

About LG Electronics, Inc.

LG Electronics, Inc.(LG) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With annual worldwide revenues exceeding \$40 billion, LG Electronics comprises five business units: Home Entertainment, Home Appliance, Air Conditioning, Business Solutions and Mobile Communications. LG is one of the world's leading producers of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information. Please visit www.lge.com

About LG Electronics Business Solutions Company

LG's Business Solutions Company anticipates future business trends and provides innovative products, solutions and services to meet consumer needs. LG's ability to create exceptional hardware lies in its thorough understanding of the intricate requests from its business customers. LG makes great hardware even better by matching it with exceptionally designed software. The end result is products that deliver incredible long-term value to retail and business customers. LG's Business Solutions Company products include a wide range of LCD monitors, versatile commercial displays, car infotainment and telematics solutions, advanced audio systems and digitally-enhanced security systems. LG will continue to invest in these business solutions and product areas, setting new standards in technology.

www.lge.com

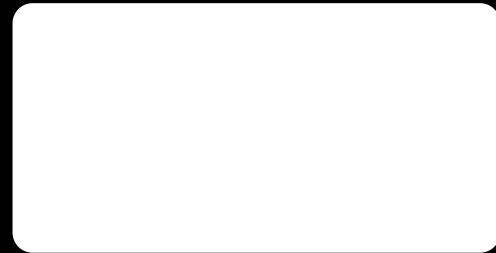


DISCOVER THE UNDISCOVERED



The 'Smart' Monitor, LG W53/W54 Series

Smile with Smart Technology!





**SMART
Technology
for You**

Free yourself from digital eye fatigue

Work, education, entertainment, and conversation—much of what you do takes place within the digital world these days. Try counting the hours you spend sitting in front of your monitor and you will be surprised to discover that you spend as much as 12 to 15 hours looking into monitors at school, office, home, and other places. We now live in a world that requires us to stare into monitors for work, study, hobbies, and even shopping. While we are spending more time using monitors, technical developments were focused mainly on reproducing clear and vivid images. As a result, many of us are suffering from extreme eye fatigue. The technical advancement that minimizes eye strain for monitor users is a pressing matter as more and more various digital contents and high resolution multimedia contents are being introduced.

LG monitors technology has evolved beyond the reproduction of clean images to the development of user-oriented monitors that provide various functions for users' convenience and well-being. At last, through various research including ergonomic review and UGR evaluation, LG Electronics was able to introduce LG Smart Monitor Series, which provides optimized display environment.

Auto Bright function, a core feature of Smart Monitor, provides optimized screen brightness for displaying clear images while posing minimal eye strain by sensing the amount of light around the monitor. Additionally, the function adjusts panel brightness for clear distinction of data that is identified as dark and difficult to recognize. With the new technology, you can now enjoy various digital entertainments without straining your eyes. Smart Monitor Series proudly presents four types of Smart function, which offer ideal display environment, along with 16:9 wide screen that is optimized for high resolution multimedia. The vivid images recreated by Full HD resolution of 1920x1080 pixels⁽¹⁾ will enrich your digital life.

Now, with LG Smart Monitor Series, enjoy more digital contents with enhanced comfort and less eye strain. Smile with Smart Technology!

⁽¹⁾ 16:9 is offered to all products of W53 Series, Full HD is offered to W53 Series that are 21.5-inch or larger

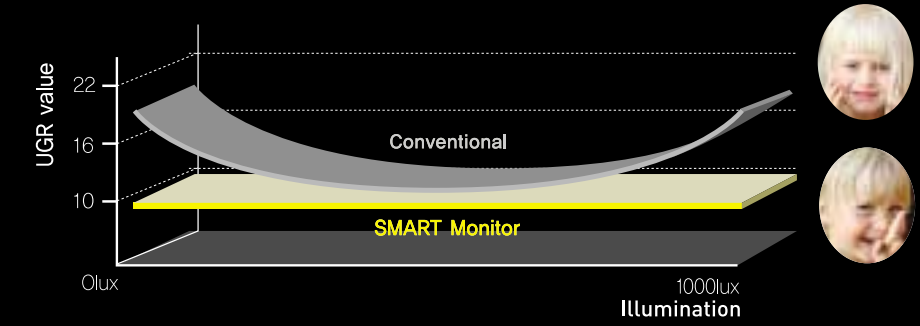


Constant Brightness of the Monitor Causes Eye Fatigue

How do our eyes react if a monitor displays a constant level of brightness regardless of the ambient light that fluctuates according to the time of day and location? Since our delicate eyes are extremely sensitive to light, the monitor brightness would seem relatively darker and its images would appear dim when there is much ambient light. On the other hand, the monitor would seem too bright in a relatively darker surrounding and irritate your eyes. Exposure to such environment poses a serious risk of straining your eyes. The International Commission on Illumination (CIE) evaluates eyes' reaction to light with UGR (Unified Glare Rating), which is based on a subjective scale.

LG Smart Monitor's Auto Bright function is designed to minimize eye strain and to maintain optimal UGR level. As shown in the graph, conventional monitors with constant brightness have high UGR values in dark or bright surroundings, which indicate serious eye discomfort whereas LG Smart Monitor maintains eye comfort by sustaining the UGR value of 10.

Relation between Eye Strain and Monitor Brightness seen from UGR Analysis



What is UGR value? UGR value means subjective feeling. (CIE standard)

- More than 10 : Starts feeling glare
- More than 16 : Starts getting tired
- More than 22 : Starts getting unpleasant
- More than 28 : Starts getting seriously unpleasant

4 Functions of Smart Package to Minimize Eye Strain

Experience the Ideal with the Amazing Functions of Smart Package

SMART PACKAGE

Auto Bright

Offers optimal monitor brightness at all times

You may remember straining to see the dim screen by the sunny window or the discomfort from looking at the bright glaring monitor in the dark. Also, there probably were occasions where the images reproduced by source data were too dark to recognize. LG Smart Monitor's Auto Bright function has Bright Sensor that measures the amount of light in the area surrounding the monitor. After analyzing the brightness of ambient light and the data source, the monitor signals the backlight to create an optimized brightness that reproduces clear image without causing eye strain.

☀️ "Visiting a friend's blog on a bright sunny afternoon"

On a sunny afternoon, when the updated photos of a friend's blog are unrecognizable because of the dark monitor, the Auto Bright function increases the monitor's brightness to show the images more clearly.



Screen appears relatively dim in bright ambient light



Monitor's brightness is increased to enhance visibility

🌙 "Late night online shopping"

When your eyes are irritated while shopping late at night for a friend's birthday present, the Auto Bright function lowers the monitor's brightness to adjust to the room's dark ambience and minimize eye strain.



Glare caused by bright monitor in dark ambient light



Monitor brightness is reduced to minimize eye strain

👤 "Editing video clips from last summer vacation's campfire"

You are editing some home video clips of a campfire that were shot during the last summer vacation. When the source data is too dark to recognize who is who, the Auto Bright analyzes the data source and increases the monitor's brightness to enhance the images' clarity.



Dark data source



Brightness is increased for clear image

Tip Auto Bright function can be turned on/off according to the user's choice.

Auto Bright function can be turned off to maintain constant brightness of the screen. So there's no need to worry about the Auto Bright function affecting color-sensitive graphic procedures using graphics software.

Cinema Mode

Your favorite artist's music video has just been updated on YouTube

Offers optimized environment when reproducing online video clips

In the vast world of the Internet, you can enjoy various video clips among the countless digital contents that are constantly being updated on websites. However, since video clips uploaded on web pages are in low resolution, pixels are distorted when the clips are viewed on full screen. Meanwhile, watching the clips in their original size would mean being exposed to various distractive elements such as banners and texts. Just like a movie theatre, Cinema Mode creates an ideal environment for viewing video clips posted online by dimming the areas excluded in your mouse drag and helping you focus on what you are watching.

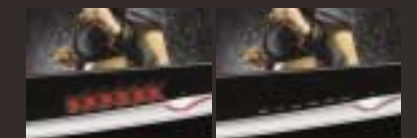


Live Sensor

The movie you've been longing to see is finally out on DVD

Distraction free environment with function buttons activated by touch

LG Smart Monitor's Live Sensor controls the activation of various function keys located in the front side of the monitor. Live Sensor recognizes hands approaching the monitor and lights up the buttons for convenient operation. Since the buttons remain inactive (unlit) at normal times, you can focus on watching movies or playing games without being distracted by other light sources. Now, it's time to immerse yourself in your favorite film without any distraction.



Live Sensor - off
Button remains lit and distracts viewing of screen contents

Live Sensor - on
Button light is turned off to prevent distraction

Time Control

You've been editing photos for the past several hours

Alarm timer reminding you to take a break

Many medical experts recommend taking a break ten minutes every hour and stretching your body to prevent failure of eyesight and chronic pains in the neck and shoulders. For the sake of your health, Time Control reminds you to take some time to rest by signaling with the power button light according to the interval set by the user. By getting sufficient rest while working in the digital environment, you will be able to preserve both your health and efficiency. Now, Time Control will be your health keeper and help you focus better on your work.



Eye Care Zone

Experience the
Superb Functions for
Realistic 3D Game Images

16:9 Wide, Full HD Resolution

Not only are all HD contents being produced in 16:9 ratio but now, a lot of the 3D online games are being introduced in the 16:9 format. LG Smart Monitor supports clear and ideal image reproduction with 16:9 wide screen and optimal 1920 x 1080 pixels and Full HD resolution. With HDMI Connector, which is compatible with various digital entertainment devices such as Blu-ray, HD-DVD, PS3, and XBOX 360, LG Smart Monitor can recreate the visual contents of your choice in supreme quality.

16:9

16:9 Wide

Free from image distortion and letterbox-problems that occurred in watching films with 16:10 screens-16:9 wide display allows you to enjoy movies in full screen. Additionally, you can work more efficiently with screen space for opening text documents or web browsers side-by-side and enough work space and room to place tool palette when working with graphics software.



16:10

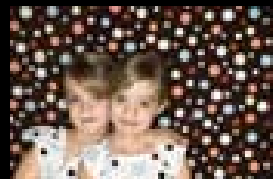


16:9

FULL HD
Native Resolution

Full HD Resolution

By supporting Full HD resolution and 1920 x 1080 pixels, the ideal conditions for 16:9, LG Smart Monitor reproduces myriads of images- from the minute movements of insects to thrilling 3D game - in rich colors and elaborate detail.



Conventional

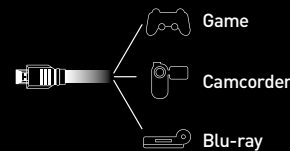


Full HD

HDMI™

HDMI Connector

HDMI (High Definition Multimedia Interface) Connector, which is provided for the monitor's connection with various digital entertainment devices such as HD-DVD, Blu-ray, PS3, Xbox 360, and HD camcorder, converts the previously complicated connection of AV cables into a single slim cable. With HDMI Connector, audio and video signals of Full HD contents are transmitted without requiring any conversion.



* Based on W2253V model, specifications vary by model.

Brilliant Features to Complete Your Digital Life



50000:1
Digital
Fine
Contrast

Clear Image with 50,000:1 Dynamic Contrast Ratio Ultra-high dynamic contrast ratio of 50,000:1 empowers rendition of clear, vivid images even for images with dark source data and helps sustain reproduction of rich colors and fine details when displaying images in bright indoors.



DFC - off



DFC - on

DFC(Digital Fine Contrast Ratio) - technology for contrast enhancement In Cinema Mode, the input signals are analyzed to reproduce the images' darkness and brightness with maximum 50,000 to 1 ratio-showing dark images darker and bright images brighter. As a result, you can enjoy the fine details of films and video games.

2ms
LIGHTN
RESPON

Clean Pictures with No Afterimage with 2ms Response Time Enjoy clean afterimage free display of dynamic movies and games supported by extremely fast response time of 2/1,000 SEC. *Not applicable to S, T Models



Conventional



2ms(GTG)

Simple & Convenient Functions - LG Monitor Fun Package



Photo Effect

Convenient for color correction of photographs and movies



4:3 in Wide

4:3 in wide

For watching games and films produced in 4:3 format without image distortion



EZ Zooming

Function button converts resolution to enlarge images and text on screen.



LG Smart Monitor's Energy Saving Effect

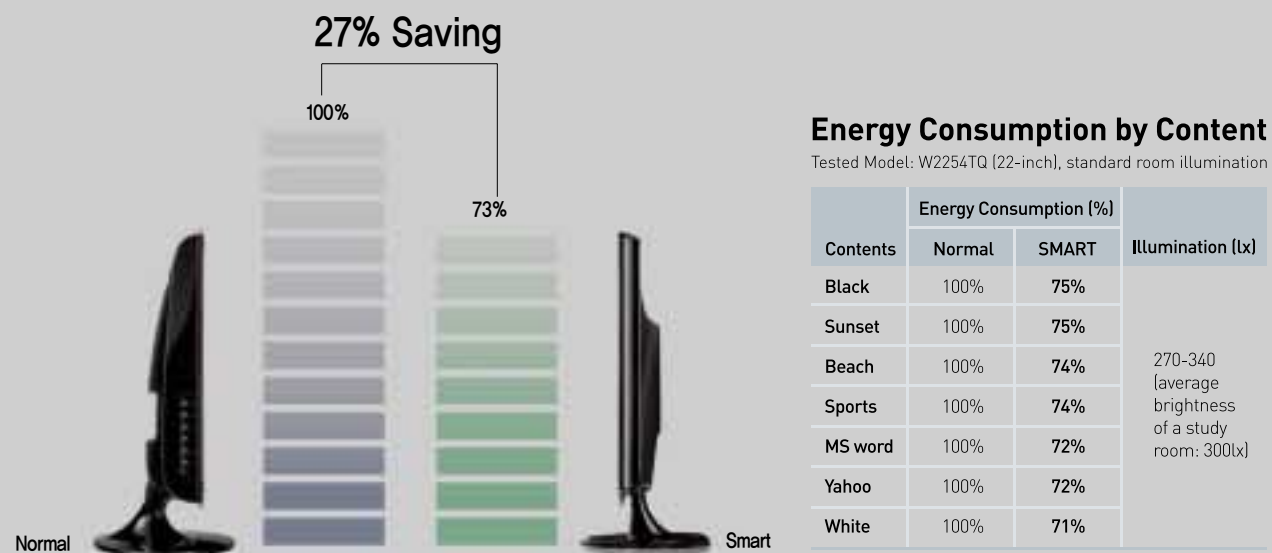
Most conventional monitors are set to display vivid images in even the brightest environment. The setting not only causes eye strain but also wastes a considerable amount of power. The difference of energy consumption deserves serious consideration if you use monitors for long periods of time.

- **Energy Saving by an Average of 25%**

While generic monitors consume constant amount of electricity regardless of the varying ambient light, LG Smart Monitor saves energy by an average of 25 percent with the Auto Bright function, which automatically adjusts panel brightness according to the light in the data source and ambient light.

- **Energy Consumption Test According to the Displayed Content**

As shown on the graph, when displaying various contents (black, sunset, beach, sports, MS Word, Yahoo, White) at 270~340lx ambient light, generic monitors consume an average of 36W because they constantly maintain the same brightness. However, LG Smart Monitor adjusts its panel light according to the room's brightness and the contents on display. As a result, the monitor saves electricity by around 27% while even minimizing eye strain.



The 'Smart' Monitor LG W53/W54 Series

18.5-inch

20-inch

21.5-inch

23-inch

24-inch

27-inch



- **Certification and Standards**

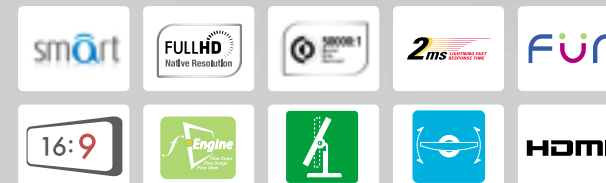


19-inch

22-inch

For Flawless Digital Entertainment W53 16:9 Real Wide Screen Series

- **Function**



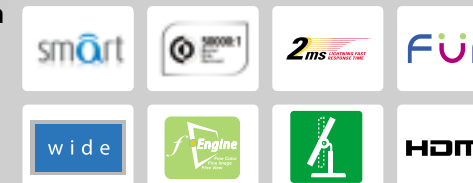
Offering everything you need for digital entertainment

Equipped with 16:9 wide screen, Full HD resolution, and HDMI Connector, which provides compatibility with all HD entertainment contents and equipment, as well as ultra high contrast ratio of 50,000:1, and fast response time of 2ms, LG Smart Monitor reproduces clear pictures with no afterimages.

* Based on W2253V model, specifications vary by model.

Optimized Multimedia Computing W54 16:10 Wide Screen Series

- **Function**



For convenient multimedia computing environment

Smart function that minimizes eye strain protects your vision while working long hours on the computer and 16:10 wide screen provides a spacious and convenient work environment for multitasking.

* Based on W2254V model, specifications vary by model.

The 'Smart' Monitor

LG W53/W54 Series



		W1953S	W2053S	W2253S	W1953T	W2053TQ	W2253TQ
Feature	Size(Inch)	19"Class(18.5" diagonal)	20"Class (20.0" diagonal)	22"Class (21.5" diagonal)	19"Class(18.5" diagonal)	20"Class (20.0" diagonal)	22"Class (21.5" diagonal)
	Display color	16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors
	Aspect Ratio	16:9 Wide	16:9 Wide	16:9 Wide	16:9 Wide	16:9 Wide	16:9 Wide
	Resolution	1366X768	1600X900	1920X1080	1366X768	1600X900	1920X1080
	Brightness(cd/m ²)	300	300	300	300	300	300
	Contrast ratio(DFC*)	50000:1	50000:1	50000:1	50000:1	50000:1	50000:1
	Response Time	5ms(Typ.)	5ms(Typ.)	5ms(Typ.)	5ms(Typ.)	2ms(GTG)	2ms(GTG)
	Viewing Angle(CR≥5)	170/170	176/170	170/170	170/170	176/170	170/170
	Surface Treatment(Glare/non Glare)	non Glare	non Glare	non Glare	non Glare	non Glare	non Glare
	Jack Input / Output	Signal Input	D-Sub	Yes	Yes	Yes	Yes
DVI-D			No	No	No	Yes	Yes
HDMI			No	No	No	No	No
Audio output		Headphone Out	No	No	No	No	No
Power Consumption	Normal On(Typ.)	21W	40W	40W	21W	38W	40W
	Power Save/Sleep Mode(Max)	1W under	1W under	1W under	1W under	1W under	1W under
Special Feature	"Fun Key"	ez-Zooming	Yes	Yes	Yes	Yes	Yes
		Photo effect	Yes	Yes	Yes	Yes	Yes
		4:3 in Wide	Yes	Yes	Yes	Yes	Yes
	"SMART Package"	Auto bright	Yes	Yes	Yes	Yes	Yes
		Cinema mode	Yes	Yes	Yes	Yes	Yes
		Time control	Yes	Yes	Yes	Yes	Yes
		Live sensor	Yes	Yes	Yes	Yes	Yes
	f-Engine	Yes	Yes	Yes	Yes	Yes	Yes
	sRGB	Yes	Yes	Yes	Yes	Yes	Yes
	HDCP	No	No	No	Yes	Yes	Yes
Plug & Play		DDC2B	DDC2B	DDC2B	DDC2B	DDC2B	
Stand	Base Detachable	Yes	Yes	Yes	Yes	Yes	Yes
	Tilt(Angle)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)
	Swivel(Angle)	No	No	No	No	No	No
Size / Weight	Dimension	Set (with Stand) 451.5(W)*183(D)*357.1(H)mm	484.95(W)*183(D)*375.3(H)mm	522.5(W)*198(D)*396.3(H)mm	451.5(W)*183(D)*357.1(H)mm	484.9(W)*183(D)*375.3(H)mm	522.5(W)*198(D)*396.3(H)mm
	Weight	Set (with Stand) 3.45kg	3.46kg	3.9kg	3.45kg	3.5kg	3.9kg(AUO)
Standard	UL(cUL)	Yes	Yes	Yes	Yes	Yes	Yes
	TUV-GS	TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type
	SEMKO	Yes	Yes	Yes	Yes	Yes	Yes
	FCC-B, CE	Yes	Yes	Yes	Yes	Yes	Yes
	EPA	Yes	Yes	Yes	Yes	Yes	Yes
	Vista(Premium/Basic)	Vista Basic	Vista Basic	Vista Basic	Vista Premium	Vista Premium	Vista Premium

W2253V	W2353V	W2453V	W2753V	W1954S	W2254V	W1954TQ	W2254TQ
22"Class (21.5" diagonal)	23"Class (23.0" diagonal)	24"Class (24.0" diagonal)	27"Class (27.0" diagonal)	19"Class (18.9" diagonal)	22"Class (22.0" diagonal)	19"Class (18.9" diagonal)	22"Class (22.0" diagonal)
16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors	16.7million colors
16:9 Wide	16:9 Wide	16:9 Wide	16:9 Wide	16:10 Wide	16:10 Wide	16:10 Wide	16:10 Wide
1920X1080	1920X1080	1920X1080	1920X1080	1440X900	1680X1050	1440X900	1680X1050
300	300	300	400	300	300	300	300
50000:1	50000:1	50000:1	50000:1	50000:1	50000:1	50000:1	50000:1
2ms(GTG)	2ms(GTG)	2ms(GTG)	2ms(GTG)	5ms(Typ.)	2ms(GTG)	2ms(GTG)	2ms(GTG)
170/170	176/170	170/170	176/170	170/170	170/170	170/170	170/170
non Glare	non Glare	non Glare	non Glare	non Glare	non Glare	non Glare	non Glare
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Yes	Yes	Yes	Yes	No	Yes	No	No
Yes	Yes	Yes	Yes	No	Yes	No	No
40W	42W	42W	90W	36W	40W	36W	40W
1W under	1W under	1W under	1W under	1W under	1W under	1W under	1W under
1W under	1W under	1W under	1W under	1W under	1W under	1W under	1W under
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
DDC2B	DDC2B	DDC2B	DDC2B	DDC2B	DDC2B	DDC2B	DDC2B
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)	Yes/ -5° (front)~ 15° (rear)
No	No	Yes / 355°	Yes / 355°	No	No	No	No
522.5(W)*198(D)*396.3(H)mm	556.87(W)*198(D)*416.57(H)mm	582.3(W)*212(D)*444.4(H)mm	652.7(W)*212(D)*486.1(H)mm	450.5(W)*183(D)*382.7(H)mm	517.8(W)*198(D)*424.2(H)mm	450.5(W)*183(D)*382.7(H)mm	517.8(W)*198(D)*424.2(H)mm
3.9kg(AUO)	4.5kg	5.34kg	7.98kg	3.33kg	4.1kg	3.33kg	4.1kg
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type	TUV-Type
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Vista Premium	Vista Premium	Vista Premium	Vista Premium	Vista Basic	Vista Premium	Vista Premium	Vista Premium

* Product specifications and features may differ depending on models and countries and are subject to change without notification.