



* All images in this datasheet are for illustrative purposes only and may differ from the actual product.

Transparent LED Film LAT140

Bring New Life to Transparent Space



Superb Transparency



Self Adhesive



Easy Expandability



Enhanced Brightness



Product Reliability

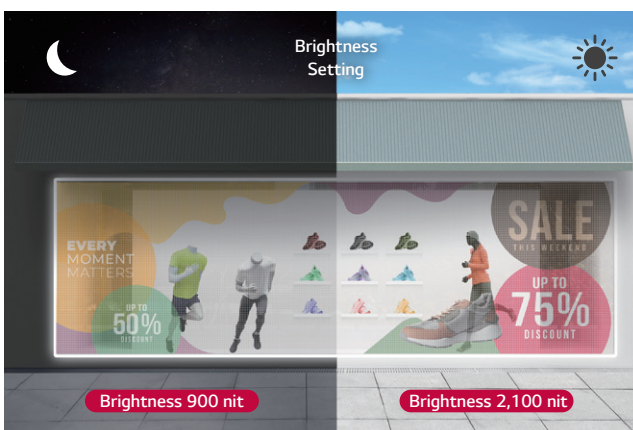
A NATURAL BLEND WITH SPACE



Superb Transparency

The LG Transparent LED film, which is a metal mesh type connecting each pixel with a thin metal mesh line, reflects the object behind the product even after the product is attached and turned off. This offers a wide-open view while blending into existing interior design smoothly and delivers various information effectively by attracting the attention of passersby.

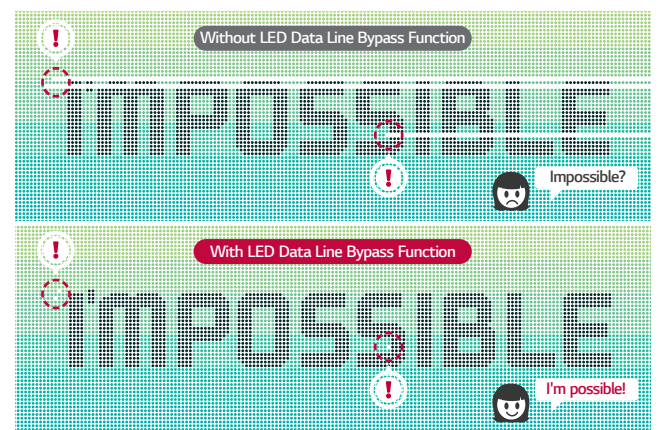
EYECATCHING CONTENT DISPLAY



Enhanced Brightness and Control

The LED film with smaller pixel pitch, 14mm, and advanced brightness of up to 2,100nit(cd/m²)* attracts the attention of passersby while displaying a wide range of colors. Also, by using Control Manager solution, you can adjust and set brightness by timeline to deliver messages with optimal brightness.

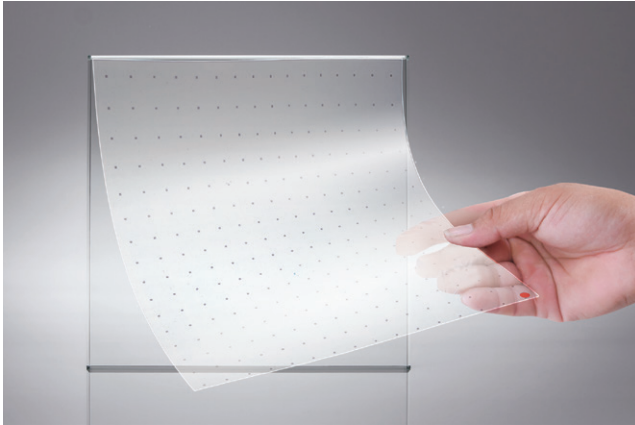
*The examined brightness may differ from testing environments including a photometer.



Data Lines with Bypass Function

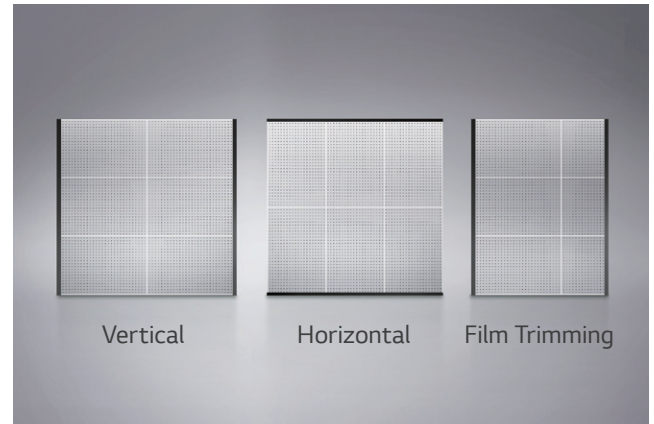
The 14mm transparent LED film consists of LED chips connected by series and additional bypass data lines. So even if an error occurs with an LED chip, it reduces its impact on the other chips placed in the same row. This newly added function helps you show text, images, and videos as clearly as possible.

EASY SPACE INNOVATION



Self-adhesive Film

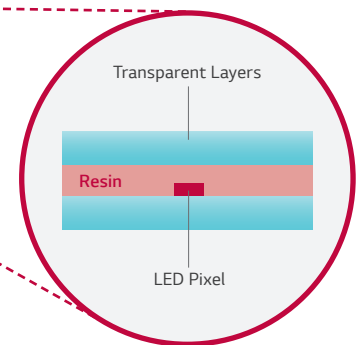
The LG Transparent LED film is self-adhesive, so it can be easily attached to the surfaces of existing window glass without the need for any complicated construction.



Outstanding Expandability and Flexibility

The size and layout of the film can be customized to fit into the installation area. It can be expanded by adding more films in a vertical or horizontal way, or cut in parallel with the bezel to meet size requirements.

RELIABLE PRODUCT QUALITY



OCR (Optically Clear Resin)

OCR (Optically Clear Resin) Direct Bonding

The LG Transparent LED film, which applied the OCR bonding method, protects LED pixels stably by fully filling the gap between transparent layers. Compared to OCA (Optically Clear Adhesive) method, which usually perforates the upper layer above each LED pixel to prevent uneven surface and scattered reflection, the LED film fully embraces and protects the pixels resulting in improved durability and flat surface*.

* This is based on the internal comparison test between OCR and OCA with perforations of the upper transparent layer under the condition of -10°~ 45° temperature and 0 ~ 30% humidity.

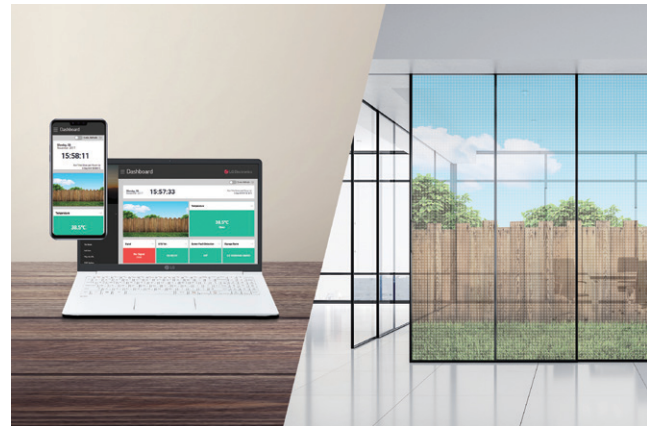
SMART LED SIGNAGE



webOS Smart Platform

LG webOS is a web-centric platform, making it easier for SIs and developers to build web-based solutions according to various environments. By supporting SCAP and compatibility with HTML, CSS, and JavaScript, you can save time and labor costs.

* webOS API will be provided to authorized SIs and developers.



Control Manager

Through the Control Manager, available on internet-connected devices, you can set, control contents and monitor the status of multiple displays in different locations in real time. Especially for Transparent LED film installed on large area, the Control Manager helps you to play and check contents in easier way.



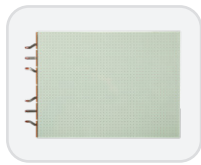
Real-time ConnectedCare Service

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.

COMPONENTS & SYSTEM CONNECTION

Components



1. LED Film



2. Bezel Kit



3. Power Adapter



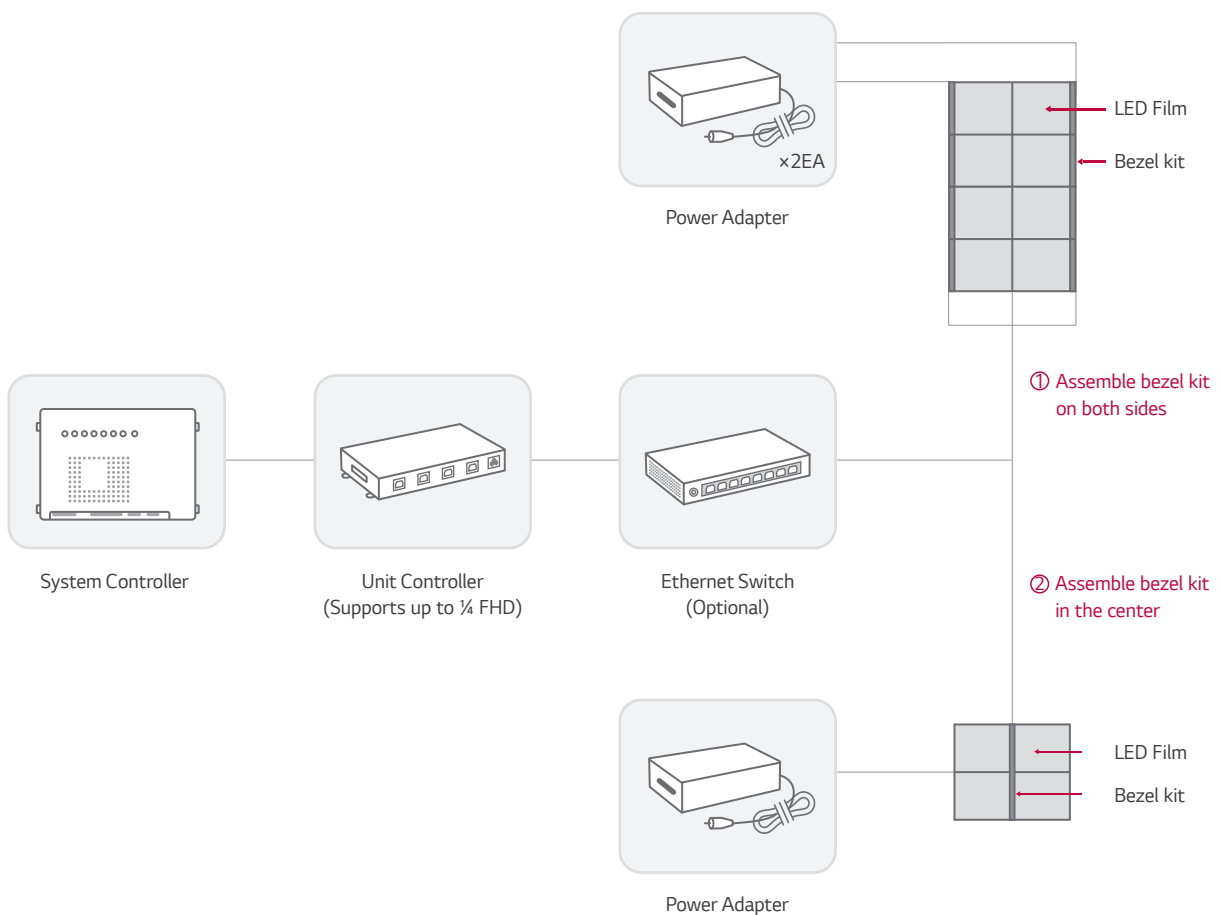
4. Unit Controller



5. System Controller

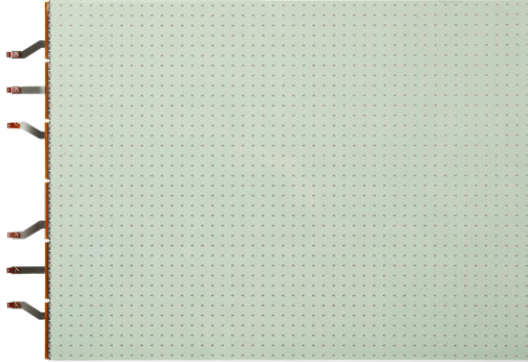
* The required amount of components vary depending on the screen size.

System Connection



* The actual system structure may be subject to change from the above example.

PRODUCT INFORMATION



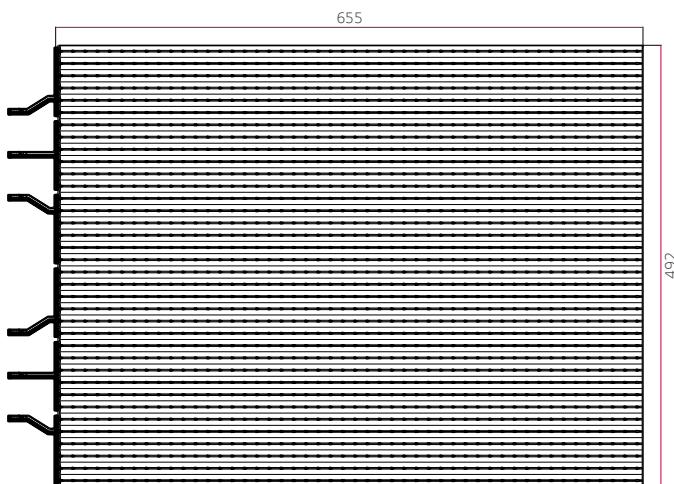
LAT140

Pixel Pitch	14 mm
LED Type	3 in 1 SMD
Brightness	2,100 cd/m ² (Typ.)
Transmittance	53%

DIMENSION

(unit: mm)

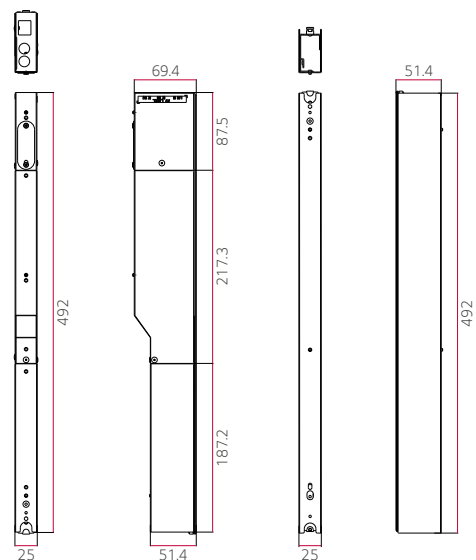
Transparent LED Film Panel



Bezel Kit

1st Bezel

Common Bezel



* Dimensions & Jack Panels may differ from the above image, so please contact LG sales team to verify before ordering.



As a continuing policy of product development at LG Electronics, the design and specifications are subject to change. They may vary from model to model. Colour/shades may vary due to printing restrictions. E&OE.



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