# LG **SE3KB** Standard Essential

DIGISIGN

**65SE3KB**
65" class (64.5" diagonal)

**55SE3KB**
55" class (54.6" diagonal)

**49SE3KB**
49" class (48.5" diagonal)

**43SE3KB**
43" class (42.5" diagonal)

**32SE3KB**
32" class (31.5" diagonal)

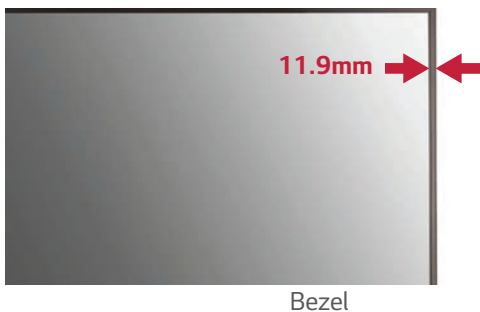HDMI | ENERGY STAR | 24hr/7days | IPS | Detachable Logo | webOS | SUPERSIGN™

Simplify promotion content or sales information management with the LG SE3KB Series that satisfies a wide range of display purposes in your business. This series has a practical design with a slimmer bezel and depth for optimum space utilization. Multiple screen sizes ensure the best selection for your business environment.
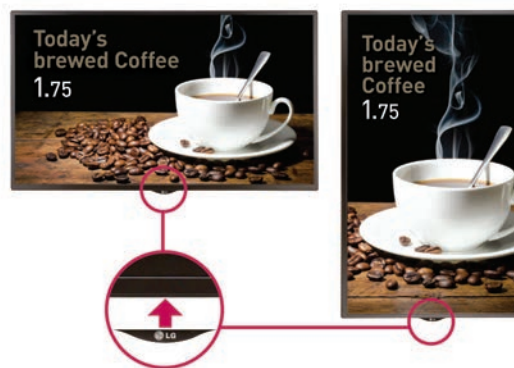
## KEY FEATURES

**Slim**

### SLIM DESIGN | NARROW BEZEL

LG's monitors featuring a Direct-LED Backlight, have a stylishly slim design that fit perfectly into narrow spaces while ensuring high energy efficiency. The slim bezels are a perfect fit in confined areas and are easy to install.
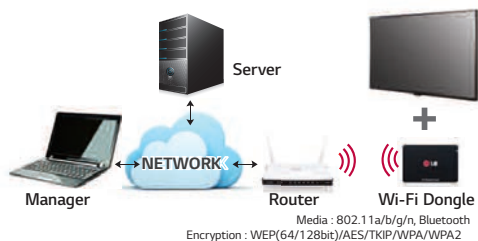
**11.9mm**

Bezel

**Detachable Logo**

### DETACHABLE LOGO

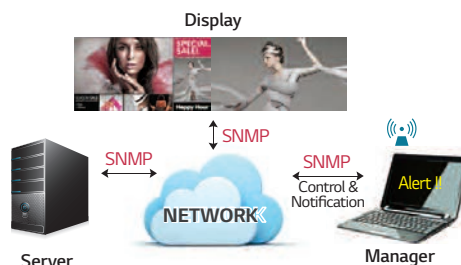The detachable logo can be removed and repositioned to the desired setting. Perfect when using in Portrait Mode.

Today's brewed Coffee 1.75

Today's brewed Coffee 1.75

### WI-FI SUPPORT

SL5B Series support Wi-Fi USB dongle connection for convenient content distribution.

Server

**NETWORK** — Router — Wi-Fi Dongle

Manager

Media : 802.11a/b/g/n, Bluetooth
Encryption : WEP(64/128bit)/AES/TKIP/WPA/WPA2

### SIMPLE NETWORK MANAGEMENT PROTOCOL

SNMP support ensures convenient network management.

Display

SNMP

SNMP ← **NETWORK** → SNMP

Control & Notification

Alert II

Server

Manager

# DIGITAL SIGNAGE MANAGEMENT ESSENTIALS



Run messages on up to 50 display screens in the form of a billboard without any additional hardware. Advertisements, information and broadcast content can be arranged on the same screen to attract attention and deliver specific messaging to your customer base.

## LG SuperSign Lite Usage Example
Different layout and designs available.

Put your own content and message here

Display player's name, server IP setting, server IP status and video here
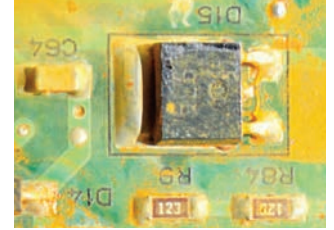


## CONFORMAL COATING

Conformal coating helps protect against water, dust and iron powder deposits which accumulate in harsh environments, saving on expensive installation and added enclosure costs.



With Conformal Coating



Without Conformal Coating

## ASPECT RATIO SUSTAINABILITY

Sustain the same resolution and picture quality while powering on/off by receiving EDID[1] through switch IC.



NG          SH7DB

1) Extended Display Identification Data.
* Installation Menu > LG Digital Signage > PM Mode

## STAND-BY SCREEN*

Even without signal from the media player, the network does not turn off completely, so remote control is possible, which prevents unnecessary power usage and enables efficient management.



SCREEN OFF

Network ON

## USB CONTENT SCHEDULING

Play and schedule contents with a USB connection-no server connection required.



jpg          USB          Audio

mpeg4

*Supported Content Type : Video (MPEG1/2/4, H.264), Audio(MP3, AC3, MPEG, AAC, HEAAC, LPCM), Image(JPEG, PNG, BMP)

## CABLE MANAGEMENT

The well-organized cable terminals in the back optimize available space.
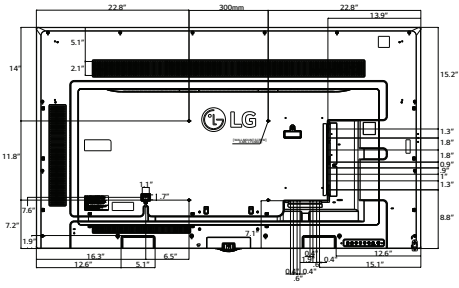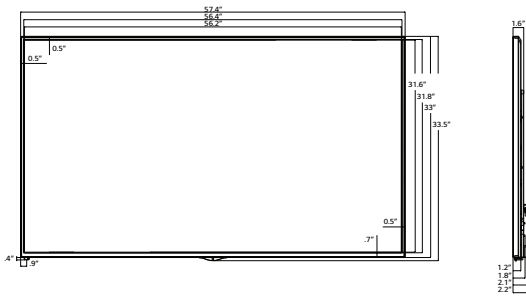


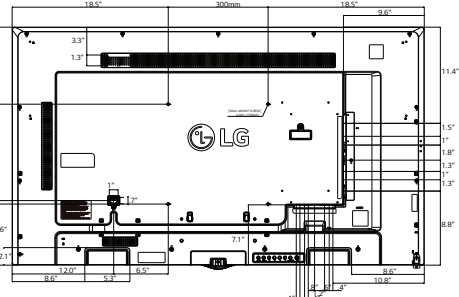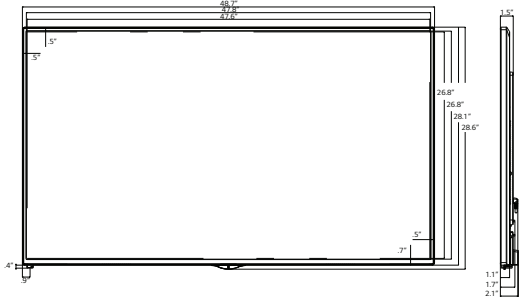## SCHEDULED SCREEN WASH

Prevent residual images with the screen transition feature..



** Installation Menu > ISM Method

65SE3KB

55SE3KB

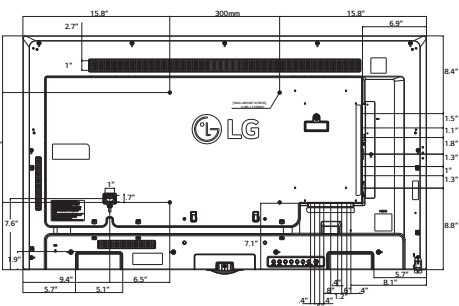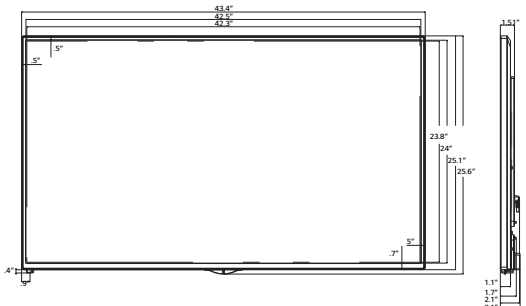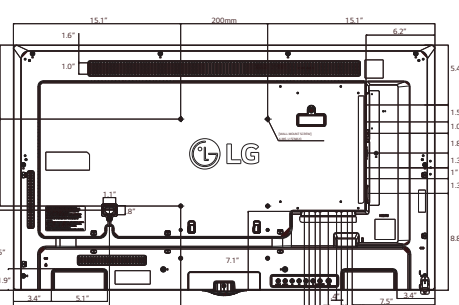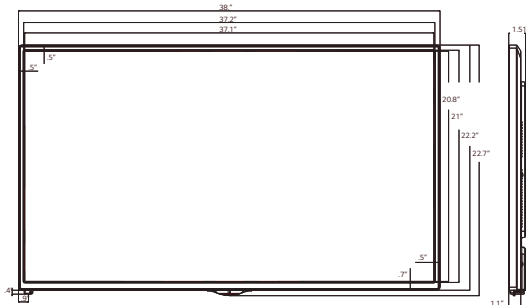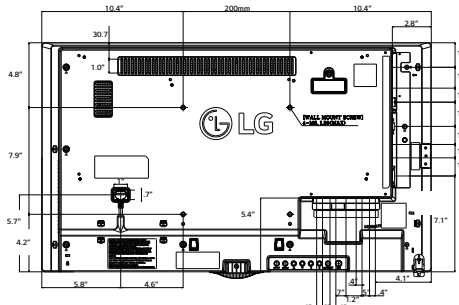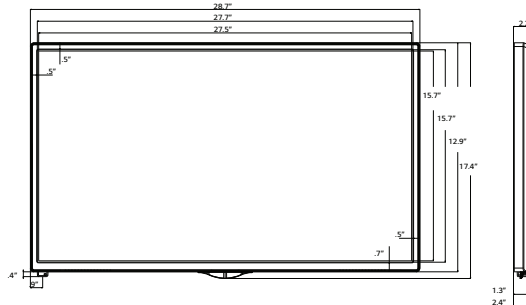49SE3KB

43SE3KB

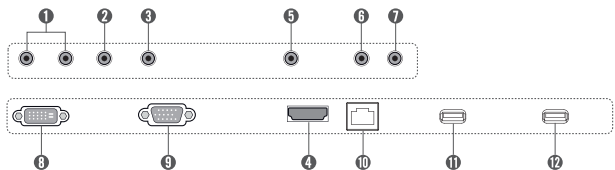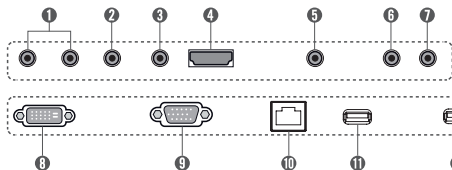32SE3KB

55/49/43/32SE3KB Rear Jack Pack

65SE3KB Rear Jack Pack

❶ SPEAKER OUT
❷ RS-232C IN
❸ RS-232C OUT
❹ HDMI
❺ EXT IR IN
❻ AUDIO IN
❼ AUDIO OUT
❽ DVI-D IN
❾ RGB IN
❿ LAN
⓫ USB1
⓬ USB2

# SE3KB
## Standard Essential

| ▶ 65SE3KB | ▶ 49SE3KB | ▶ 32SE3KB |
|---|---|---|
| 65" class (64.5" diagonal) | 49" class (48.5" diagonal) | 32" class (31.5" diagonal) |

| ▶ 55SE3KB | ▶ 43SE3KB |
|---|---|
| 55" class (54.6" diagonal) | 43" class (42.5" diagonal) |

## PANEL

| | Model | 65SE3KB | 55SE3KB | 49SE3KB | 43SE3KB | 32SE3KB |
|---|---|---|---|---|---|---|
| | Screen Size | 65" class (64.5" diagonal) | 55" class (54.6" diagonal) | 49" class (48.5" diagonal) | 43" class (42.5" diagonal) | 32" class (31.5" diagonal) |
| | Panel Technology | IPS | | | | |
| | Aspect Ratio | 16:9 | | | | |
| | Native Resolution | 1920 x 1080 (FHD) | | | | |
| | Pixels (H x V x 3) | 6,220,800 | | | | |
| | Brightness | 400cd/m² | 350cd/m² | | | |
| | Contrast Ratio | 1,300:1 | 1,100:1 | | | |
| | Dynamic CR | 500,000:1 | | | | |
| | Color gamut | 68% | | | | |
| | Viewing Angle (H x V) | 178 x 178 | | | | |
| | Color Depth | 1.06 Billion | 16.7 Million | | | |
| | Response Time | 12ms (G to G BW) | | | | 12ms (G to G BW), 7.1ms (WOT) |
| | Surface Treatment | Hard Coating (3H), Anti-glare treatment of the front polarizer (Haze 1% (Typ.)) | | | | |
| | Lifetime (Typ.) | 50,000 Hrs | | | | |
| | Operation Hours | 18Hr | | | | |
| | Orientation | Portrait & Landscape | | | | |

## INPUT

| | | |
|---|---|---|
| Digital | Yes |
| HDMI | Yes |
| DP | Yes |
| DVI | Yes |
| RS232C | Yes |
| RJ45 | Yes |
| IR Receiver | Yes |
| USB | Yes (2) |
| HDTV Formats | HDMI : 720p, 1080i, 1080p |

## OUTPUT

| | |
|---|---|
| Audio | Yes |
| RS232C | Yes (1) |

## SPECIAL FEATURES

| | |
|---|---|
| Temperature Sensor | Yes |
| Tile Mode | Yes (Up to 15x15) |
| Natural Mode @Tile Mode | Yes |
| Source Selection | RGB, HDMI, DVI, USB1, USB2 |
| Brightness/Contrast/Backlight | Yes |
| Position/Size | Yes |
| Auto Config/Phase | Yes |
| Language (OSD) | English, French, German, Spanish, Italian, Korean , Chinese (Simplified), Chinese (Original), Portuguese (Brazil), Swedish, Finnish, Norwegian, Danish, Russian, Portuguese (Europe), Dutch, Czech, Greek |
| ISM Method | Normal, White Wash, Color Wash, Orbiter, inversion, Washing Bar, User image |
| Advanced | Dynamic Contrast, Dynamic Color, Color Gamut, Skin Color, Sky Color, Grass Color, Gamma |
| Time | Clock, On/Off Time, Auto Off, Automatic Standby |
| Input Label | Yes (PC/DTV) |
| Power on Status | Standard, PWR, LST |
| DST | Yes |
| Key Operation | IR Operation, Local Key Operation |
| DPM Select | Yes |
| DPM Wake Up | Yes |
| Energy Saving | Yes (Minimum, Medium, Maxim, Screen Off) |
| Smart Energy Saving | Yes |
| File Play with USB | Yes |
| Wi-Fi | Dongle Ready |
| USB Cloning | Logo Image Download, EzDownload, Sent to USB, Receive from USB |
| Easy Brightness Control | Yes |
| Content Scheduling | USB |
| Calibration Mode | Yes |
| Screen Off Schedule | Yes |
| Time Sync Clock | Yes |
| PM Mode | Yes |
| Holiday Schedule | Yes |
| Firmware Update (LAN) | Yes |
| Local Time Auto Setting | Yes |

## SPECIAL FEATURES

| | Model name | 65SE3KB | 55SE3KB | 49SE3KB | 43SE3KB | 32SE3KB |
|---|---|---|---|---|---|---|
| | Overlay Touch | Yes | | | | |
| | Still Image | Yes | | | | |
| | HDMI-CEC | Yes | | | | |
| | Limited Mode | Input Source Change, Menu Display, OSD Display | | | | |
| | Power on Default | Input Source, A/V Setting, Aspect Ratio | | | | |
| | Wake on LAN | Yes | | | | |
| | Digital Audio Input | Yes | | | | |
| | Power On Delay | 0 – 255 | | | | |
| | Pivot Mode | Yes | | | | |
| | OSD Portrait Mode | 0,90,270 | | | | |
| | Intelligent Auto | Yes | | | | |
| | Password Change | Yes | | | | |
| | Set ID Setup | Manual, Auto | | | | |
| | Configuration Setup | Splash Upset Time, USB Auto Playback, Screen Saver Cube | | | | |
| | Lock Mode | USB | | | | |
| | Fail Over | USB, RGB, DVI, HDMI | | | | |
| | SuperSign Server Setup | Player Name, Server IP Setting, Server IP Status | | | | |
| | No Signal image (Up to 5mb) | Yes | | | | |

## ENVIRONMENT CONDITIONS

| | |
|---|---|
| Operation Temperature | 32°F to 104°F |
| Operation Humidity | 10% to 80% |

## POWER

| | |
|---|---|
| Power Supply | 100-240V~, 50/60Hz |
| Power Type | Built-In Power |

## POWER CONSUMPTION

| | 65SE3KB | 55SE3KB | 49SE3KB | 43SE3KB | 32SE3KB |
|---|---|---|---|---|---|
| Typical | 95W | 70W | 65W | 60W | 50W |
| Smart Energy Saving | 70W | 55W | 50W | 45W | 35W |
| DPM | 0.7W | | | | |
| Power Off | 0.5W | | | | |

## AUDIO

| | |
|---|---|
| Balance | Yes |
| Audio Power | 20W (10W x 2) for Internal Speaker (6 ohm) |
| Speaker On/Off | Yes |
| Clear Voice II | Yes |
| Virtual Surround | Yes |
| Equalizer | Yes |
| Sound Mode | Standard, News, Music, Cinema, Sport, Game |

## CERTIFICATION

| | 65SE3KB | | 49SE3KB | | 32SE3KB |
|---|---|---|---|---|---|
| Safety | UL / cUL / CB / TUV / KC | | | | |
| EMC | FCC Class "A" / CE / KCC | | | | |
| ErP | Yes / NA | | Yes / Yes (ENERGY STAR® 6.0) | | |

## MEDIA PLAYER COMPATIBILITY

| | 65SE3KB – 43SE3KB | 32SE3KB |
|---|---|---|
| External Media Player | Yes (MP500/MP700) | No |

## SOFTWARE COMPATIBILITY

| | |
|---|---|
| SuperSign-w lite | Yes |
| SuperSign-c | Yes |

## CABINET

| | 65SE3KB | 55SE3KB | 49SE3KB | 43SE3KB | 32SE3KB |
|---|---|---|---|---|---|
| Bezel Color | Black | | | | |
| Bezel Width | 11.9mm (T/R/L), 18mm (B) | 11.9mm (T/R/L), 18mm (B) | 11.9mm (T/R/L), 18mm (B) | 11.9mm (T/R/L), 18mm (B) | 13mm (T/R/L), 18mm (B) |
| WxHxD | 57.4"x33.0"x2.2" | 48.7"x28.2"x2.1" | 43.4"x25.1"x2.1" | 38.2"x22.2"x2.1" | 28.7"x16.9"x2.2" |
| Weight | 61.50lbs | 38.58lbs | 31.52lbs | 22.04lbs | 11.91lbs |
| w/Optional Stand (WxHxD) | 57.4"x35.4"x11.6" | 48.7"x30.5"x8.7" | 43.4"x27.4"x8.7" | 38.2"x24.5"x7.6" | 28.7"x18.9"x6.1" |
| w/Optional Stand Weight | 72.5lbs | 45.4lbs | 38.4lbs | 27.1lbs | 13.2lbs |
| Carton (WxHxD) | 61.5"x38.5"x7.5" | 52.4"x31."8x6.7" | 47.1"x29.9"x6.5" | 41.4"x25.6"x4.8" | 31.9"x20.1"x5.2" |
| Carton Weight | 74.5lbs | 47.8lbs | 38.1lbs | 27.8lbs | 14.8lbs |
| VESA™ Compatible | 300x300mm | | | 200x200mm | |

## ACCESSORIES

| | |
|---|---|
| Basic | Remote Controller (include battery 2ea), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, IR Receiver |
| Optional | Stand (ST-652T), Media Player, Wall Bracket (LSW350B), VESA Adapter (AM-B330S) |

## OTHER

| | 65SE3KB | 55SE3KB | 49SE3KB | 43SE3KB | 32SE3KB |
|---|---|---|---|---|---|
| UPC | 7 19192 19740 4 | 7 19192 19739 8 | 7 19192 19738 1 | 7 19192 19737 4 | 7 19192 19736 7 |

## WARRANTY

3-Year Limited Warranty Parts/Labor/Backlight | Extended warranty options are also available

## LG
### Life's Good
LGsolutions.com