



Digital Signage meets television... with LG's EzSign TV



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Printed in the USA. January 2012

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The Best Award winner from the Commercial Integrator magazine for digital signage hardware and the product of the year from CRN, the LG EzSign TV is an innovation in digital signage that can entertain while maximizing the impact of your message. Create your own signage content by using your PC and the free EzSign TV software. Transfer that content by using a USB flash drive and plug it into the EzSign TV to run the content - no additional hardware is needed.



COST EFFECTIVE

No need to buy a media player - Create your own signage content by using your PC and the free EzSign TV software. Transfer that content by using a USB flash drive and plug it in to the EzSign TV to run it.



CUSTOMIZED TO YOUR NEEDS

Signage content can be customized for your business - The LG EzSign TV allows you to create your own signage content and make revisions on the fly.



FAST AND EASY

Edit content quickly and easily - Select one of the pre-made templates. Add your images and text to it. It's that simple.



VARIETY

Choose from a broad range of template designs - The LG EzSign TV gives you the power to choose and change according to your needs.

LG EzSign TV (LED type)

- 55LV355B - 55" class (54.6" measured diagonally)
- 47LV355B - 47" class (47.0" measured diagonally)
- 42LV355B - 42" class (42.0" measured diagonally)

LG EzSign TV (LCD type)

- 47LD452B - 47" class (47.0" measured diagonally)
- 42LD452B - 42" class (42.0" measured diagonally)
- 37LD452B - 37" class (37.0" measured diagonally)
- 32LD452B - 32" class (31.5" measured diagonally)

click here
for more
information



- Digital Signage Function with Free Software and pre-made templates
- Public Display Settings - Cloning Capable
- EcoSmart™ Energy Saving Levels
- ENERGY STAR® 5.3 (Only on LED models)
- Auto Sensing Remote Jack Pack (RJP) Compatible*
- Dynamic Contrast Ratio 60,000:1 (LCD), 2,000,000:1 (LED)
- Native Display Resolution: 1920 x 1080 full HD 1080p (37"/42"/47"/55" Class)
1366 x 768 (32" class)



The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 55LV355B, 47LV355B, and 42LV355B are \$14, \$13, and \$13, respectively.

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 47LD452B, 42LD452B, 37LD452B and 32LD452B are \$26, \$20, \$17 & \$15, respectively.

*Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information, visit www.ftc.gov/energy.

¹FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 [Jan 6, 2011]).

* NOTE: Contact your LG Sales representative on the RJPs that are compatible with the LD452B series.



LG EzSign TV SOFTWARE

Create your content in just 4 steps

STEP1 Choose a Template



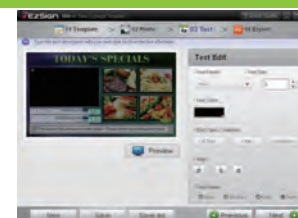
Choose from a wide array of pre-installed templates.

STEP2 Add Photos



Drag and drop your image files into the content boxes.

STEP3 Edit the Text



Add your message to the template.

STEP4 Export to USB



Export your content to a USB drive.

FREQUENTLY ASKED QUESTIONS

Q. WHAT IS EzSign TV?

A. LG EzSign TV is a television that can also be used as digital signage. You can create and run your own messages on the screen in the form of a billboard while showing the Live TV programming. Advertisements, information and broadcast content can be arranged on the same screen to attract attention and deliver specific messages to your customers.

Q. IS IT REALLY THAT EASY AND SIMPLE TO CREATE AND RUN MY OWN CONTENT?

A. Yes, you can easily create your own signage content using the free EzSign TV software and your computer. There are many free templates that are available for you to use. Choose the template that you want to use and add your own messages to that template. Save the file and transfer it to the EzSign TV using the USB flash memory stick to run it. It is that easy.

Q. IS EzSign TV MORE COST EFFECTIVE COMPARED TO OTHER DIGITAL SIGNAGE PRODUCTS OR SOLUTIONS IN THE MARKET PLACE? IF SO, HOW?

A. Yes, because you do not need to purchase the expensive software for creating your own content or the expensive media player to run the content you created. You also do not need to hire an expert to setup the content delivery system. Basically all you really need is your own computer to create the content and the USB flash memory stick to store and transfer them.

Q. HOW DO I CREATE AND PLAY MY OWN CONTENT?

A. First, install the EzSign TV software to your computer. After the installation, run it where you will see four easy steps of creating your own content.

Step 1. From many available templates, choose the one that fits your need. Click next after you made your selection.

Step 2. Upload the image that you want by browsing all the images that you have in your computer. Click on the image that you want to upload. The cropping, format changing and resizing will be done automatically.

Step 3. Type in the messages that you want to add to the template. You can change the size and color. When you are finished you are ready to transfer that content to the EzSign

Step 4. Transfer the contents to the USB flash memory stick and then insert it to the EzSign TV to run it.

Q. HOW DO I INSTALL THE EzSign TV SOFTWARE?

A. Please follow these steps.

1. Double-click "setup.exe" file.
2. Select a preferred language, and click OK.
3. When LG EzSign TV Editor Wizard appears on the screen, click NEXT.
4. Select directory in which to install the program, and click Install. The program will be installed automatically.
5. If Adobe AIR is not installed on your computer, an installation window appears. On the installation window, click Accept to install Adobe AIR.
 - If the current version of Adobe AIR is already installed on your computer, click Close in the installation window.
 - If you do not have the current version of Adobe AIR installed on your computer, click Update for a version update.
6. When the installation is complete, click Finish.

Q. WHAT IS THE MAIN DIFFERENCE BETWEEN THE EzSign TV AND CONSUMER TVS THAT YOU CAN BUY IN RETAIL STORES?

A. The EzSign TV has these special functions which cannot be found in consumer TVs and it comes with a two year limited warranty while typical consumer TVs come with only one year limited warranty.

Digital Signage Capability: Free Software for making your own signage content.

Public Display Mode: When used in public areas, these HDTVs can be easily programmed by the installer to have the TV turn on at a specified channel/volume level, set the minimum/ maximum volume, lock out the control panel/remote, set the aspect ratio, and return to a factory reset. By using Power Management, these displays can be programmed to turn off if there has been no activity (remote or control panel buttons) for a preset time (1-7) hours.

USB Cloning: USB cloning will allow for easy transfer of Public Display Settings from the "Master TV" to an unlimited number televisions of same type and configuration.

Q. IS IT POSSIBLE TO USE EzSign TV IN A PORTRAIT MODE?

A. No, The EzSign TV can only be used in a landscape mode.

Q. IS EzSign TV SOFTWARE COMPATIBLE WITH OTHER TVS?

A. No, EzSign TV software is only compatible with the LG EzSign TV.

Q. HOW MANY TEMPLATES CAN YOU STORE TO EZSIGN TV?

A. You can store up to six as long as the total combined file size is less than 10MBs and the version of EzSign TV software is 1.5 or higher.

Q. HOW DO I QUICKLY SHOW THE TV PROGRAMMING ONLY WITHOUT THE EzSign CONTENT?

A. Push the "exit" button on the TV remote to disable EzSign content and push the "portal" button to run the EzSign content again.

Q. IS IT POSSIBLE TO TRANSFER EzSign CONTENT VIA LAN?

A. No, you can only transfer EzSign content using the USB flash memory stick.

Q. WHAT TYPES OF IMAGE FILES ARE COMPATIBLE WITH EZSIGN TV?

A. The EzSign TV supports JPG, PNG, BMP, GIF files.

Q. DO I NEED TO BE CONCERNED ABOUT THE IMAGE STICKING, SELDOM SEEN ON TVS IF YOU LEAVE THE IMAGE OR TEXT IN THE SAME SPOT FOR A LONG TIME?

A. No because the EzSign TV has a feature to prevent image sticking where every hour, the direction of displaying the text message is automatically reversed for five minutes and resumes its original direction after that.

Q. WILL THERE BE MORE EzSign TV TEMPLATES AVAILABLE IN THE FUTURE?

A. Yes, we are planning to create more templates in 2012.

Q. CAN I JUST USE THE EzSign TV AS A MENU BOARD WITHOUT SHOWING TV PROGRAMMING?

A. Yes, There are templates that you can use to show only your messages or a menu board without showing the TV programming.

Q. CAN I LEAVE THE USB FLASH MEMORY STICK IN THE EzSign TV FOR A LONG TIME?

A. It really depends on the quality of the USB flash memory stick and the length of the time however if you are planning to use the content for a long time, we strongly recommend to transfer the content to EzSign TV and remove the USB stick.

Q. WHAT TYPES OF USB FLASH MEMORY STICKS DO I NEED TO USE FOR EzSign TV?

A. You can use many types of USB flash memory sticks as long as they have at least 10MBs of storage space.

RESTAURANTS & BARS

Perfect for showing daily food or drink specials to your customers while they watch sports. For your convenience, you can store different menu items into EzSign TV.



HOSPITALITY

Display meeting room schedules, upcoming events and much more while your guests check for local weather or news on TV. Many pre-made templates are available for you to choose from so you can use the template that will match with your property's decor.



HEALTHCARE

While your patients watch TV in the waiting area, deliver important health related information such as health tips or health warnings. Show them that you care while you entertain them.



EDUCATION

Show your students school event schedule or important announcements while showing them educational videos or news simultaneously.

