

## **LG Unveils Versatile Transparent LED 'Film' Display At InfoComm 2017**

### **New Digital Signage 'Ambience' Technology Blends Seamlessly with Surrounding Environment for Range of Installation Possibilities**

ORLANDO, Fla., June 13, 2017 /PRNewswire/ -- LG ElectronicsUSA Business Solutions today unveiled a unique new LED display with unparalleled installation capabilities – the LG Transparent LED Film Display. Introduced for the U.S. market at InfoComm 2017 this week in Orlando, the display ushers LG into an entirely new product segment, rounding out what already is the industry's broadest digital signage portfolio.

The LG Transparent LED Film display (model LAT300MT1) offers eye-catching digital content and information while interacting seamlessly with its surrounding environment. The versatile LED Film offers over 1,000 nits brightness, with each 480x480mm panel containing 256 LED pixels that support gray-scale tones, a great way to display content and information. The product also supports standard and irregular aspect ratios to provide even more display options with a dynamic look and feel.

"LG strives to innovate products that introduce new realms of solutions to the industry and the Transparent LED Film display is truly unlike anything in the marketplace," said Dan Smith, vice president, business development, LG ElectronicsUSA Business Solutions. "With the LG Transparent LED Film, we're tapping into a new product segment that can create ambience in new ways in retail settings and public spaces."

At just 0.8mm thin, the 30mm Pixel Pitch display can be installed on any existing glass surface using its self-adhesive transparent film, making it easy to install with minimal construction required. As a result, the LG Transparent LED Film display is ideal for indoor and window-facing areas with large glass surfaces such as retail storefront windows, where it draws the attention of passing customers without obstructing the view of the products behind the glass or blocking light from coming into the store.

Other applications include mass transit rail platforms and safety barriers, where it can display digital content and information while interacting seamlessly with the environment, and lobbies and large public areas where the film can convert ordinary glass into stunning, eye-catching digital signage displays. Even tall glass elevator shafts can be transformed into stunning pillars of graphics and light.

With the ability to connect up to two film panels to the display's bezel kit and support up to 24 film panels through daisy-chain from the unit controller, the LG Transparent LED Film can be scaled easily to fit a variety of installation environments. Even more, the flexible display works on curved surfaces and in parallel to the bezel, can be cut to size, truly converting any area of ordinary glass into state-of-the-art digital signage.

Visitors to LG's booth at InfoComm 2017 in Orlando (June 14-16, Orange County Convention Center, West Building #1626) will be able to experience new LG Transparent LED Film display along with the company's full lineup of digital displays. For more information, please visit [www.lgsolutions.com](http://www.lgsolutions.com).

#### **About LG Electronics USA Business Solutions**

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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