Easy Content Creation and Management Solution
Standard Essential SM3B Series

The LG SM3B Series webOS Signage solution allows you to easily create and manage content. It is particularly useful for QSR applications that need to display promotions and menu information. It simplifies display management by allowing you to distribute content to multiple locations at the same time.

Key Features

Smart Platform

Quad Core SoC*

The High Performance SoC can execute several tasks at the same time and provides smooth content playback.

Screen Defects

Contents Download

Quad Core

App. Execution

*SoC : System-on-Chip

webOS 2.0

The webOS 2.0 platform provides powerful and convenient tools to create content, including app development materials and support for various operating systems (Windows, Linux, Mac OS).

http://developer.lge.com/webOSSignage

Built-in Wi-Fi

Mirroring

Content sharing is more convenient on a Wi-Fi network.

SoftAP

The SM3B with SoftAP software can operate as a wireless access point for mobile devices.

Support WPA2

Device 1   Device 2

Simple Installation

Installation has been simplified by removing the external media player and Ethernet/RS232C cables.

SoC

Wi-Fi : (removing Ethernet or RS232C cables)
802.11n (2.4GHz/5GHz)

Life's Good

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Screen Sizes
55"/49"/43"

SM3B Series
- Brightness : 350 cd/m^2
- Bezel : Top/Left/Right 11.9mm (Bottom 18.0mm)
- Depth : 38.6mm
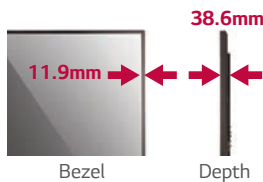- Interface : HDMI/DVI/RGB/RJ45/IR,
  Daisy-Chain (DP, RS232C)

IPS Lifelike Color Expression   18hr/7days   **SuperSign**   webOS 2.0

Key Features

Enhanced Design Configuration

Slimmer Bezel & Depth
The thinner bezel & depth allows a perfect fit for a sleek look.

38.6mm
11.9mm
Bezel   Depth

Detachable Logo
The detachable logo allows for installation in the desired orientation in landscape or portrait mode.

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

Built-in IR Receiver
This receiver is very space efficient with features that are detachable and adjustable to suit your environment.
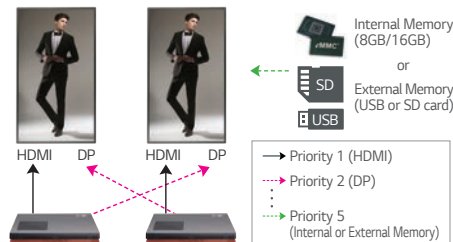
Maintenance Efficiency

Dust & Humidity Protection
Circuit board reliability is enhanced with conformal coating that protects against dust, iron powder, humidity and other harsh conditions.

Advanced Failover
Enables content in the internal or external memory to be displayed without dead spots when none of the external inputs is working. The monitor performs the signal switching automatically.

HDMI   DP   HDMI   DP

Internal Memory (8GB/16GB)
or
SD External Memory (USB or SD card)
USB

→ Priority 1 (HDMI)
⇢ Priority 2 (DP)
⇢ Priority 5 (Internal or External Memory)

Screen Fault Detection
Detects screen failure and sends an alert email via SuperSign C SW or monitor itself.

Pixel Sensor
Manager
Screen Defects
Self Diagnosis
SNMP
Managenmet
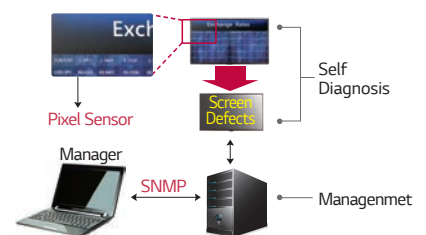
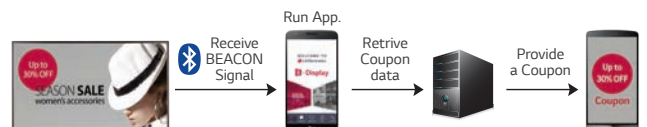## Supportive Convenience

Sync Mode
With time sync setting, signage displays in a DMB[1] group can display content at the same time frame. And all the signage displays set as slave adjust content starting time to master's starting time with content sync setting.

1. Connect RS232C Daisy Chain

2. Set master/ slave and set Time or Content Sync to ON

Burger   Ice Cream   Chicken   Dessert
master   slave   slave   slave

1) DMB (Digital Menu Board)

BEACON
With BEACON and Bluetooth Low Energy (BLE) supported by SM3B, retail stores can provide coupons and information in real-time.
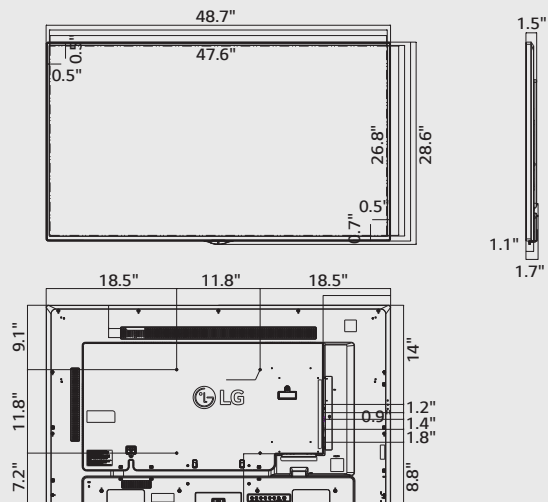
Run App.
Receive BEACON Signal
Retrive Coupon data
Provide a Coupon

Dimension (unit : mm)

55"

(W x H x D)
48.7" x 28.1" 1.5" /
38.1lbs

48.7"
47.6"
0.5"
0.5"
26.8"
28.6"
0.5"
0.7"
1.5"
1.1"
1.7"

18.5" 11.8" 18.5"
9.1"
11.8"
7.2"
14"
1.2"
1.4"
1.8"
0.9"
8.8"

49"

(W x H x D)
43.4" x 25.1" 1.5" /
31.1lbs

43.4"
42.3"
0.5"
0.5"
23.8"
25.6"
0.5"
0.7"
1.5"
1.1"
1.7"

15.8" 11.8" 15.8"
6.1"
11.8"
7.2"
11"
1.2"
1.4"
1.8"
0.9"
8.8"
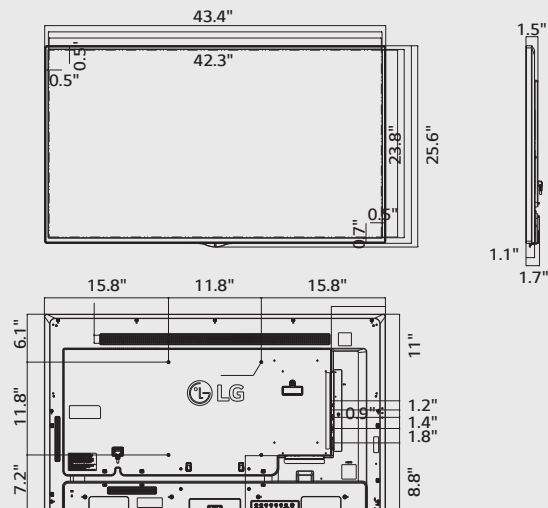
43"

(W x H x D)
38.2" x 22.2" 1.5" /
21.6lbs

38.2"
37.2"
0.5"
0.5"
20.8"
22.7"
0.5"
0.7"
1.5"
1.1"
1.7"

15.1" 7.9" 15.1"
6.7"
7.9"
7.6"
8.1"
1.2"
1.4"
1.8"
0.9"
8.8"
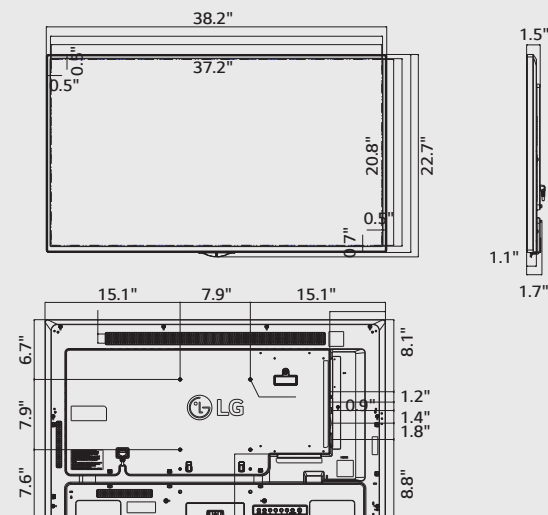
Specifications

SM3B		55SM3B	49SM3B	43SM3B
PANEL	Screen Size	55 class (54.6" diagonal)	49 class (48.5" diagonal)	43 class (42.5" diagonal)
	Panel Technology	IPS		
	Aspect Ratio	16 : 9		
	Native Resolution	1,920 x 1,080 (FHD)		
	Brightness	350 cd/m^2		
	Contrast Ratio	1,100 : 1		
	Dynamic CR	4,000,000:1		
	Viewing Angle (H x V)	178 x 178		
	Surface Treatment	Hard coating (3H), Anti-glare treatment of the front polarizer (Haze 1 % (Typ.))		
	Guaranteed Operating Hour	18 Hours		
	Orientation	Portrait & Landscape		
CONNECTIVITY	Input	HDMI, DP, DVI-D, RGB, Audio, USB 3.0, SD card		
	Output	DP, Audio, External Speaker		
	External Control	RS232C (In/Out), RJ45, IR Receiver, Pixel Sensor		
PHYSICAL SPECIFICATION	Bezel Color	Black		
	Bezel Width	11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), 18 mm (B)	11.9 mm (T/R/L), bvvvv mm (B)
	Monitor Dimension (W x H x D)	48.7" x 28.1" 1.5"	43.4" x 25.1" x 1.5"	38.2 x 22.2 x 1.5"
	Weight (Head)	38.1lbs	31.1lbs	21.6lbs
	Weight (Head + Stand)	45.4lbs	38.4lbs	27.1lbs
	Monitor with Optional Stand & Speaker Dimensions (W x H x D)	48.7" x 30.4" x 8.6"	43.4" x 27.4" x 8.6"	38.2" x 24.5" x 7.6"
	Weight (Head + Stand + Speaker)	46.5lbs	39.5lbs	28.2lbs
	Carton Dimensions (W x H x D)	52.4" x 32" x 5.9"	47.1" x 29.9" x 5.3"	41.4" x 25.6" x 48.6"
	Packed Weight	47.4lbs	37.7lbs	27.3lbs
	VESA™ Standard Mount Interface	300mm x 300mm		200mm x 200mm
SPECIAL FEATURES		Temperature Sensor, ISM Method, Wi-Fi (802.11n combo built-in), USB Cloning, Local contents scheduling, Sync Mode, PM Mode, Local Time Auto Setting, Overlay Touch, Wake on LAN, Pivote Mode, Content Rotation 0,90, Fail Over, BEACON On/Off, Embedded Template		
ENVIRONMENTAL CONDITIONS	Operating Temperature Range	32 °F to 104 °F	32 °F to 104 °F	32 °F to 104 °F
	Operating Humidity Range	10 % to 80 %	10 % to 80 %	10 % to 80 %
POWER	Power Supply	100-240V~, 50/60Hz		
	Power Type	Built-In Power		
POWER CONSUMPTION	Typ.	100W	85W	75W
	Smart Enegy Saving	70tW	60W	55W
STANDARD (CERTIFICATION)	Safety	UL / cUL / CB / TUV / KC		
	EMC	FCC Class "A" / CE / KCC		
	ErP / Energy Star	Yes / Yes (Energy Star 6.0)		
MEDIA PLAYER COMPATIBILITY	External Media player Attachable	Yes (MP500/MP700) *KT-OPSA is adapter kit for attaching OPS player.	Yes (MP500/MP700) *KT-OPSA is adapter kit for attaching OPS player.	Yes (MP500/MP700) *KT-OPSA is adapter kit for attaching OPS player.
SOFTWARE COMPATIBILITY	SuperSign-w lite	Yes		
	SuperSign-c	Yes		
ACCESSORY	Basic	Remote Controller (2 batteries included), Power Cord, QSG, RGB Cable, Regulation Book, Phone to RS232C Gender, Memory cover		
	Optional	Speaker (SP-5000), Stand (ST-492T), Pixel sensor (KT-SP0), Media player, Wall bracket (LSW350B), VESA Adapter (AM-B330S), OPS Kit (KT-OPSA), HD Base T (EB-B100)	Speaker (SP-5000), Stand (ST-492T), Pixel sensor (KT-SP0), Media player, Wall bracket (LSW350B), VESA Adapter (AM- B330S), OPS Kit (KT-OPSA), HD Base T (EB-B100)	Speaker (SP-5000), Stand (ST-432T), Pixel sensor (KT-SP0), Media player, Wall bracket (LSW230B), VESA Adapter (AM-B220S), OPS Kit (KT-OPSA), HD Base T (EB-B100)
WARRANTY		3-Year Limited Warranty Parts/Labor/Backlight	Extended warranty options are also available		
OTHER	UPC	TBD	TBD	TBD

Connectivity

55SM3B / 49SM3B / 43SM3B

1. SPEAKER OUT
2. IR & LIGHT SENSOR
3. PIXEL SENSOR
4. HDMI
5. RS-232C IN
6. RS-232C OUT
7. AUDIO IN
8. AUDIO OUT
9. DVI-D IN
10. DP IN
11. DP OUT
12. RGB IN
13. LAN
14. USB 3.0
15. SD
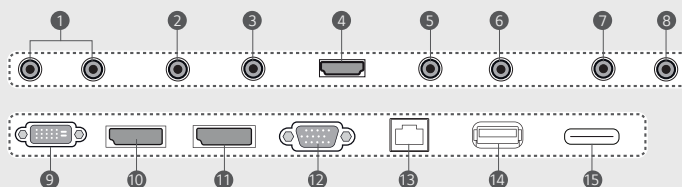
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