



\* All images are for illustrative purposes only.

## Window Facing Display XS4P Series

# Attract Passing Customers with a Bright Display Presented Through a Window



4,000 nits  
High Brightness



Space Efficiency



Smart Energy  
Saving Mode



High Reliability



webOS Platform



Smart Monitoring  
& Control

### XS4P Series

|                      |                                                            |
|----------------------|------------------------------------------------------------|
| Screen Size / Panel  | 75" / IPS, M+                                              |
| Native Resolution    | 3,840 × 2,160 (UHD)                                        |
| Operating System     | webOS Signage 6.0                                          |
| Portrait / Landscape | Yes / Yes                                                  |
| Screen Treatment     | Anti-Discoloration                                         |
| Key Features         | Slim Design, Conformal Coating,<br>Auto Brightness Control |



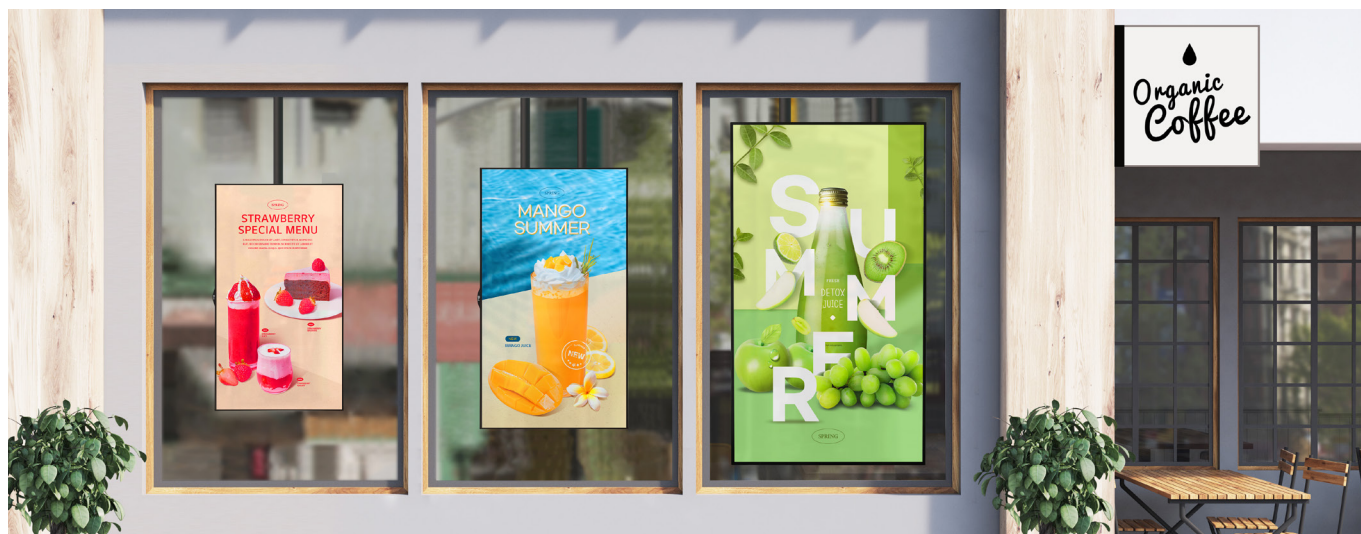
## Light up More, Save up More



Window-facing Type



Smart Energy Saving Mode



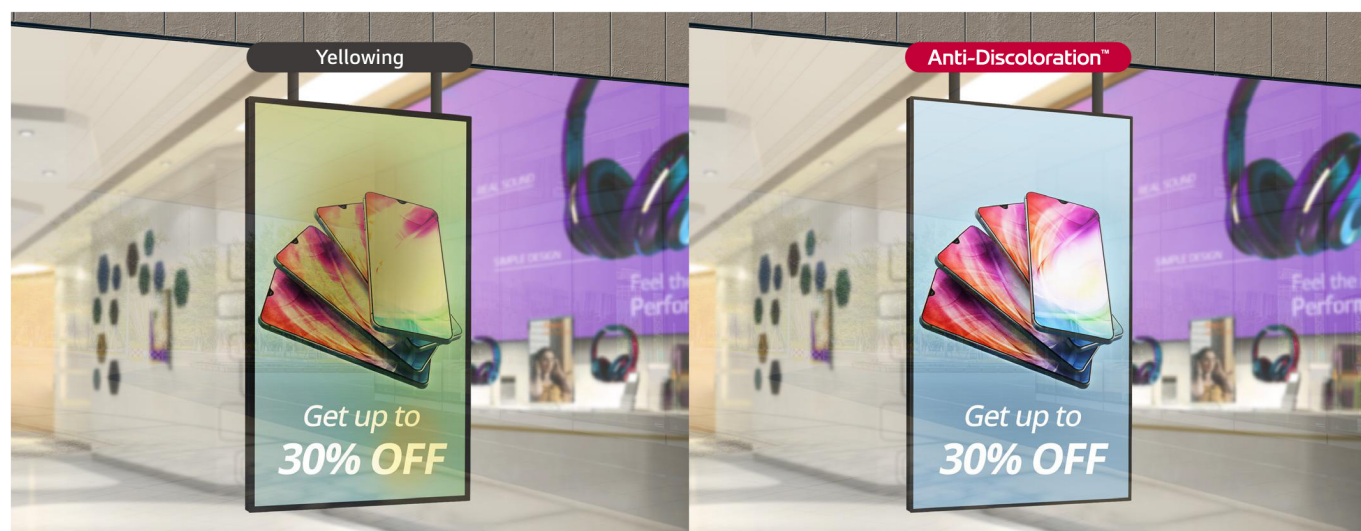
### Window-facing Display

LG offers advanced technical solutions for cost-effective operations. The XS4P can maintain an astonishing brightness of 4,000 nits, yet has lower power consumption compared to RGB panels at the same brightness level. Note that the installation guide must be followed to ensure the warranty is in effect. Additional UV-Film is recommended in certain cases depending on the installation site.

## Stay Bright, Stay Ahead



Anti-Discoloration



### World's First UL Verification for Display Anti-Discoloration Characteristics

By focusing on the pain points of our customers, we obtained the world's first UL Verification for Display Anti-Discoloration Characteristics. Our new technology helps prevent 'screen-yellowing', while safeguarding display quality and performance stability.

\* World's first UL Verification in the manufacturing industry. For more details about UL Verification, please visit <https://verify.ul.com/verifications/1382>

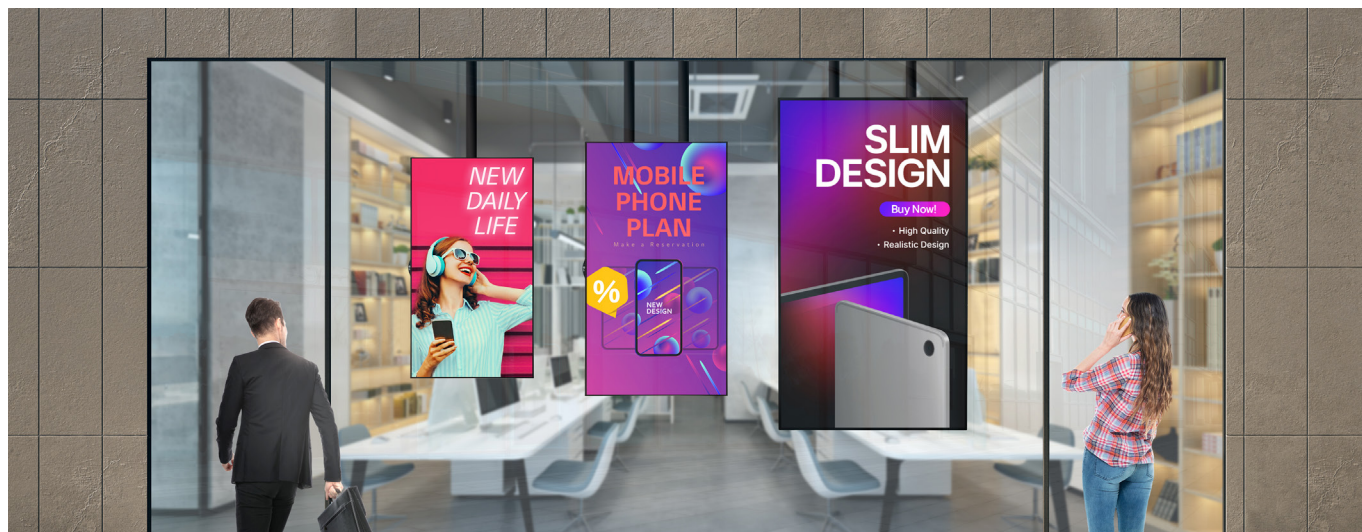
## Shine Bright, Stay in Sight



4,000 nits High Brightness



Polarized Sunglasses



### Brightness Beyond the Window

A window-facing display requires higher nits, as it is exposed to direct sunlight through a window. The XS4P is designed especially for window-facing environments, providing brilliant brightness. Vibrant and dynamic content displayed through the window will attract customers to your business, despite the viewers wearing polarized sunglasses.

## Optimal Performance



Space Efficiency



webOS Platform



### Optimized Design for Space Utilization

With its compact size and slim design, the XS4P integrates smoothly into any store's interior. Its bezel is thinner than conventional models, enabling closer installation to windows and offering an improved visual experience for customers. Additionally, standard UHD signage can be attached to the back of the XS4P, allowing it to function as a double-sided display.

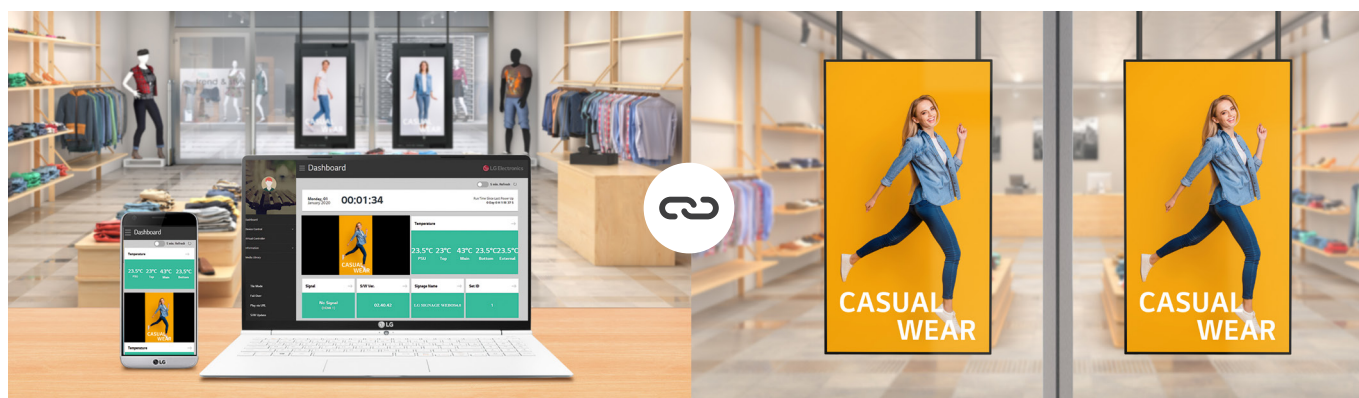
\* The conventional model refers to the XS2E. The bracket accessory, sold separately, is exclusively available for the 75XS4P.





## High-performance with webOS 6.0

Quad Core SoC (System-on-Chip) can execute several tasks at the same time without a separate media player. In addition, webOS 6.0 platform enhances not only user convenience with intuitive UI but also web-app integration with updated Node JS / Chromium version.



## Remotely Managed, Real-time Mastery (Content Manager)

A significant advantage of window-facing displays over temporary displays is their ability to effortlessly manage frequently changing promotional content and pricing information. LG's web-based content solution is intuitive and user-friendly, providing users with complete access to current and historical data anytime, anywhere, through their mobile devices. This allows users to monitor, adjust, and control the unit remotely in real-time.

\* Feature accessible through wired LAN connectivity

## More Enduring, More Reliable



Wide Operating Temperature Range



Conformal Coating



### Wide Range of Operating Temperatures

The XS4P can be used under a wide range of operating temperatures from 32°F/0°C to 104°F/40°C.

\* 32°F to 104°F (0°C to 40°C) (without direct sunlight; with direct sunlight in cooling system), 32°F to 86°F (0°C to 30°C) (with direct sunlight)



### Conformal Coating

The conformal coating covers and shields the circuit and power boards, providing solid durability and long-term reliability.

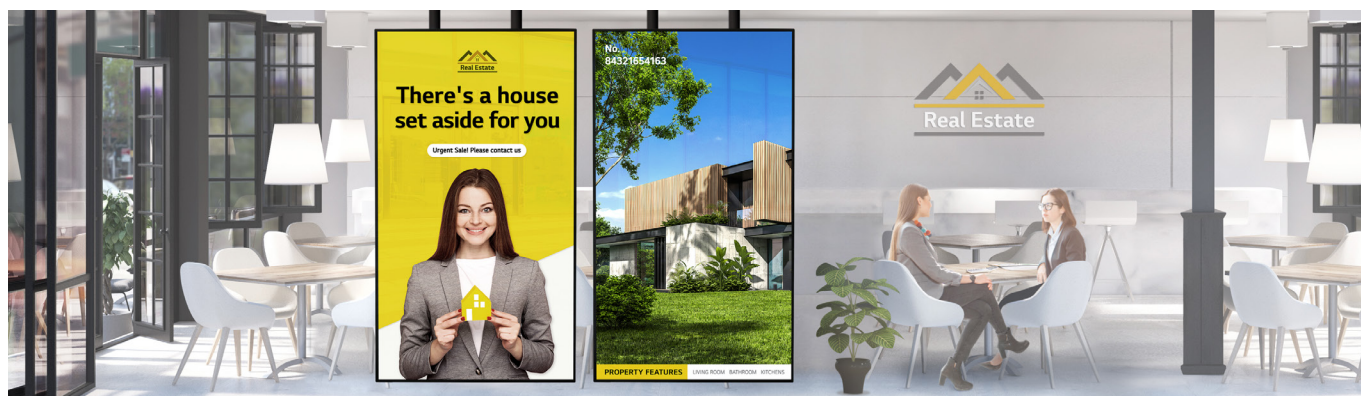
## Whisper-Quiet Performance



Adjustable Speed



Upgraded Quite Mode



### Upgraded Quite Mode

The XS4P addresses concerns about display noise. It features an Upgraded Quiet Mode that operates at 2,500 nits with minimal fan noise.



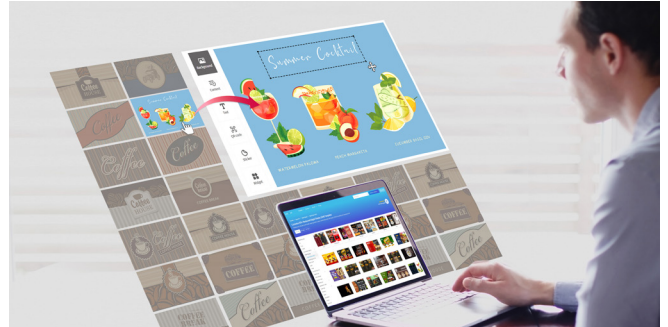
## Control with Ease, Even from Afar



Embedded Wi-Fi & Bluetooth

LG ConnectedCare

LG SuperSign Cloud



### Convenient Operation

The XS4P features LAN Daisy Chain functionality, enabling the control of multiple displays with a single master remote, offering significant convenience. Moreover, with Wi-Fi, Bluetooth, and Beacon capabilities, content and software can be distributed to the XS4P, allowing store managers to effortlessly provide coupons and information to multiple devices in real-time.

\* Exclusively available for 75XS4P

### Professional Content Partners

Pairing the XS4P Series with LG SW solutions would enhance its utilization.

1. ConnectedCare- A powerful cloud-based solution that provides remote monitoring and control of LG signage devices.

2. SuperSign Cloud- An integrated and intuitive management system, for creative signage content

\* Sold separately



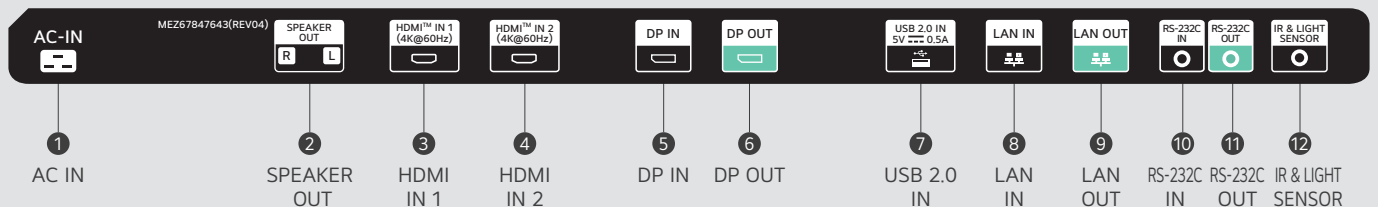
### Convenient Installation with Calculated Precision

The XS4P is equipped with a Leveler Tool that shows users the tilt of the device, allowing for precise display installation. Additionally, the Horizontal Sensor Tool assists users in verifying the correct installation direction. The XS4P even provides warning messages for proper installation if it is installed incorrectly.

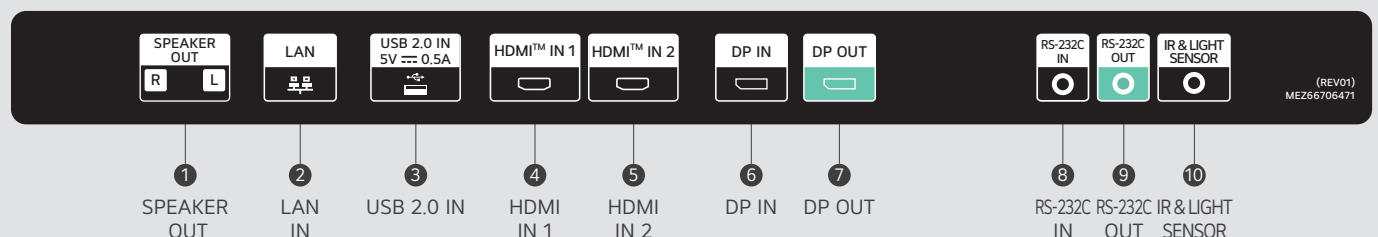
\* The rotation direction differs for 49/55 and 75.

## CONNECTIVITY

75"



55"/49"



# SPECIFICATIONS

## XS4P Series

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 55XS4P-B                                                                                                                                                                                                                                          | 49XS4P-B                                                                                           | 75XS4P-B                                                                                                                      |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Panel                         | Screen Size (Inch)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 55"                                                                                                                                                                                                                                               | 49"                                                                                                | 75"                                                                                                                           |
|                               | Panel Technology                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | IPS, M+                                                                                                                                                                                                                                           | IPS, M+                                                                                            | IPS, M+                                                                                                                       |
|                               | Back Light Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Direct                                                                                                                                                                                                                                            | Direct                                                                                             | Direct                                                                                                                        |
|                               | Aspect Ratio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 16:9                                                                                                                                                                                                                                              | 16:9                                                                                               | 16:9                                                                                                                          |
|                               | Native Resolution                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 1,920 × 1,080 (FHD)                                                                                                                                                                                                                               | 1,920 × 1,080 (FHD)                                                                                | 3,840 × 2,160 (UHD)                                                                                                           |
|                               | Refresh Rate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 60 Hz                                                                                                                                                                                                                                             | 60 Hz                                                                                              | 60 Hz                                                                                                                         |
|                               | Brightness                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 4,000 nit (Typ.), 3,200 nit (Min.)                                                                                                                                                                                                                | 4,000 nit (Typ.), 3,200 nit (Min.)                                                                 | 4,000 nit (Typ.), 3,200 nit (Min.)                                                                                            |
|                               | Contrast Ratio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 1,000:1 (Typ.)                                                                                                                                                                                                                                    | 1,300:1 (Typ.)                                                                                     | 1,200:1 (Typ.)                                                                                                                |
|                               | Dynamic CR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 500,000:1                                                                                                                                                                                                                                         | 500,000:1                                                                                          | 500,000:1                                                                                                                     |
|                               | Color Gamut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 72% (NTSC)                                                                                                                                                                                                                                        | 67% (NTSC)                                                                                         | 68% (NTSC)                                                                                                                    |
|                               | Viewing Angle (H × V)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 178 × 178                                                                                                                                                                                                                                         | 178 × 178                                                                                          | 178 × 178                                                                                                                     |
|                               | Color Depth (Number of Colors)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 8 bit, 16.7 Million Colors                                                                                                                                                                                                                        | 10 bit, 1.07 Billion Colors                                                                        | 10 bit, 1.07 Billion Colors                                                                                                   |
|                               | Response Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 9 ms (G to G)                                                                                                                                                                                                                                     | 8 ms (G to G)                                                                                      | 8 ms (G to G)                                                                                                                 |
|                               | Surface Treatment (Haze)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3%                                                                                                                                                                                                                                                | 3%                                                                                                 | 3%                                                                                                                            |
|                               | Lifetime**                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Up to 50,000 Hours                                                                                                                                                                                                                                | Up to 50,000 Hours                                                                                 | Up to 50,000 Hours                                                                                                            |
| Connectivity (Jack Interface) | Input                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | HDMI (2, HDCP 14), DP (HDCP 1.3), RS-232C (4 pin 3.5 mm Jack), RJ45 (LAN), IR, USB 2.0 Type A                                                                                                                                                     |                                                                                                    | HDMI (2, HDCP 2.2 / 14), DP (HDCP 2.2 / 1.3), RS-232C (4 pin 3.5 mm Jack), RJ45 (LAN), IR, USB 2.0 Type A                     |
|                               | Output                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | DP (Input DP / HDMI), External Speaker (L/R, 10 W + 10 W, 4 pin 3.5 mm Jack), RS-232C, IR (Sharing RS-232C Out)                                                                                                                                   |                                                                                                    | DP (Input DP / HDMI), External Speaker (L/R, 10 W + 10 W, 4 pin 3.5 mm Jack), RS-232C, RJ45 (LAN), IR (Sharing RS-232C Out)   |
| Mechanical                    | Bezel Color                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Black                                                                                                                                                                                                                                             | Black                                                                                              | Black                                                                                                                         |
|                               | Bezel Width                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 12.0 / 9.9 / 9.9 / 12.0 mm                                                                                                                                                                                                                        | 9 / 6.5 / 6.5 / 9 mm                                                                               | 13.8 mm (Even)                                                                                                                |
|                               | Weight                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 57.3 lb. / 26.0 kg                                                                                                                                                                                                                                | 45.9 lb. / 20.8 kg                                                                                 | 87.3 lb. / 39.6 kg                                                                                                            |
|                               | Shipping Weight                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 68.8 lb / 31.2 kg                                                                                                                                                                                                                                 | 55.8 lb / 25.3 kg                                                                                  | 110.2 lb/ 50 kg                                                                                                               |
|                               | Dimensions (W × H × D)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 48.6 × 27.9 × 3.7 in.<br>1235.5 × 709.4 × 85.4 mm                                                                                                                                                                                                 | 43 × 24.7 × 3.3 in.<br>1092.7 × 626.4 × 83.5 mm                                                    | 66.1 × 37.7 × 4.1 in.<br>1,679.2 × 957.6 × 104 mm                                                                             |
|                               | Shipping Dimensions (W × H × D)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 53.5 × 9.1 × 33.2 in.<br>1,360 × 231 × 844 mm                                                                                                                                                                                                     | 46.5 × 8.3 × 28.5 in.<br>1,181 × 212 × 725 mm                                                      | 71.5 × 43.5 × 11.2 in.<br>1,816 × 1,106 × 285 mm                                                                              |
|                               | Handle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Yes                                                                                                                                                                                                                                               | Yes                                                                                                | Yes                                                                                                                           |
|                               | VESA™ Standard Mount Interface                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 600 × 400                                                                                                                                                                                                                                         | 600 × 400                                                                                          | 600 × 400                                                                                                                     |
| Hospitality Features          | Internal Memory (eMMC (16 GB)), Wi-Fi/BT (Built-in), Temperature Sensor, Auto Brightness Sensor, Acceleration (Gyro) Sensor, Local Key Operation, FAN (Built-in)                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                   |                                                                                                    |                                                                                                                               |
| Special Features              | webOS 6.0, Local Contents Scheduling, Group Manager, USB Plug & Play, Fail Over, Booting Logo Image, No Signal Image, RS-232C Sync, Local Network Sync, Backlight Sync, PIP, PBP (2), Video Tag (4 (Ext. Source (2), Video (4))), Play via URL, Screen Rotation, External Input Rotation, Gapless Playback, Tile Mode Setting (Max. 15 × 15), Setting Data Cloning, SNMP ISM Method, Auto Set ID, Status Mailing, Control Manager, Smart Energy Saving, PM Mode, Wake on LAN, Network Ready, BEACON, HDMI-CEC, SI Server Setting, webRITC, Praidion, Conformal Coating (Power Board) |                                                                                                                                                                                                                                                   |                                                                                                    |                                                                                                                               |
| Environment Conditions        | Operation Temperature                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 32°F to 104°F / 0°C to 40°C (w/o Direct Sunlight),<br>32°F to 86°F / 0°C to 30°C (Direct Sunlight)                                                                                                                                                | 32°F to 104°F / 0°C to 40°C (w/o Direct Sunlight),<br>32°F to 86°F / 0°C to 30°C (Direct Sunlight) | 32°F to 104°F / 0°C to 40°C (w/o Direct Sunlight),<br>32°F to 86°F / 0°C to 30°C (Direct Sunlight)                            |
|                               | Operation Humidity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 10% to 80%                                                                                                                                                                                                                                        | 10% to 80%                                                                                         | 10% to 80%                                                                                                                    |
| Power                         | Power Supply                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 100 to 240 Vac, 50/60 Hz                                                                                                                                                                                                                          | 100 to 240 Vac, 50/60 Hz                                                                           | 100 to 240 Vac, 50/60 Hz                                                                                                      |
|                               | Power Type                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Built-in Power                                                                                                                                                                                                                                    | Built-in Power                                                                                     | Built-in Power                                                                                                                |
| Power Consumption             | Typ. / Max.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 375 W (Full White),<br>147 W (IEC 62087) / 400 W                                                                                                                                                                                                  | 345 W (Full White),<br>141 W (IEC 62087) / 375W                                                    | 750 W (Full White),<br>405 W (IEC 62087) / 790 W                                                                              |
|                               | BTU (British Thermal Unit)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 1,280 BTU/Hw(Typ.),<br>1,365 BTU/Hr (Max.)                                                                                                                                                                                                        | 1,177 BTU/Hw(Typ.),<br>1,279 BTU/Hr (Max.)                                                         | 2,559 BTU/Hr (Typ.),<br>2,696 BTU/Hr (Max.)                                                                                   |
|                               | Smart Energy Saving (70%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 145 W                                                                                                                                                                                                                                             | 135 W                                                                                              | 400 W                                                                                                                         |
|                               | DPM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Under 0.5 W                                                                                                                                                                                                                                       | Under 0.5 W                                                                                        | Under 0.5 W                                                                                                                   |
|                               | Power off                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Under 0.5 W                                                                                                                                                                                                                                       | Under 0.5 W                                                                                        | Under 0.5 W                                                                                                                   |
| Certification                 | Safety                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | CB / NRTL                                                                                                                                                                                                                                         | CB / NRTL                                                                                          | CB / NRTL                                                                                                                     |
|                               | EMC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | FCC Class "B" / CE / KC / VCCI                                                                                                                                                                                                                    | FCC Class "B" / CE / KC / VCCI                                                                     | FCC Class "A" / CE / KC / VCCI                                                                                                |
|                               | ErP / Energy Star                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Yes / No                                                                                                                                                                                                                                          | Yes / No                                                                                           | Yes / No                                                                                                                      |
| Software Compatibility        | Supersign (CMS, Control+, Cloud), LG ConnectedCare                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                   |                                                                                                    |                                                                                                                               |
| Language                      | OSD                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | English, French, German, Spanish, Italian, Korean, Chinese (Simplified), Chinese (Original), Portugues (Brazil), Swedish, Finnish, Norwegian, Danish, Russian, Japanese, Portugues (Europe), Dutch, Czech, Greek, Arabic, Türkce, Polski (Polska) |                                                                                                    |                                                                                                                               |
| Warranty & Accessories        | Warranty                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 3 Year Limited                                                                                                                                                                                                                                    | 3 Year Limited                                                                                     | 3 Year Limited                                                                                                                |
|                               | Included Accessories                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Remote Controller, Power Cord, HDMI Cable, Manual (EIG, IG),<br>IR Receiver (w/ Ambient Light Sensor), RS-232C Adapter                                                                                                                            |                                                                                                    | Remote Controller, Power Cord, HDMI Cable, Manual (EIG, IG), IR Receiver (w/ Ambient Light Sensor), RS-232C Adapter, IR Sheet |
|                               | Optional Accessories                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | WM-L640V (Landscape Wall Mount) (Stand is not available),<br>WM-P640V (Portrait Wall Mount) (Stand is not available)                                                                                                                              |                                                                                                    | Double Sided Bracket (Landscape & Portrait: WM-B640S)                                                                         |

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

\*\* Lifetime spec does not supersede the standard 3-year limited warranty.