

LG MAGNIT

Make a Lasting Impression

Inspire guests, customers, and viewers with soul-stirring
LG MAGNIT Micro LED Displays.



Innovation that Moves You

Whether you're welcoming guests to the hotel lobby, presenting in a board room, filming in a virtual production studio, analyzing data in a control room, or watching a new movie in your home cinema, your screen technology matters. You don't want to simply deliver a message—you want to inspire awe and wonder.

With LG MAGNIT Micro LED displays, integrators and end users alike can elevate any space with eye-popping, soul-stirring visuals. Featuring LG's advanced Micro LED technology, these displays are designed to bring your message to life in mesmerizing, brilliant color. Immerse viewers in every ultra-fine detail or data point with LG Full Black Coating and superior Chip On Board technology—engineered in perfect harmony to transform any space into an elegant, enriched environment.

Choose Your Application

Hospitality

Corporations

Media & Entertainment

Control Rooms

Home Cinema





Dazzle Every Guest with Mind-Blowing Displays

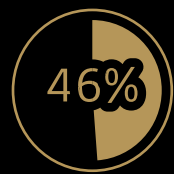
Elevate your hotel with bold and brilliant LG MAGNIT Micro LED displays.

Technology grabs and holds the attention of today's travelers—informing them, inspiring them, and influencing their decisions. In fact, a recent study found that 72% of guests would return to a hotel that offers their preferred tech options¹. So, what does this mean for hospitality providers? Upgrading to the modern, innovative tech your guests are looking for can help drive new business, boost loyalty, and encourage repeat visits.

Deal-Breaking Hotel Tech, According to Guests²



70% want smart TVs in their room.



46% expect to see digital signage.



18% look for interactive virtual spaces.



More Than Home Away from Home

Offering an elevated customer experience is one of the best ways to get guests coming back for more. Turn your hotel into more than a home away from home. Transform it into a luxury destination with stunning LG MAGNIT Micro LED displays that inspire awe and wonder.

Featuring LG's Full Black Coating technology and a wide 160° viewing angle, LG MAGNIT displays give everyone a great view. Invite your guests to experience your hotel in breathtaking contrast and brilliant color with this incredible technology. LG MAGNIT is compatible with the LG SuperSign CMS solution, an all-in-one content management solution for content editing, scheduling and distributing messages instantly across all hotel commercial displays. Plus, monitoring the health of your display is a breeze with LG ConnectedCare®, an optional cloud software license that empowers reliable remote monitoring—so you can spend more time serving guests.



LG MAGNIT Displays

- Welcome guests to your lobby by displaying art or messages in vivid color.
- Generate revenue and grow travel partnerships with striking digital ad space.
- Promote loyalty programs, events, and amenities with captivating visuals.

136" Full HD MAGNIT All-in-One Display

- Make conference rooms and shared areas stand out with Micro LED Displays.
- Welcome guests to luxury living with larger-than-life content streaming.
- Deliver excellent display performance and visibility to any room.

Outdoor Seaside Direct View LED Displays

- Elevate outdoor entertainment with LG's marine-grade displays built to withstand the elements.
- Invite guests to enjoy poolside content day or night with clear, reliable brightness.
- Captivate viewers from a distance with eye-popping resolution and pixel clarity.



Inspire Customers and Employees with Striking Displays

Discover LG MAGNIT Micro LED displays—the Micro LEDs that are big for business.

Studies show that crisp, clear digital visuals have serious staying power. For example, a Nielsen Audio survey found that 47% of people who had seen a video wall in the past month recalled at least one ad from that wall.³ The same study also found that 80% of consumers surveyed entered a retail store because of persuasive digital signage.

Beyond new business, eye-popping displays can also boost the workplace experience. In fact, 83% of workers cited that they would be more willing to return to the office if their preferred environment was offered—with top options including “clubhouse” informal spaces for connection and community, “creative lab” tech-enabled spaces, and “conference center” spaces designed for collaborative work.⁴

Digital Signage’s Role in Business⁵



86% say it improves productivity & performance.



69% say it supports employee retention.



80% say it helps enhance employee wellbeing.

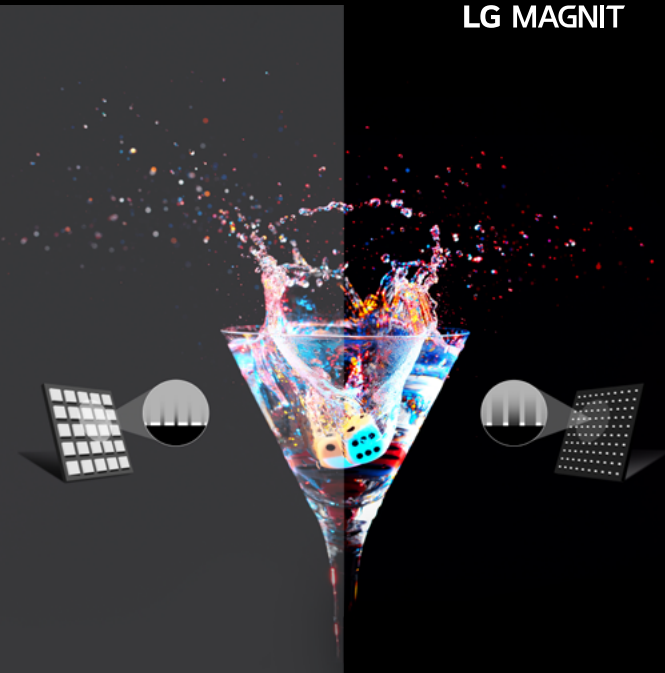


82% say it creates a better workplace culture.

Take Your Digital Signage to the Next Level

With LG MAGNIT Micro LED displays, your business can experience these benefits and more. Enabled with Chip on Board and LG Deep Black Coating technology, LG MAGNIT displays deliver striking contrast and vivid colors to bring your message to life in remarkable fashion.

Plus, advanced compatibility, management, and support features turn your display solution into a versatile business tool. Take advantage of the LG SuperSign CMS solution to distribute messages instantly and keep all employees informed. Or, use the all-in-one content management solution to schedule promotional messages for peak business hours. Want to take your solution one step further? Add the LG ConnectedCare® cloud software license to seamlessly monitor the health of your displays—anytime, anywhere.



LG MAGNIT Displays

- Transform the in-office experience with immersive visuals that flood the senses.
- Make a lasting impression on customers and passersby with bold, bright displays.
- Inform and inspire employees with next-level digital signage in the office.



LG MAGNIT Teams® 21:9 Ultimate Business Display

- Maximize productivity with displays that support Microsoft Teams® Front Row layout.
- Elevate video conferencing with displays that feel like meeting face-to-face.
- Choose easier integration with fully pre-configured display options.



Dual2K Ultra Stretch 147" (2 x 81") MAGNIT Ultimate Business Display

- Captivate viewers with lifelike visuals that retain their brilliance in ambient light conditions.
- Power successful content sharing with an intuitive, convenient user interface.
- Enhance the workplace experience with vibrant displays that promote productivity.

Mesmerize Viewers with Soul-Stirring Displays

Immerse your audience in every new story with LG MAGNIT Micro LED displays.

Screen-based entertainment has evolved beyond traditional cable TV and movies. Today's viewers expect social, interactive, and immersive experiences from their entertainment—whether they're playing video games, streaming videos on-demand, or bingeing a favorite show online.

For virtual production teams, meeting the demands and expectations of tech-enabled viewers requires top performing solutions. According to a recent Showrunner report, the combination of emerging technologies, increasing budget pressures, and exploding content demand will continue to re-define the meaning of the word "broadcasting" in 2023 and beyond.⁶ However, despite these continuous changes, the core mission and responsibility of studio broadcasters will remain unchanged—to educate, inform, and inspire viewers.

Immerse Audiences with Displays that Flood the Senses

Captivate viewers and exceed their expectations with LG MAGNIT Micro LED displays—designed to take virtual production to the next level. Built with LG Deep Black Coating technology, an Alpha 7 Intelligent Processor for optimal image clarity, and 0.7mm pixel pitch for high-resolution and quality, LG MAGNIT displays fill your studio with colors so real, you can almost feel them. Plus, choose from various display sizes to build your ideal virtual production wall.

Need a custom shape, size, or pixel pitch specification? One of our expert representatives will walk you through what's possible. And once your virtual production wall is built, our content management solution—LG SuperSign CMS—can help you seamlessly swap background images, text, and more. If you're looking to enhance your studio with innovative display monitoring capabilities, add LG ConnectedCare[®] cloud software license to ensure the show will go on.



LG MAGNIT Studio Series for Megapixel VR



- Experience bold, bright color reproduction designed for on-camera applications.
- Protect your investment with layers of coated film that prevent damage from bumps, dust, and spills.
- Ensure ideal screen brightness for detailed on-camera color reproduction, regardless of studio lighting.

LG MAGNIT Studio Series with LG webOS



- Empower your storytelling with seamless displays that create lifelike backdrops.
- Count on seamless screen assembly and panel adjustments with positioning pins and magnets.
- Cover the wall, ceiling, and floor with displays for complete studio immersion.

LG Studio Series for Brompton



- Immerse production teams and audiences in the full picture with an innovative curve effect.
- Experience vivid color reproduction for content delivery as you intend.
- Enhance visual capabilities with LG's Brompton-compatible Micro LED displays.



Transform Control Rooms with Mission-Critical Displays

When every detail counts, LG MAGNIT Micro LEDs deliver stunning clarity.

Today's control room network operators need a reliable way to view large volumes of data and make crucial decisions—the bigger and bolder the better. Control rooms operate around-the-clock, processing and analyzing critical data for various industries including utilities, telecom, security, and more. This constant operation calls for flexible, reliable, and ultra-secure modern technology built to keep up with the demands of the job.

The data flowing through control rooms becomes more complex as these industries grow. And with most audiovisual solutions now linked to the internet, operations are left vulnerable to security threats. As a result, many control rooms are taking careful measures to mitigate threats by restricting access, physically securing on-premises servers, and deploying backup solutions for failover.⁶

Tech's Role in Control Rooms⁷



Maximizing Efficiency



Reducing Risk



Minimizing Costs



Ensuring Compliance



Optimizing Business Outcomes



Analyze Data in Brilliant Detail

LG MAGNIT Micro LED displays provide the incredible clarity and display accuracy network operators need to maintain critical operations. LG Full Black Coating technology coupled with wide 160° horizontal and vertical viewing angles minimizes off-axis color distortions to give all operators an accurate picture, no matter where they sit.

Plus, LG MAGNIT displays are Certified Crestron Connected and compatible with various professional AV systems to offer seamless integration and network-based control. Want to take control and management one step further? Choose our optional LG ConnectedCare® cloud software license to closely monitor your critical displays and keep them in top-performing condition.



LG MAGNIT 0.7mm Pixel Pitch

- Experience cutting-edge clarity for accurate and secure real-time monitoring.
- Leverage the power of the Alpha 7 Intelligent Processor to optimize clarity and sharpness.
- Forget about unsightly cabling with cable-less signal transmission and power docking.



LG MAGNIT Pro 0.9 Pixel Pitch

- Secure your control room with remote power and power redundancy.
- Build your ideal video wall with bezel-less displays that enable seamless viewing.
- Maintain compliance for up-close screens with this EMC Class B certified display.



Dual 4K Ultra Stretch 294" LG MAGNIT Ultimate Business Display

- Integrate this pre-configured display into your control room with ease.
- Analyze every sharp, crisp detail on-screen, even from the back of the room.
- Change settings quickly and easily via remote control with LG's intuitive user interface.

Be Immersed in Every Moment with Next-Level Displays

With LG MAGNIT Micro LED displays, every seat is the best one in the house.

Are living rooms the new movie theaters? According to a 2022 survey⁹, three in five consumers would rather watch movies in the comfort of their own home than go catch a movie at the theater. However, they still want a cinema-like experience at home.

Top-notch audio and video quality are paramount to today's at-home viewers, followed closely by aesthetics, price, and reliability. And as entertainment continues to trend towards streaming, this demand will only grow.

Where Are US Adults Watching Movies?⁹



55%

55% At Home



37%

37% In Theaters

Put the "Cinema" in Home Cinema

With vivid color and breathtaking contrast, LG MAGNIT Micro LED displays present a viewing experience like no other. LG's Deep Black Coating and HDR10 Pro technology bring the filmmaker's true vision to life on a home screen—reproducing color with impressive accuracy and clarity. Even the smallest blade of grass on a soccer field is presented in ultra-fine detail, so viewers can experience total immersion in their favorite content.

With LG MAGNIT, at-home viewers can spend more time enjoying their favorite TV and movie content, and less time wrestling with a complicated user interface. Plus, homeowners looking to further enhance their home cinema can take advantage of LG's optional ConnectedCare[®] cloud software license, which allows them to easily monitor the health of their displays.





136" 2K LG MAGNIT All-in-One Home Cinema Display

- Experience the perfect screen brightness level, regardless of ambient light.
- Match the aesthetic of any room with a smooth, seamless screen design.
- Dazzle guests with jaw-dropping color, detail, and resolution.



118" 4K LG MAGNIT All-in-One Home Cinema Display

- Get in the game with cutting-edge color, clarity, and contrast.
- Cast content from a smartphone, tablet, or laptop to the big screen.
- Make the most of your investment with mesmerizing displays built to last.



325" 8K LG MAGNIT Micro LED Extreme Home Cinema Display

- Enjoy an intuitive on-screen interface and easy setup via remote control.
- Reimagine home cinema with soul-stirring color and detail.
- Dive into your favorite stories with larger-than-life displays.

Experience Innovation That Moves You

Want to learn more about LG MAGNIT Micro LED displays?

Contact an LG Sales Rep to schedule a demo, or visit [LGSolutions.com/MAGNIT](https://www.lgsolutions.com/MAGNIT)

Sources

¹ Guest engagement technology study. Hospitality Tech.

² Customer engagement study 2022. Hospitality Tech. January 2022.

³ "The Undeniable Power Of Video Wall Displays." Data Projections article. 2019.

⁴ Research US workplace survey 2022. Gensler Report. 2022.

⁵ "86% Say Office Digital Signage Improves Productivity." Yodeck article. July 2022.

⁶ State of virtual production 2023. Industry survey. Showrunner report. 2023.

⁷ "Six Trends That Will Change Operation Centers and Control Rooms in 2023." USERFUL article. February 2023.

⁸ "Trends and Considerations for Control Room Design." VuWall article. February 2022.

⁹ Movie release models. Morning Consult. June 2022.

¹⁰ Percentage of adults who would rather watch movies in a theater or at home in the United States in 2018 and 2022. Statista. 2022.



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