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LG Electronics showed at ISE the **first "Ultra High-Definition" 4K digital signage display** (the commercial version of the LG 84-inch class (84.04 inch diagonal) Ultra HD TV*) and now you'll see again if you are on your way to DSE 2013 in Las Vegas via airplane.

Two LG 84"displays with 4K content featured in a wayfinder kiosk in McCarran Airport's D Concourse, where 32,000 passengers pass by on a daily basis.

The LG 84" class Ultra HD Signage Display is the flagship of LG's 2013 line of LED large-screen monitors that will be demonstrated at the Digital Signage Expo 2013. Boasting 4X the screen resolution (3840 x 2160 pixels) of traditional HD displays, the display is already attracting attention in the first-ever installation of 4K digital signage at Las Vegas' McCarran International Airport.

Featuring Ultra HD technology with 8 million pixels, the Ultra HD 2160p display (model 84WS70MS-B) has a bezel width of just 27.9mm, allowing displays to be arranged side-by-side. The 84" class Ultra HD display may be mounted in portrait or landscape mode for optimal use in commercial applications.

Because they have 45 gates and a lot of passengers transiting through, McCarran airport officials opted to add the Ultra HD displays to provide a very clear and unmistakable signage solution in addition to static overhead signs already in place. The displays are encased in an 11-foot tall kiosk, with the monitor at the top of the kiosk running a wayfinder application by Denver-based **Four Winds Interactive**.

Where else but an airport would LG's LED panel technology **In Plane Switching** (IPS) be at home?

IPS panel technology helps provide color saturation and contrast for **off-angle viewing** (both horizontal and vertical), so the display can be installed at almost any angle or height. IPS technology also provides a temperature tolerance of up to 230 degrees Fahrenheit (110 degrees Celsius) which helps alleviate a common problem with screens overheating.

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