

* All images are for illustrative purposes only.



reddot winner 2020



LG LED Bloc LSA Series

True Innovation Behind Simplicity



Optimum Cable-less Installation



AI-Powered Image Processor

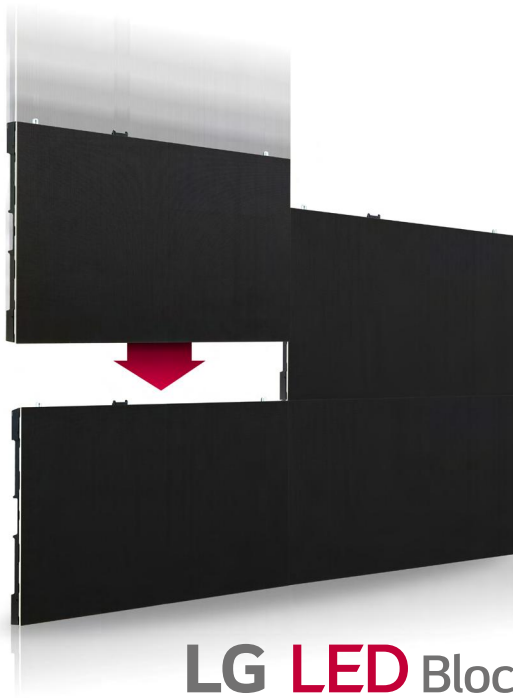


Dedicated Accessories



Meeting Room Solution Compatibility

OPTIMUM CABLE-LESS DESIGN FOR SIMPLE INSTALLATION

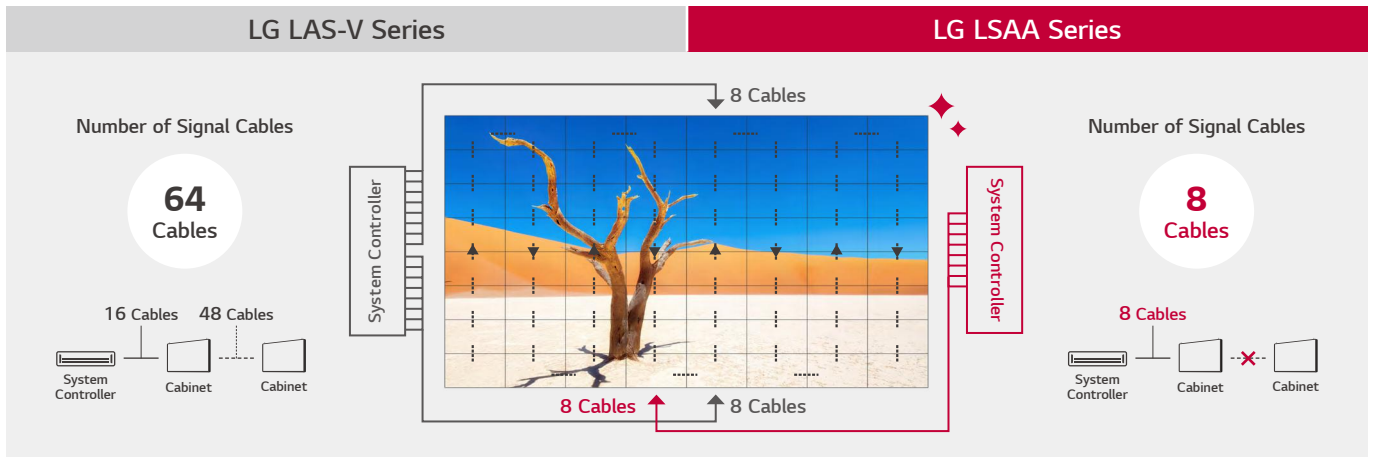
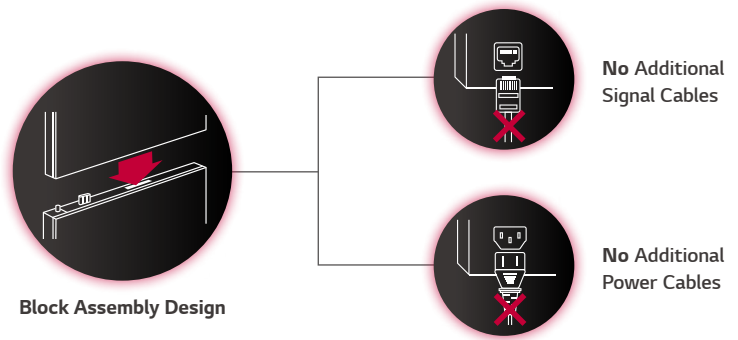


LG LED Bloc

Why “Optimum Cable-less” LED

The LSAA series is the innovative LED signage applying the wireless transmission technology with *non-contact connectors. For up to UHD resolution with the 16:9 ratio, it does not require a cable connection between the cabinets to supply signal & power. Its block assembly design makes the LSAA series easier to be installed than ever before.

* Non-Contact Connectors: Near-field wireless connectors that use RF(Radio Frequency) to transmit and receive data between two devices.

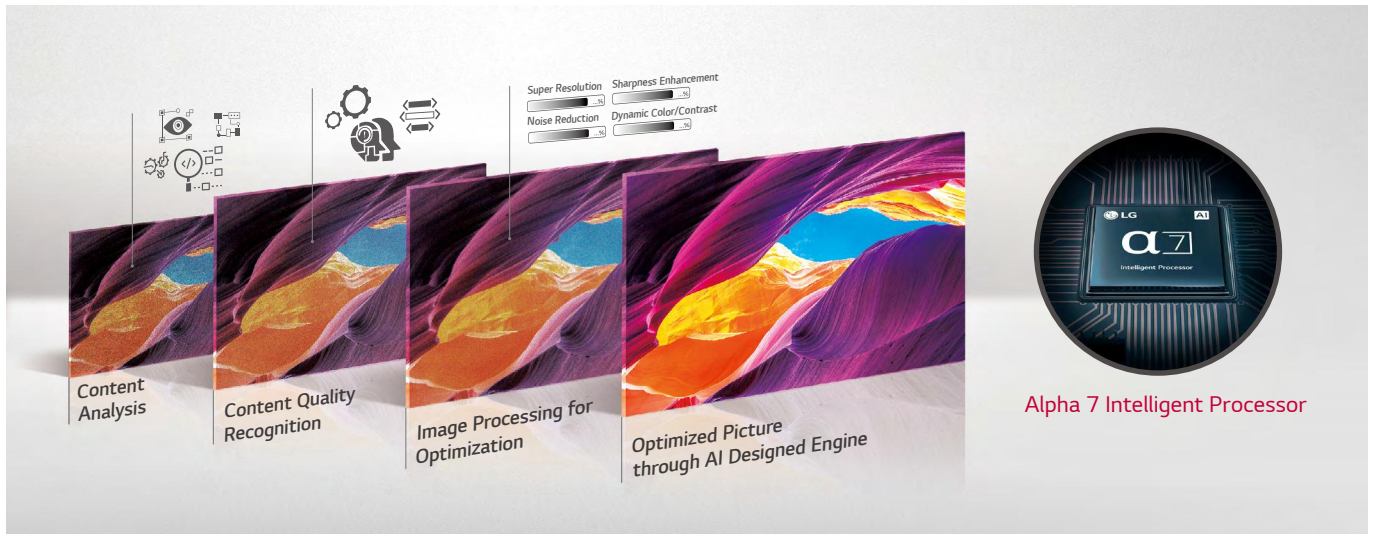


* Based on P1.2, 16:9, UHD Resolution (8x8 Cabinets)

Wireless Data Transfer
& **Cable-less** Power Docking



POWERFUL PICTURE QUALITY



Optimized Image Quality with AI-powered Image Processor

The "Alpha 7 Intelligent Processor" applied to the LSAA series recognizes and analyzes the original content, optimizing the clarity and sharpness of the content for itself.

* The above functions are created by using deep learning AI technology to improve the picture quality.



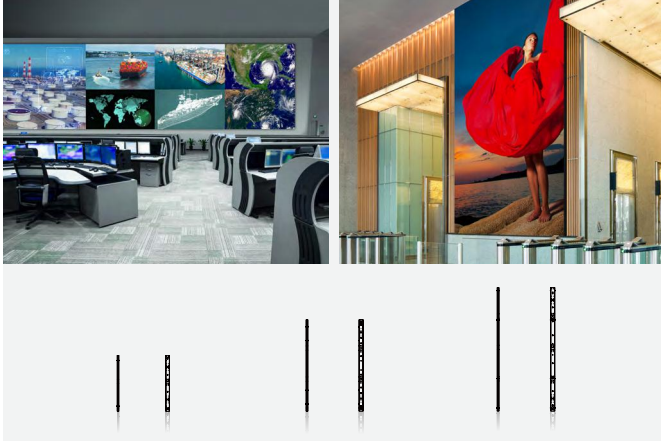
Vivid Color Expression Powered by HDR

With HDR (HDR10, HDR10 Pro*) support, content becomes vivid with great visual impact. The wider color spectrum and greater contrast ratio allow viewers to fully enjoy lively content.

* HDR10 Pro is LG's own HDR solution for processing HDR signal by using enhanced dynamic tone mapping.

OPTIMUM LED DISPLAY FOR ENTERPRISE USAGE

» Wall Mount Kit for Various Installation in Size

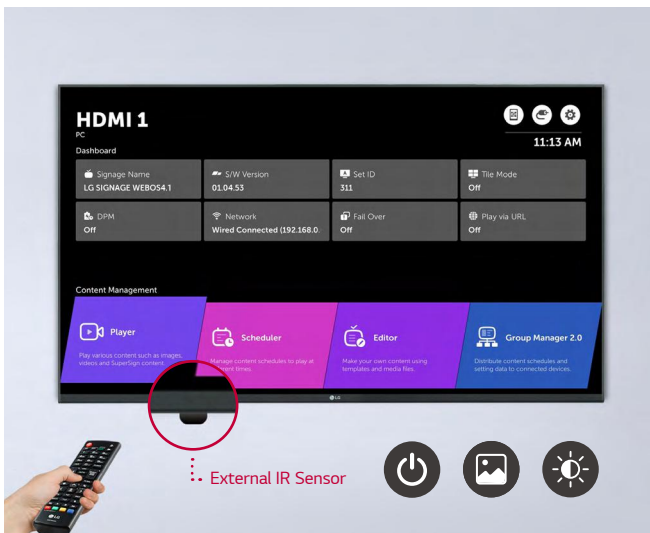


» Frame Kit for 16:9 Installation in FHD / UHD Resolution



Dedicated Accessories Available

The screen size can be easily expanded as desired by using the dedicated wall mount kits. Also in case of 16:9 FHD / UHD resolution screen, 2 types of frame kit are provided so that the screen can be installed more neatly.



Easy Remote Control Support

The LSAA series allows users to easily access the settings, such as Picture Mode, volume, etc. by using a remote control instead of connecting to a PC. It uses the same UI as general LG digital signage, so users can easily adapt to it.

* The easy-viewing UI menu is available for over 1,280 x 720 resolution screens.



Compatibility with AV Conference Systems

The LSAA series has been certified Crestron Connected® for a high level of compatibility with professional AV controls to achieve seamless integration and automated control*, boosting business management efficiency.

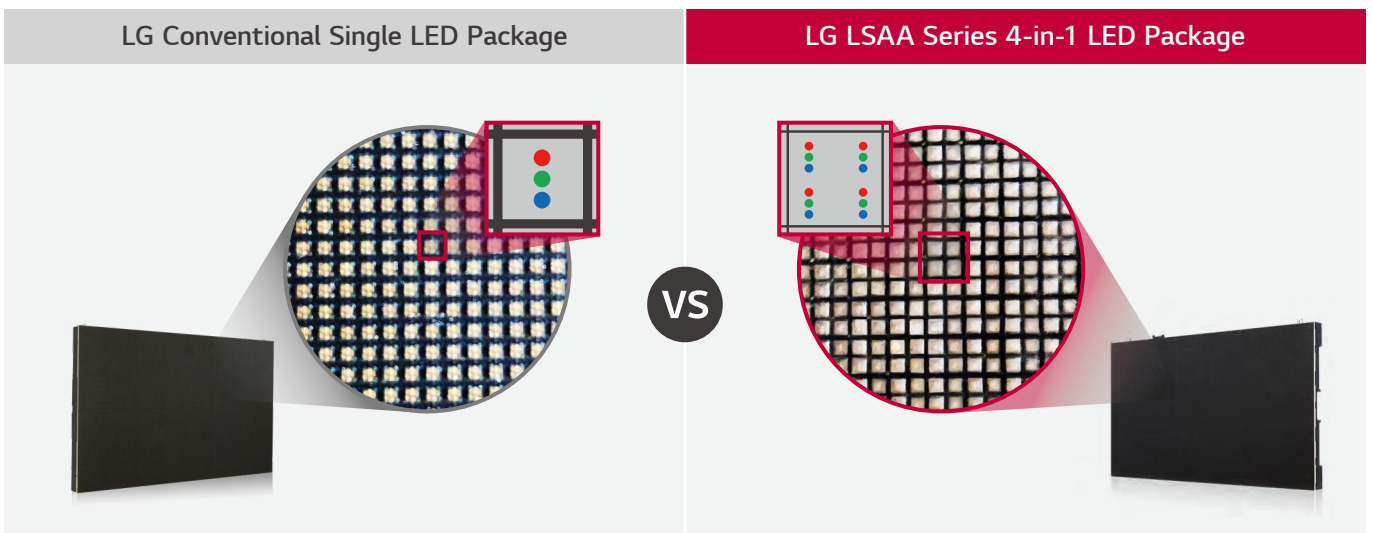
* Network-based control

DELICATE FEATURES CONSIDERING UP-CLOSE USE



EMC Class B Certified

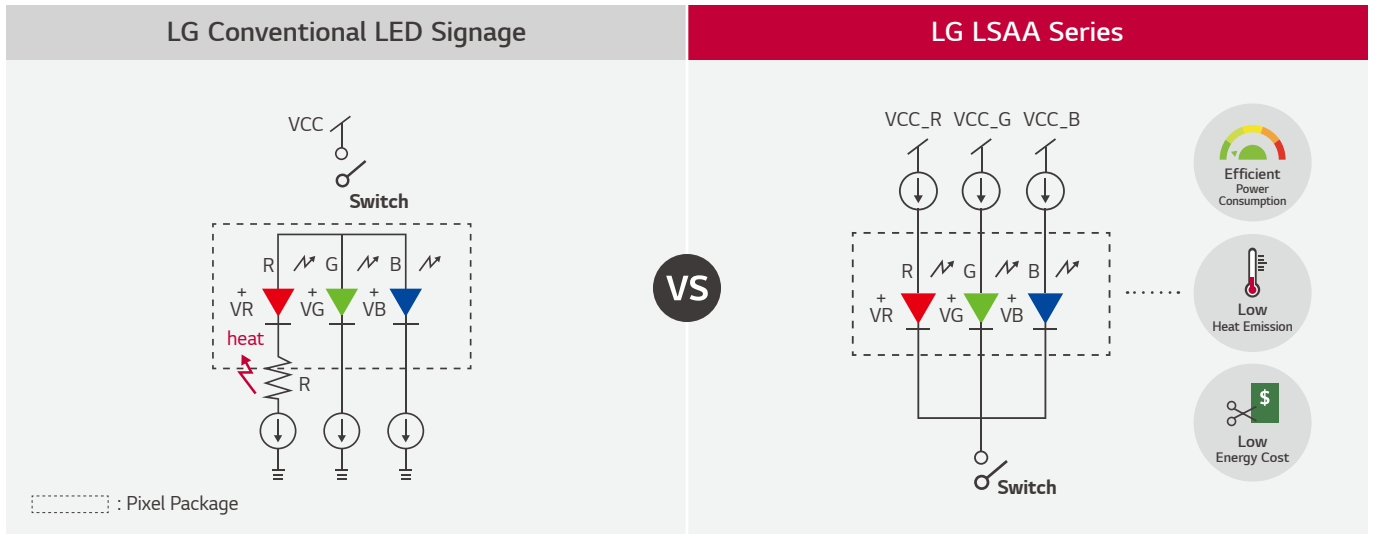
The LG LSAA Series is certified as EMC Class B, which requires electronic equipment made for use in residential environments as well as commercial, industrial, or business environments. Therefore, it is suitable for up-close uses such as corporate meeting rooms, board rooms, etc.



4-in-1 LED Package

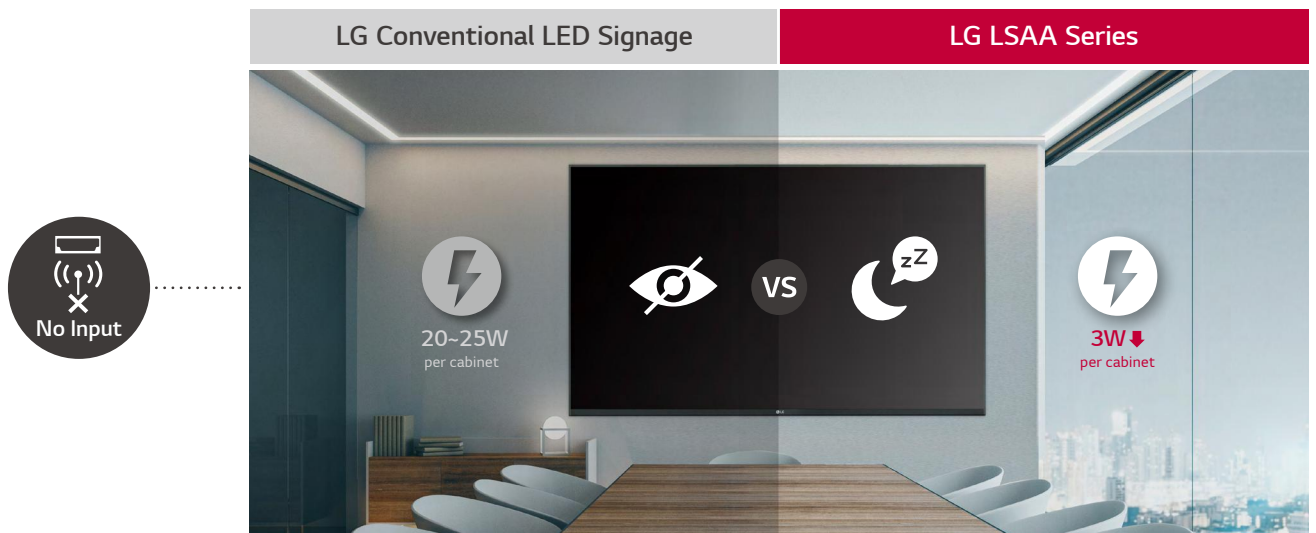
Unlike LG's conventional LED signage in which one light source constitutes one small LED package, the LSAA series has applied four light sources at once to its wider LED package. So the attached area of 4-in-1 LED package can be wider than the conventional single LED package, making the LED signage surface smoother and suitable for up-close uses such as corporate meeting rooms etc.

ENHANCED POWER EFFICIENCY



Energy Saving Power System

By applying Common Cathode Drive-IC, LSAA supplies the right necessary voltage to each R/G/B sub-pixel individually, ensuring efficient power consumption.



Standby Mode

When there is no input signal for a period of time, the screen turns off and the main circuit parts inside the LED cabinet go to a standby mode. This saves additional power consumption and enables the product to be reactivated simply by using a remote control.

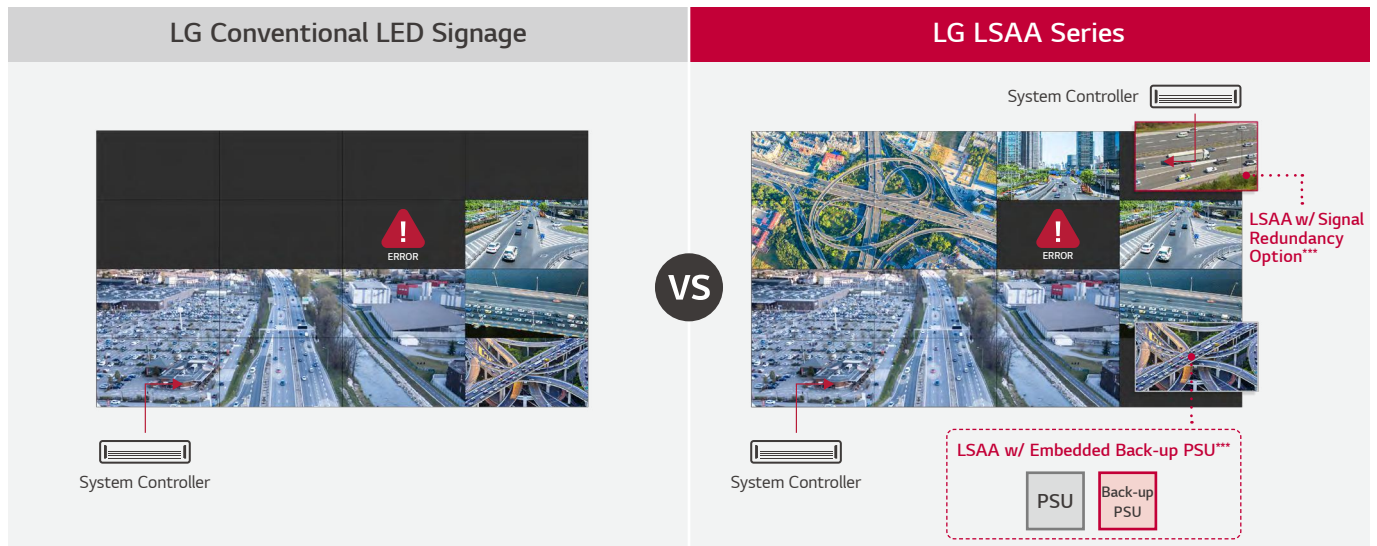
DELICATE FEATURES FOR OPERATION AND MANAGEMENT



Real-time ConnectedCare Service

Maintenance is easy and fast with the optional 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.

* ConnectedCare is the brand name of LG Signage365Care Service. The availability differs by region.



Power/Signal Redundancy Support

The LSAA series is designed to support redundancy of signal and power, providing users with comfort. With optional embedded back-up power supply unit and signal redundancy, customers can assure the continuous operation of the screen without power failure, while the dual controllers minimize screen failure with a bi-directional signal input.

* The "Conventional" shown above refers to LED displays which do not support the power/signal redundancy mode.

** The power/signal redundancy features are available from the fourth quarter of 2020.

*** The power/signal redundancy models are optional.

USAGE SCENES



PRODUCT INFORMATION



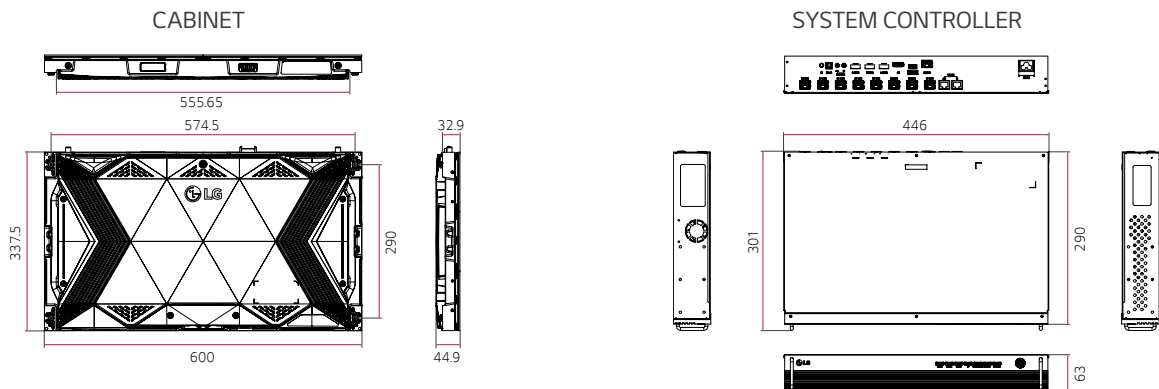
LG SuperSign webOS

Cabinet	LSAA009	LSAA012
Pixel Configuration	SMD, 4 Pixels in 1 PKG	
Pixel Pitch (mm)	0.93	1.25
No. of Modules per Cabinet (W × H)	2 × 3	
Cabinet Resolution (W × H)	640 × 360	480 × 270
Cabinet Dimensions (W × H × D, mm)	600 × 337.5 × 44.9	
Brightness	600 nit (Typ.), 1,200 nit (Peak)	
Contrast Ratio	4,000 : 1 (Typ.), 8,000 : 1 (Peak)	

System Controller	CSAA-009	CSAA-012
Resolution	UHD (3,840 × 2,160)	
Input Signal	HDMI (3), DP (1), USB 2.0 (1)	
Output Signal	Ethernet (5 GB × 8 ea), SPDIF (Audio, 5.1 ch)	
Control	IR, RS232C In / Out, Ethernet	
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)	446 × 63 × 301	

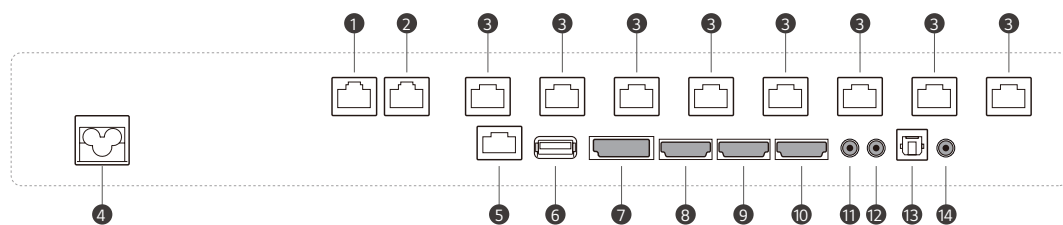
DIMENSION

(unit: mm)



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
- 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.



SPECIFICATIONS

Model		LSAA012MX/SX	
PHYSICAL PARAMETERS	Pixel Configuration	4 in 1 Package	
	Pixel Pitch (mm)	1.25 mm	
	Module Resolution (W x H)	240 x 90	
	Module Dimensions (W x H)	300 x 112.5 mm	
	Weight per Module	0.2 kg	
	LED Package Manufacturer	Xindec	
	Number of Modules per Unit Case (W x H)	2 x 3	
	Unit Case Resolution (W x H)	480 x 270	
	Unit Case Dimensions (W x H x D)	600 x 337.5 x 44.9 mm	
	Unit Case Surface Area	0.203 m ²	
	Weight per Unit Case	6.9 kg	
	Weight per Unit Area	34.1 kg/m ²	
	Physical Pixel Density	640,000 pixels/m ²	
	Flatness of Unit Case	±0.5 mm	
OPTICAL SPECIFICATIONS	Unit Case material	Die-cast Aluminum	
	Service access	Front and Rear	
	Lead Type	Gold	
	Brightness (After Calibration)	1,200 nits (Peak) 600 nits (Typ)	
	Color Temperature	6,500K / 2,800-10,000K, (Adjustable by LED Assistant on PC)	
	Visual Viewing Angle (Horizontal)	160	
	Visual Viewing Angle (Vertical)	140	
	Brightness Uniformity	97%	
	Color Uniformity	± 0.015 Cx,Cy	
	Contrast Ratio	Peak 9,000:1 / Typ. 5,000:1	
	Processing Depth (bit)	20 (HDR10, HDR10 Pro)	
	ELECTRICAL SPECIFICATIONS	Max Power Consumption per Unit	106.7 W
		Average Power Consumption per Unit	64.02 W
		Max Power Consumption per Unit Area	526.9 W/
Max Power Consumption per Unit		364 BTU	
Average Power Consumption per Unit		218.4 BTU	
Max Power Consumption per Unit Area		1,798 BTU	
Power Supply		100 to 240 V	
Frame Rate		50 / 60 Hz	
OPERATION SPECIFICATIONS	Refresh Rate	3840 Hz	
	Lifetime (Half brightness)	100000 Hours	
	Operating Temperature	0 to +40 °C	
	Operating Humidity	10-80% RH	
	IP rating Front	IP20	
CERTIFICATIONS & STANDARDS	IP rating Rear	IP20	
	IEC 60950-1 (Safety)	Yes	
	FCC Part 15 Class B (EMC)	Yes	
	RoHS (Environmental)	Yes	

Controller Model		CSAA-012X
LED CONTROLLER	Loading Capacity	3840 x 2160 @ 60HZ
	Output Resolution	8.2944 Million Pixels
	Input Interface	HDMI 2.0, DP 1.2
	Loop	No
	Output Ethernet	8-channel
	Output optical	No
	Control Interface	IR(1), RS232C In(1)/Out(1), Ethernet(1), USB(1)"
	Cascading	No
	Sensor interface	Ambient Light Sensor
	HDCP	HDCP 2.2
	Brightness Adjustment	Yes
	Chroma Adjustment	Yes
	Improved Grayscale at Low Brightness	Yes
	Scaling	Yes
	HDR	HDR 10 PRO
	Content Management	SuperSign CMS
	Signage365 Care	Yes
	webOS	v4.0
	Configuration Software	LED Assistant
	Custom EDID Support	No
	Signal Redundancy	Yes
	Dimensions (W x H x D)	443 x 63 x 298 mm
	Weight	4.5 kg
	Product Compatibility	LSAA012MX/SX

