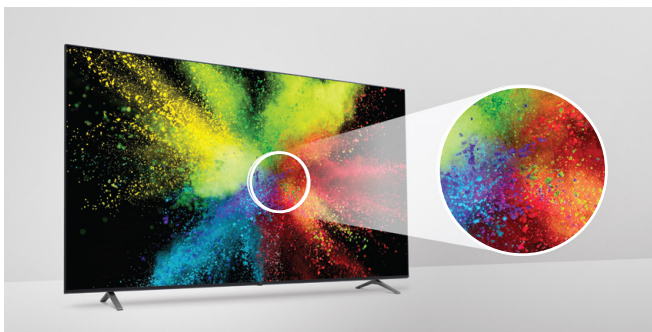
SUPERB PICTURE QUALITY WITH ULTRA HD RESOLUTION

With the resolution that is 4 times higher than FHD, it makes the color and details of the contents more vivid and realistic. In addition, the wide viewing angle applied with an IPS panel, provides clear contents.

IMPROVED DESIGN WITH SLIM DEPTH

This series is thinner than LG conventional* model to save space and enable easy installation. In addition, its sophisticated ahsed blue color improves the décor of the space where the product is installed.

* 'LG Conventional' refers to LG UT640S series.

HIGH-PERFORMANCE WITH LG WEBOS 6.0

LG webOS 6.0, upgraded in SoC* and web engine, is available on UR640S series for a smooth execution of several tasks. LG webOS smart signage platform enhances user convenience with intuitive GUI.**

* SoC : System On Chip
** GUI : Graphical User Interface

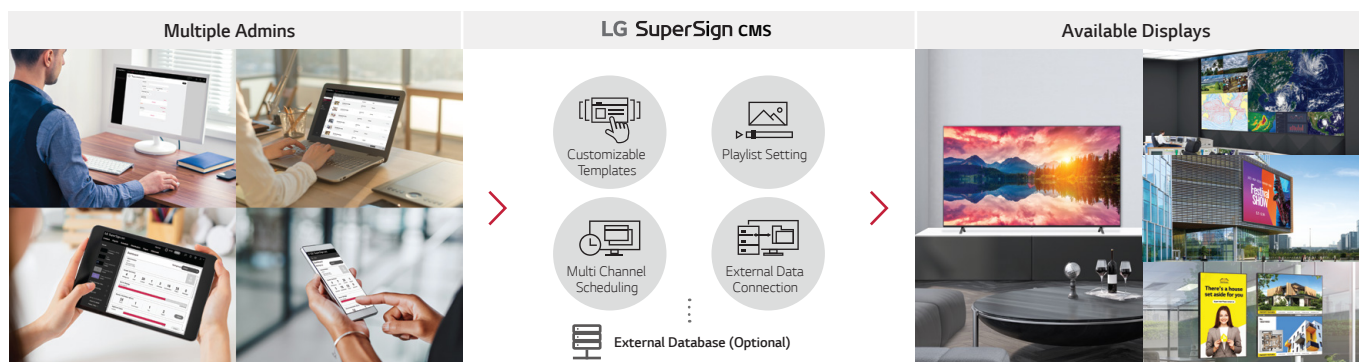
EMBEDDED CONTENT & GROUP MANAGEMENT

The embedded Content and Group Management System allows you to edit and play content, schedule playlists and groups, and control signage via remote control, mouse and mobile phone without the use of separate PC or software. This makes content management easy and user-friendly.

LG'S SIMPLE ADVERTISEMENT HELPER, PROMOTA

Using LG's Promota* application, downloadable on a mobile device, you can easily create your own display contents. With Promota, you can add text and images to create an online profile for your business as well as deliver information such as event news, seasonal menus, promotions, and even more to your customers while recommending easy-to-use templates relevant to your industry.

* LG Promota can be downloaded from the App Store and Google Play store.

Multiple Admins	LG SuperSign CMS	Available Displays

LG SuperSign CMS
- Customizable Templates
- Playlist Setting
- Multi Channel Scheduling
- External Data Connection
- External Database (Optional)

VERSATILE CONTENT MANAGEMENT WITH LG SUPERSIGN CMS

LG SuperSign CMS is integrated management program supporting creation and management of digital media and content deployment, optimized for LG signage. With its simple and intuitive menus and layout options, it enhances efficiency for content creation and editing, scheduling and distribution, improving user experience. In addition, it supports multiple displays and accounts, is able to be linked to external databases, and allows server access from mobile devices.

* LG SuperSign CMS is sold separately.

LG SuperSign Control
- Display A
- Display B
- Display C

QUICK & EASY SIGNAGE CONTROL WITH LG SUPERSIGN CONTROL

SuperSign Control is the basic control software, and it can manage up to 100 displays through a single account and server. Power, volume, and scheduling can be remotely adjusted, and firmware updates supported.

* LG SuperSign Control needs to be purchased separately.

COMPATIBLE WITH AV CONTROL SYSTEMS

The UR640S series supports Crestron Connected®* for high compatibility with professional AV controls to achieve seamless integration and automated control**, boosting business management efficiency.

* Initial setting from display is required for Crestron Connected® compatibility.
** Network based control

COMPATIBLE WITH VIDEO CONFERENCE SYSTEM

For effective visual meeting, the UR640S series supports its compatibility with Cisco System that offers powerful and integrated control* for a smarter video conference.

* Using an HDMI cable connection (HDMI cable is optional)

No Signal

HDMI

DPM Mode

DISPLAY POWER MANAGEMENT SUPPORT

Display Power Management (DPM) can be configured to be On only when there is a TV signal present to manage power more efficiently.

REAL-TIME PROMOTION

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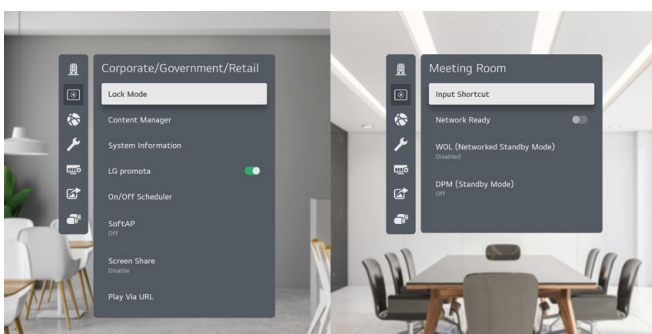
CONTENT SHARING

Content Mirroring among devices is available on a same Wi-Fi network.

WIRELESS ACCESS POINT

UR640S series operates as a virtual router which can be an wireless access point for mobile devices.

EASY MENU SETUP FOR VERTICAL NEEDS

UR640S series increases users' convenience by organizing frequently used menus* by industry.

* Pre-set Support Vertical : Corporate / Government / Retail, Meeting room
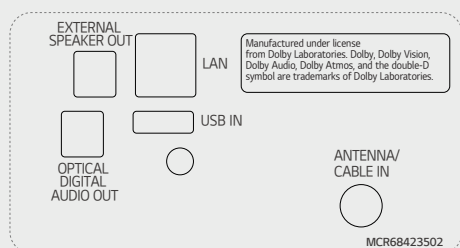
REAL-TIME LG CONNECTEDCARE SERVICE

Maintenance is easy and fast with the optional LG ConnectedCare* service, a cloud service solution provided by LG. It remotely manages the status of displays in client workplaces for fault diagnosis and remote-control services, supporting the stable operation of clients' businesses.

* The availability of the 'LG ConnectedCare' service differs by region, and it needs to be purchased separately. So please contact the LG sales representative in your region for more details.
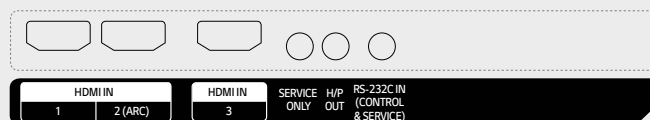
CONNECTIVITY

55 / 43

Rear

EXTERNAL SPEAKER OUT · LAN · USB IN · OPTICAL DIGITAL AUDIO OUT · ANTENNA/CABLE IN

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MCR68423502

Side

HDMI IN 1 · 2 (ARC) · HDMI IN 3 · SERVICE ONLY · H/P OUT · RS-232C IN (CONTROL & SERVICE)

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

Specification

Model		55UR640S	43UR640S
Design	Stand Type	20Y 2Pole	18Y 2Pole
	Front Color	Ashed Blue	
Display	Inch	55	43
	Resolution	3840 X 2160 (UHD)	
	Backlight Unit Type	Direct	
	Brightness	400nit	300nit
	Dynamic Contrast Ratio (Dynamic MCI (Hz))	1,000,000:1	
	Static (Panel) Contrast Ratio	1300:1	1200:1
	Refresh Rate	60Hz	
Video	HDR (10 Pro / HLG)	Yes / Yes	
Audio	Speaker (sound output)	10W + 10W	
	LG Sound Sync	● (Required Bluetooth)	
Broadcasting System	Digital (Terrestrial, Cable, Satellite)	DVB-T2 / C	
Hospitality Feature		Hotel Mode / PDM / Installer Menu, One Channel Map, IP Channel Manager, External Speaker Out (Int Variable / Fixed, 3.5mm, Stereo, Single ended Type (GND, L+, R+), 2W+2W with 8Ω)	
Smart Feature		webOS version (webOS 6.0), Smart Home (Launcher Bar), Web Browser, Pre-loaded App (YouTube only,), SDP Server compatibility, Mood Display, Soft AP, WiFi (Version) (802. 11ac), Screen Share (Miracast), Smart Share, Bluetooth Audio Playback, HDMI-ARC (ARC, HDMI2)	
Signage Feature		Vertical Setup, Fail Over, Play Via URL, NTP Server Setting, CISCO Certi. Compatibility, Crestron Connected (Network Based Control), DPM (Digital Power management), Time scheduler, RTC (Real Time Clock), NTP sync timer, BEACON, Embedded CM (contents manager), Embedded GM (Group manager)	
Supersign Sw Compability		Control / Control Plus, CMS (Premium), Simple Editor, LG Connected Care	
Input Interface	Set Side	HDMI In (3 (2.0)), Headphone Out (Phone Jack Type), RS-232C(D-Sub 9pin / Phone jack) (Phone Jack, 4pin), LG SVC only (Phone jack type) (Phone Jack Type)	
	Set Rear	USB (2.0), RF In, Digital Audio Out (Optical), External Speaker Out (3.5mm phone jack), RJ45 (Usage Purpose) (LAN)	
Dimension (Unit : Mm / Kg)	VESA Compatible	300 x 300	200 x 200
	Weight without Stand	14.0	8.8
	Weight with Stand	14.2	8.9
	Weight in Shipping	19.0	11
	Size without Stand	1235 x 715 x 57.5	967 x 564 x 57.1
	Size with Stand	1235 x 772 x 232	967 x 622 x 216
	Size in Shipping	1360 x 810 x 162	1055 x 660 x 142
	Bezel Width (L /R / U / B) : On Bezel	12.8/12.8/12.8/19.9	12.8/12.8/12.8/19.9
Power	Power Supply (Voltage, Hz)	AC 120 V~, 50 / 60 Hz	
	Power Consumption (Max)	166.3	119.6
	Power Consumption (Typ)	140.1	97.2
	Standby Power Consumption	Under 0.5W	
Required Listing (Certification)	Safety	CB, CU TR	
	EMC	CE	
Accessory	Remote type	S-con	
	Chromecast Dongle Anti-theft Cover	● (option)	
	Power Cable	Detached (1.5m, Straight Type)	