

## Essential Commercial TV with Multiple Use

LG Commercial Lite TVs are designed specifically for hospitality and business environments. With the use of simple user-friendly interfaces and superb images and video, the LW310C facilitates communications between businesses and their target audiences.



### LW310C

- Slim Design
- Welcome Screen/Video
- USB Cloning
- RS-232C
- USB Auto Playback +
- Time scheduler
- SNMP (Simple Network Management Protocol)\*

#### screen size

43", 49"

\*SNMP : Wake On LAN is not supported

### Key Features



#### SNMP

SNMP (Simple Network Management Protocol) ensures convenient network management for SI and business managers.



#### USB Auto Playback+

Create a media playlist of your choosing (video, music, and/or images). Save it to a USB memory device, and then simply connect the USB memory device to the TV to stream your playlist sequentially.



#### Time Scheduler

Create your own Time Scheduler for your TV. Once you set opening/closing hours and holidays, the TV will turn on/off according to your schedule.

### Simple & Effective Maintenance



#### Hotel Mode

From channel selection to volume setting, you can control the TV settings in all the rooms with Hotel Mode. Prevent misuse by customers, set volume limits, or reset settings to default for any TV. You are in control of it all.



#### Lock Mode

The Lock Mode blocks external input signal with non-compliant content. A useful feature for preventing misuse of TVs in various facilities or public spaces.



#### USB Cloning

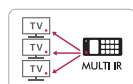
Clone all commercial TVs with astonishing speed and ease. The USB Cloning feature allows you to simply copy the TV settings to all TVs using a USB memory device.

### Entertainment & Convenience



#### Welcome Screen/Video

With the capability to display repeatedly various video formats as well as images, Commercial Lite TVs allow for a greater variation of greeting messages in hotel rooms which make customers feel more welcome and cared for.



#### Multi IR

Multi IR function eliminates the remote control signal interference between TVs in multiple dwelling beds. This system will work using the same LG TV model.



#### IR OUT

Just connect your interactive set-top-box to LG Commercial TV. With a single remote control, the LG TVs in your hotel solution fall under your control.

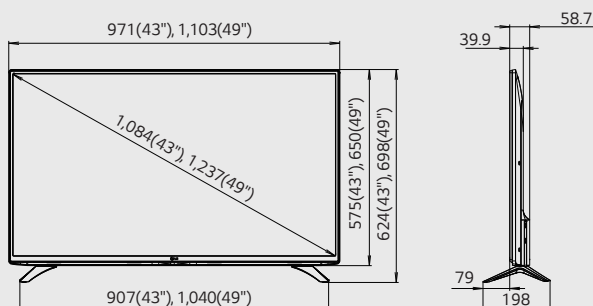
# Specifications

LW310C (EU/CIS)

		43"	49"
DISPLAY	Type	Edge LED	
	Resolution	1,920 x 1,080 (FHD)	
	Brightness	200cd/m <sup>2</sup>	
BROADCASTING SYSTEM	Analog	PAL / SECAM	
	Digital	DVB-T2 / C / S2	
VIDEO	Triple XD Engine	•	
	Real Cinema 24p (3:3 Pull down)	•	
	Aspect Ratio	6 modes (16:9, Original, 4:3, Vertical Zoom, All-Direction Zoom, Just Scan)	
AUDIO	Audio Output / Speaker System	5W + 5W / 2.0 ch	
	Sound Mode	6 modes (Standard, Cinema, Clear Voice, Sports, Music, Game)	
	Clear Voice	•	
GENERAL FEATURES	Management	Diagnostics (USB)	
	Interactivity	HTNG / HDMI-CEC	
	RJP Interface	RS-232C, HDMI-CEC	
	Advanced Settings	Auto Off / Auto Sleep, Motion Eye Care	
COMMERCIAL FEATURES	Welcome Screen/Video, Lock Mode, Hotel Mode, Multi-IR Code, USB Cloning, One Channel Map, IR Out, USB Auto Playback+, Time Scheduler, SNMP		
INTERFACE	Side	Headphone Out, HDMI In, USB 2.0, CI Slot	
	Rear	RF In (2), Component In (Video), Component In (Audio), Optical Audio Out, HDMI / HDCP Input, RGB In, PC Audio Input, RS-232C, LAN Port	
CABINET (Unit : mm)	Vesa	200 x 200	300 x 300
	Bezel Width (L/R,U,B) : On bezel based	10.2, 10.2, 18.3	
	Bezel Width (L/R,U,B) : Off bezel based	7.9, 7.9, 16	
	W x H x D / weight (w/o stand)	971 x 575 x 39.9 (SPK 58.7) / 9.5kg	1,103 x 650 x 39.9 (SPK 58.7) / 13.1kg
	W x H x D / weight (with stand)	971 x 624 x 198 / 9.8kg	1,103 x 698 x 198 / 13.4kg
	W x H x D / weight (packing)	1,050 x 655 x 152 / 12.7kg	1,197 x 760 x 142 / 16.9kg
POWER (Unit : Watts)	Voltage, Hz	100-240V, 50 / 60Hz	
	Max	70	73
	Typical	57	60
	Energy Saving (Min)	45	48
	Energy Saving (Med)	31	34
	Energy Saving (Max)	17	19
	Stand-by	0.3↓	
STANDARD APPROVAL	Safety	CB	
	Environment	CE	
	ErP Class	A++	
	On Power Consumption (Watts)	35	40
	Luminance Ratio (%)	65	
	Mercury Content	0	
	Presence of Lead	Yes	
	Average Annual Consumption(kWh)	51	58

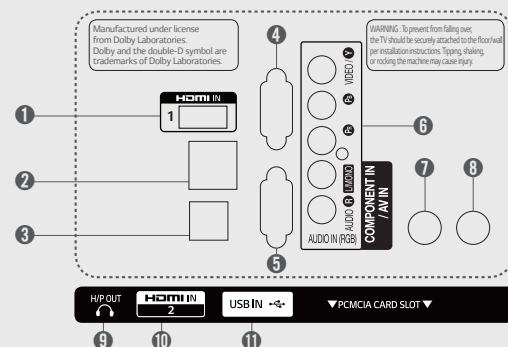
## Dimensions (Unit : mm)

43" / 49"



## Connectivity

- 1 HDMI IN 1
- 2 LAN
- 3 OPTICAL DIGITAL AUDIO OUT
- 4 RGB IN (PC)
- 5 RS-232C IN
- 6 COMPONENT IN / AV IN
- 7 LNB Satellite IN
- 8 ANTENNA / CABLE IN
- 9 H/P OUT
- 10 HDMI IN 2
- 11 USB IN



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All screen images are simulated. Dimension and weights are approximate.

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