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Digital Marketing
Understanding Social Media

When digitally marketing in combination with various social media, it was found that it is important to use keywords that increase the search volume during a same period.

Search volume by media

09
10
11
12
01

After achieving performance in October, it was possible to achieve the greatest advertising effect by successfully predicting related keywords that would attract consumers' attention in December.

01 ▶ Media A
02 ▶ Media B
03 ▶ Media C

* All images in this datasheet are for illustrative purposes only and may differ from the actual product.

LG LED All-in-One Smart Series LAEC

LG LED All-in-One Smart Series

ALL IN 1 All-in-One LED Screen

Built-in Speaker

Dedicated Accessories

Easy Installation Quick Maintenance

Compatible with **LG One:Quick** Share

Cabinet	LAEC
Inch	136"
Pixel Pitch	1.56 mm
Brightness	500 nit
Screen Resolution	1,920 × 1,080
Serviceability	Front
Speaker	Built-in
Controller	Embedded

All-in-One LED Screen with Built-in Speaker

The LAEC series is a 136-inch large screen which is offered as an all-in-one package including an embedded controller and built-in speaker. Eliminating the prejudice that LED displays are difficult and complex to install, it doesn't require controller connections or module configuration. After a simple installation process, all you need to do is to turn on the screen with a remote control like home TV.

High Performance with webOS

Built-in Quad Core SoC (System on Chip) can execute several tasks at once for providing smooth content playback. Also, LG webOS Smart Platform enhances user convenience with intuitive GUI and provides to SI or/and developers simple app development tools* such as SDK (Software Development Kit), SCAP, sample applications.
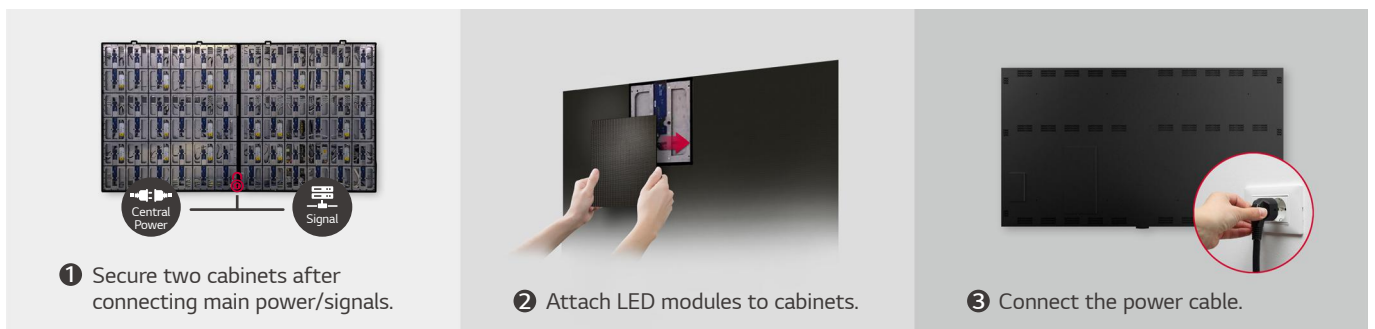
* The webOS Signage Developer site (https://webossignage.developer.lge.com) provides SDK tools and documentation for creating apps on LG Digital Signage. This is only open to partners.

Connect USB-type dongles to LG All-in-One for auto-pairing

❶ Easy Pairing

❷ Plug and Play

❸ One Click for Wireless Screen Share

LG's Wireless Screen Sharing Solution, **LG One:Quick**|Share

LG One:Quick Share is a wireless screen sharing solution available through the LAEC series, USB transmission unit, and its app. You can simply share personal PC screen to the display with it's USB dongle button and embedded Wi-Fi*, and can adjust the basic setting values (volume, picture mode, auto bright, etc.) of the connected display without a remote control. Also, the Office Meeting Mode** helps you to display the agenda, note before the meeting starts.

* Users need to set up SoftAP enabled at Network Menu of the Signage.
** Users can enable Office Meeting Mode at EZ Setting Menu of the Signage.
*** LG One:Quick Share needs to be purchased separately.

❶ Secure two cabinets after connecting main power/signals.

❷ Attach LED modules to cabinets.

❸ Connect the power cable.

Easy Installation

The installation process of the All-in-One Smart series is very simple. After securing two cabinets which are included in the flight kit, attach each LED display module to them. Lastly, plug in the power cable. This simple installation saves time and labor, thereby making users handle the LED screen with ease.

* Fixing screws or installing wall mount / accessories is needed additionally.

Quick Maintenance

In case of failure related to the LED module or the system board, it can be serviced from the front. The LED module can be simply detached by the provided magnetic tool and replaced quickly without cabling.

Flight Case & Landscape Wall Mount

Motorized Stand
* Optional (Available for Purchase Separately)
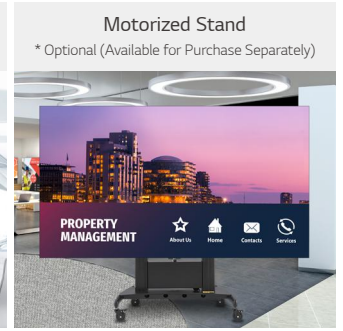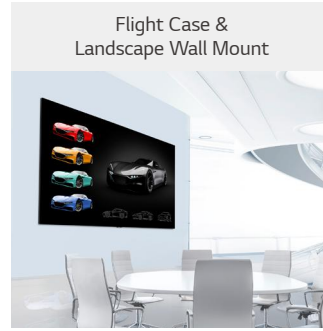
Dedicated Installation Accessories

The product is offered with the flight case which includes every necessary component including the landscape wall mount and tools for installation. The motorized stand is provided as an option, so that you can easily place it depending on your installation sites. With this stand, you can adjust a height of the screen including stand from 2.0 m to 2.5 m.

Compatible with AV Control Systems

The LAEC series supports Crestron Connected®* for high compatibility with professional AV controls to achieve seamless integration and automated control**, boosting business management efficiency.
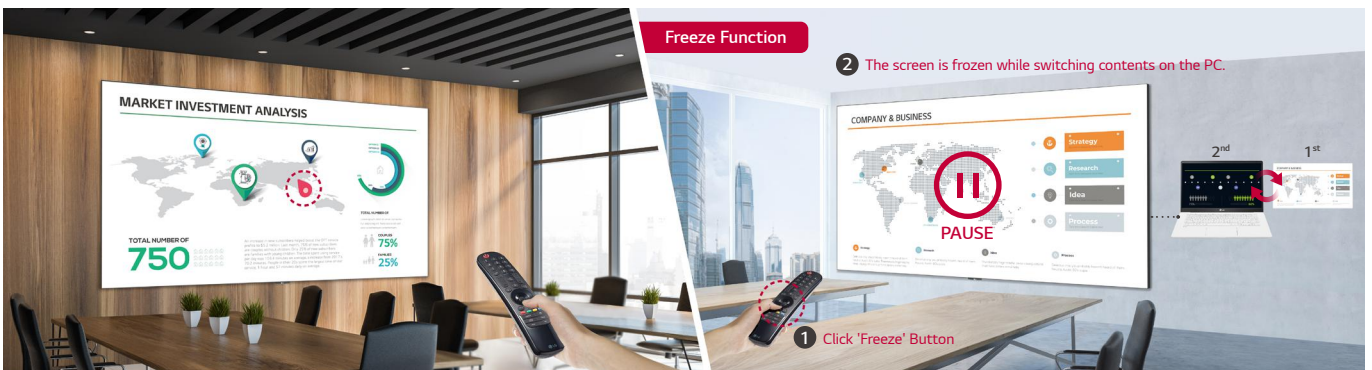
* Initial setting from display is required for Crestron Connected® compatibility.
** Network based control

Real-time LG ConnectedCare

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, enabling the stable operation of clients' businesses.

* The availability of LG ConnectedCare differs by region.

Freeze Function

2 The screen is frozen while switching contents on the PC.

PAUSE

1 Click 'Freeze' Button

Magic Remote for Easy of Use

With the LG Magic Remote, you can select and run the menu of the signage just like using a mouse and its cursor can be used as a laser pointer. In addition, through the newly added 'FREEZE' button on the remote control, users can temporarily freeze the screen while switching contents on the PC, so that users are able to have uninterrupted meetings without exposing its switching process.

* LG Magic Remote needs to be purchased separately.
** The FREEZE function is only available when the LAEC is connected to an external input signal.

SPECIFICATIONS

		LAEC015-GN	LAEC015-GN2
Physical Parameters	Pitch Name	P1.56	P1.56
	Pixel Configuration	Single SMD	Single SMD
	Pixel Pitch (mm)	1.56	1.56
	Screen Resolution	1,920 × 1,080	1,920 × 1,080
	Module Dimensions (W × H, mm)	250 × 281.25	250 × 281.25
	No. of Modules per Screen (W × H)	12 × 6 (Total 72)	12 × 6 (Total 72)
	Screen Resolution (W × H)	1,920 × 1,080	1,920 × 1,080
	Screen Dimensions (W × H × D, mm, Including Bezel)	3,004 × 1,692 × 36.5 (Thickest 70)	3,004 × 1,692 × 36.5 (Thickest 70)
	Screen Surface Area (m²)	5.06	5.06
	Screen Weight (kg)	129	132
	Physical Pixel Density (pixels/m²)	409,600	409,600
	Flatness of Cabinet (mm)	±0.2	±0.2
	Cabinet Material	Aluminum	Aluminum
	Service Access	Front	Front
Optical Specifications	Max. Brightness (After Calibration)	500 nit	500 nit
	Color Temperature (K)	3,200-9,300	3,200-9,300
	Visual Viewing Angle (H × V)	160 × 160	160 × 160
	Brightness Uniformity	98%	98%
	Color Uniformity	±0.015 Cx, Cy	±0.015 Cx, Cy
	Contrast Ratio	3,000 : 1	3,000 : 1
	Processing Depth (bit)	16	16
Electrical Specifications	Power Consumption (W/Screen, Max.)	2,000	1,700
	Power Consumption (W/Screen, Avg.)	800	680
	Power Consumption (W/m², Max.)	395	336
	Power Consumption (BTU/h/Screen, Max.)	6,824	5,800
	Power Consumption (BTU/h/Screen, Avg.)	2,730	2,321
	Power Consumption (BTU/h/m², Max.)	1,348	1,146
	Power Supply (V)	100 to 240	100 to 240
	Frame Rate (Hz)	50 / 60	50 / 60
	Refresh Rate (Hz)	2,880	2,880
Operation Specifications	LED Lifetime (Half Brightness)	100,000	100,000
	Operating Temperature (°C)	0 to +40	0 to +40
	Operating Humidity	10-80% RH	10-80% RH
	IP Rating (Front / Rear)	IP30 / IP20	IP30 / IP20
	Speaker	Built-in (9 W + 9 W)	Built-in (9 W + 9 W)
	Certification	CE, FCC, ETL, CB	CE, FCC, ETL, CB
	Environment	RoHS, REACH	RoHS, REACH
	Controller	Embedded	Embedded

* Specifications are subject to change without notice. Please make sure to check the product manual for details about product usage.

CONNECTIVITY
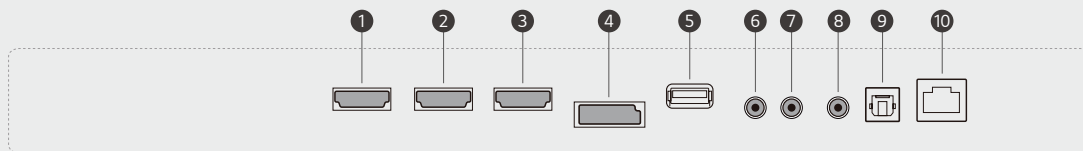
① HDMI 1   ④ DP-IN   ⑦ RS-232C OUT   ⑩ LAN

② HDMI 2   ⑤ USB 2.0 IN   ⑧ IR & LIGHT SENSOR IN

③ HDMI 3   ⑥ RS-232C IN   ⑨ OPTICAL DIGITAL AUDIO OUT

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

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PRODUCT INFORMATION

LSCA Series

Pixel Pitch	2.97 / 3.91 mm
Brightness	1,000 nit
Refresh Rate	2,880 / 3,840 Hz
Serviceability	Front or Rear (One Option Only)
IP Rating	IP30

DIMENSION
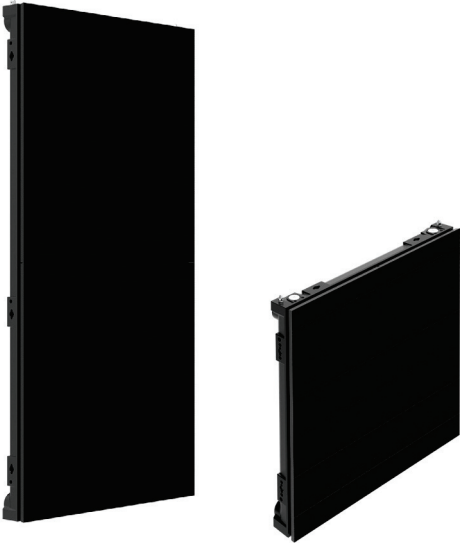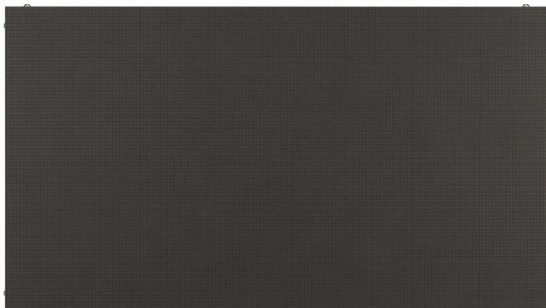### (unit: mm)

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PRODUCT INFORMATION

LSCB Series

Pixel Pitch	1.56 / 1.87 / 2.50 mm
Brightness	800 nit
Refresh Rate	3,840 Hz
Serviceability	Front
IP Rating	IP30

DIMENSION
(unit: mm)

32.5 15.2

34.94
29.5
337.5
36.5
15.2

600
337.5

15.2
36.5

15.2   15.2
32.5   32.5

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PRODUCT INFORMATION

Cabinet	LSAA009	LSAA012	LSAA015
Pixel Configuration	SMD, 4 Pixels in 1 PKG		
Pixel Pitch (mm)	0.93	1.25	1.56
No. of Modules per Cabinet (W × H)	2 × 3		
Cabinet Resolution (W × H)	640 × 360	480 × 270	384 × 216
Cabinet Dimensions (W × H × D, mm)	600 × 337.5 × 44.9		
Brightness	TBD	600 nit (Typ.), 1,200 nit (Peak)	TBD
Contrast Ratio	TBD	5,000 : 1 (Typ.), 9,000 : 1 (Peak)	TBD

System Controller	CSAA-009	CSAA-012	CSAA-015
Resolution	UHD (3,840 × 2,160)		
Input Signal	HDMI (3), DP		
Output Signal	Ethernet (5 GB × 8 ea), SPDIF (Audio)		
Control	IR, RS232C In / Out , Ethernet , USB		
HDR Compatibility	HDR10, HDR10 Pro		
Built-in Wi-Fi	Yes		
Storage	16 GB		
Image Enhancement	HDR10 / HDR10 Pro, 3D Color Gamut Mapping, Low Latency, Auto Brightness Control (w/ External Brightness Sensor)		
Dimension (W × H × D, mm)	443 × 63 × 298		

LG SuperSign **webOS**

DIMENSION

(unit: mm)

CABINET

555.65
574.5
337.5
290
600
32.9
44.9

SYSTEM CONTROLLER

446
301.3
289.5
63
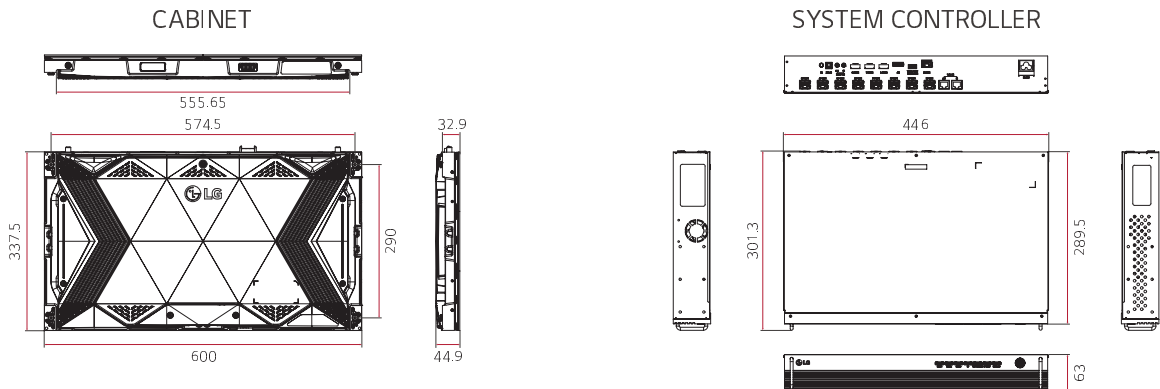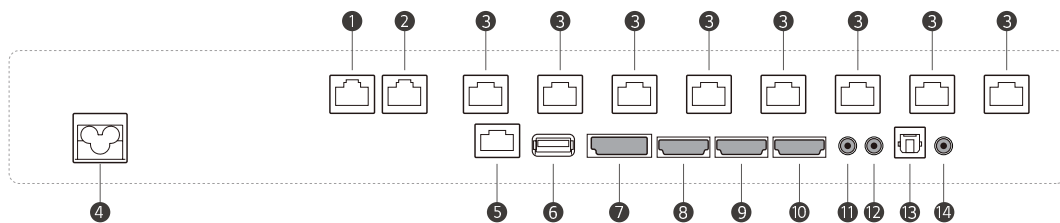
CONNECTIVITY

SYSTEM CONTROLLER

① IR-APL IN
② IR-APL OUT
③ Ethernet (5 Gbps)
④ AC-IN
⑤ LAN IN
⑥ USB 2.0 IN
⑦ DP
⑧ HDMI 1
⑨ HDMI 2
⑩ HDMI 3
⑪ RS-232C IN
⑫ RS-232C OUT
⑬ OPTIC
⑭ IR

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

HDMI HIGH-DEFINITION MULTIMEDIA INTERFACE

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SPECIFICATIONS

Panel	Model Name	LSAB009
Physical Parameters	Pixel Configuration	1R, 1G, 1B (Chip on Board)
	Pixel Pitch (mm)	0.93
	Module Resolution (W × H)	160 × 180
	Module Dimensions (W × H, mm)	150 × 168.8
	Weight per Module (g)	150
	No. of Modules per Cabinet (W × H)	8 (4 × 2)
	Cabinet Resolution (W × H)	640 × 360
	Cabinet Dimensions (W × H × D, mm)	600 × 337.5 × 44.9
	Cabinet Surface Area (m²)	0.203
	Weight per Cabinet (kg/Cabinet)	7.0
	Weight per Square Meter (kg/m²)	34.6
	Physical Pixel Density (pixels/m²)	1,137,778
	Flatness of Cabinet (mm)	±0.5
	Cabinet Material	Die-casting Aluminum
	Service Access	Front and Rear (Module: Front Only)
Optical Specifications	Min. Brightness (After Calibration)	1,200 nit (Peak.) / 600 nit (Max.)
	Color Temperature	7,300 K / 3,200–9,300 K (Adjustable via LG LED Assistant on PC)
	Visual Viewing Angle (H × V)	160° × 160°
	Brightness Uniformity	≥95%
	Color Uniformity	±0.02 Cx, Cy
	Contrast Ratio (10 lux)	150,000 : 1
	Processing Depth (bit)	20
	HDR Compatibility	HDR10, HDR10 Pro[1]
Electrical Specifications	Driver-IC Type	Common Cathode
	Power Consumption (W/Cabinet, Max.)	125
	Power Consumption (W/Cabinet, Avg.)	85
	Power Consumption (W/m², Max.)	617
	Power Consumption (BTU/h/Cabinet, Max.)	427
	Power Consumption (BTU/h/Cabinet, Avg.)	290
	Power Consumption (BTU/h/m², Max.)	2,108
	Power Supply (V)	100 to 240
	Frame Rate (Hz)	50 / 60
	Refresh Rate (Hz)	3,840
Operation Specifications	Lifetime (Hours to Half Brightness)	100,000
	Operating Temperature	0°C to +40°C
	Operating Humidity	10-80% RH
	IP Rating (Front / Rear)	IP50 / IP20
Certification		Safety 60950-1, EMC Class A
Environment		RoHS
Optional Accessory		Wall Mount Kit, Frame Kit

1) HDR10 Pro is LG's own HDR solution to process HDR signal by using enhanced dynamic tone mapping.

Controller	Model Name	CSAB-009X
Feature	Resolution	UHD (3,840 × 2,160)
	Input Signal	HDMI (3), DP (1)
	Output Signal	Ethernet (5 GB × 8 ea), SPDIF (Audio)
	Control	IR (1), RS232C In (1) / Out (1), Ethernet (1), USB (1)
	Built-in Wi-Fi	Yes
	Storage	16 GB
	Image Enhancement	HDR10 / HDR10 Pro, 3D Color Gamut Mapping, Low Latency, Auto Brightness Control (w/ External Brightness Sensor)
	Sensors	IR / Ambient Light (External), Temperature
	Monitoring	LDM[2] Defect (Dot, Line), Temperature, Power (LDM, Cabinet, PSU[3])
Power	Power Consumption (W, Max.)	60
Mechanical Specifications	Dimensions (W × H × D, mm)	446 × 301 × 63
	Weight (kg)	4.5
	Carton Dimensions (W × H × D, mm)	530 × 392 × 169
	Packed Weight (kg)	6.4
Environment Conditions	Working Temperature (°C)	0°C – 40°C (32°F to 104°F)
	Operation Humidity	10% – 80%
SW Compatibility	Platform	webOS 4.1
	Software Solution	SuperSign CMS, LED Assistant, ConnectedCare[4]
Accessory	Basic	AC Power Cable, Phone to RS232C Gender, HDMI Cable, IR / Ambient Light Sensor (External), QSG, Rack Bracket, Remote Controller

2) LDM : LED Display Module 3) PSU : Power Supply Unit 4) The availability differs by region

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SPECIFICATIONS

LAD033F

Optical Parameters	Pitch	3.3 mm
	LED Type	SMD
	Pixels per LED Module	8,640
	Aspect Ratio (per Cabinet)	64 : 90
	Resolution (per Cabinet)	192 × 270
	Pixels (per Cabinet)	51,840
	Pixel Density (per SQM)	90,000
	Frame (Video) Rate	24 Hz, 25 Hz, 30 Hz, 48 Hz, 50 Hz, 60 Hz
	Brightness (After Calibration)	48 nit (DCI-compliant)
	Contrast Ratio	4000 : 1 (Minimum)
	Color Space (Gamut)	DCI - P3 (DCI-compliant)
	Viewing Angle (Horizontal, Vertical)	120°, 120°
	Color Depth	12 Bit (DCI-compliant)
	Chromaticity Uniformity	In case of White : Within ±0.015 x, ±0.015 y
	Color Temperature (White)	(x. y) = (0.314, 0.351) / DCI-P3 Theater
	Color Temperature (R, G, B)	DCI-P3 theater R: (x. y) = (0.68, 0.32) G: (x. y) = (0.265, 0.690) B: (x. y) = (0.15, 0.06)
	Lifetime	100,000 Hours (LED to Half Brightness)
	Operation Hours	16 Hours per Day / 7 Days per Week
Physical / Electrical Parameters	Modules (per Cabinet)	6 (2 × 3)
	Dimension (LDM)	320 mm × 300 mm
	Dimension (per Cabinet)	640 mm × 900 mm × 124 mm (Including Handle)
	Dimension (4K, Total)	14,080 mm × 7,200 mm (101 sqm)
	Dimension (4K, Active Area)	13,653 mm × 7,200 mm (98 sqm)
	Weight (per Cabinet)	15 kg
	Weight (4K, Total)	2,640 kg
	Material of Cabinet Body	Aluminum
	Heat Generation (per Cabinet)	221 BTU (Max.) / 73 BTU (Typ.)
	Serviceability	Rear only
	Power Supply	AC100-240 V ~, 50/60 Hz
	Power Type	Built-in Power
	Power Consumption (Max, per Cabinet)	90 watt (Main) / 52 watt (Secondary)
	Power Consumption (Max, 4K)	9,260 W
	Certification	DCI, CB, CE-LVD/EMC, FCC, ETL/UL, RoHS, REACH
	Supported Media Server	Dolby® IMS3000
	Interface	RJ45
	Operation Temperature	0°C to 40°C
	Operation Humidity	10% to 80%
	Storage Temperature	-20°C to 60°C (-4°F to 140°F)
	Storage Humidity	5% to 85%

* Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.

LAS | Scheda Tecnica

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		LAS012DB2-F	LAS014DB2-F	LAS015DB2-F	LAS018DB2-F	LAS025DB2-F
PHYSICAL PARAMETERS	Pixel Configuration	3 in 1 SMD	3 in 1 SMD	3 in 1 SMD	3 in 1 SMD	LAS025DB2-F
	Pixel Pitch (mm)	1.26	1.45	1.58	1.89	2.52
	Module Resolution (W × H)	240×135	208×117	192×108	160×90	120×68
	Module Dimensions (W × H, mm)	302.4×170.1	302.4×170.1	302.4×170.1	302.4×170.1	302.4×170.1
	Weight per Module (kg)	0.52	0.52	0.52	0.52	0.52
	No. of Modules per Unit Case (W × H)	2×2	2×2	2×2	2×2	2×2
	Unit Case Resolution (W × H)	480×270	416×234	384×216	320 x 180	240 x 136
	Unit Case Dimensions (W × H × D, mm)	604.8×340.2×72.5	604.8×340.2×72.5	604.8×340.2×72.5	604.8×340.2×72.5	604.8×340.2×72.5
	Unit Case Surface Area (m^2)	0.206	0.206	0.206	0.206	0.206
	Weight per Unit Case (kg/unit)	5.2	5.2	5.2	5.2	5.2
	Weight per Square Meter (kg/m^2)	26.0	26.0	26.0	26.0	26.0
	Physical Pixel Density (pixels/m^2)	629,882	473,111	403,124	279,947	158,637
	Flatness of Unit Case (mm)	±0.5	±0.5	±0.5	±0.5	±0.5
	Unit Case Material	Magnesium Alloy	Magnesium Alloy	Magnesium Alloy	Magnesium Alloy	Magnesium Alloy
	Service Access	Front	Front	Front	Front	Front
OPTICAL SPECIFICATIONS	Brightness (After Calibration)	600 cd/m^2	600 cd/m^2	600 cd/m^2	600 cd/m^2	600 cd/m^2
	Color Temperature	3,000 ~ 10,000	3,000 ~ 10,000	3,000 ~ 10,000	3,000 ~ 10,000	3,000 ~ 10,000
	Viewing Angle (H × V)	160×140	160×140	160×140	160×140	160×140
	Brightness Uniformity	≥97%	≥97%	≥97%	≥97%	≥97%
	Color Uniformity	±0.003Cx,Cy	±0.003Cx,Cy	±0.003Cx,Cy	±0.003Cx,Cy	±0.003Cx,Cy
	Contrast Ratio	7,000	7,000	7,000	7,000	7,000
	Processing Depth (bit)	16	16	16	16	16
ELECTRICAL SPECIFICATIONS	Power Consumption (W/Unit, Avg.)	54	54	54	54	54
	Power Consumption (W/Unit, Max.)	180	180	180	180	180
	Power Consumption (W/m^2, Max.)	874	874	874	874	874
	Power Supply (V)	100 to 240	100 to 240	100 to 240	100 to 240	100 to 240
	Frame Rate (Hz)	50 / 60	50 / 60	50 / 60	50 / 60	50 / 60
	Refresh Rate (Hz)	3,000	3,000	3,000	3,000	3,000
OPERATION SPECIFICATIONS	Lifetime (Half brightness)	100,000	100,000	100,000	100,000	100,000
	Operating Temperature (°C)	-10°C to +40°C	-10°C to +40°C	-10°C to +40°C	-10°C to +40°C	-10°C to +40°C
	Operating Humidity	10 ~ 80%RH	10 ~ 80%RH	10 ~ 80%RH	10 ~ 80%RH	10 ~ 80%RH
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	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	FCC Class "A" / CE / KC	FCC Class "A" / CE / KC
	Environment	RoHS	RoHS	RoHS	RoHS	RoHS
CONTROLLER		LCLY006HD	LCLY006HD	LCLY006HD	LCLY006HD	LCLY006HD

*Specifications are subject to change without notice and the lifetime (Half brightness) spec is subject to LED package spec.