



\* All images in this datasheet are for illustrative purposes only.

## Commercial TV UR770H Series

# 4K UHD Pro:Centric Smart Hotel TV



Netflix Included



Slim Design



Quick Menu



Voice Recognition

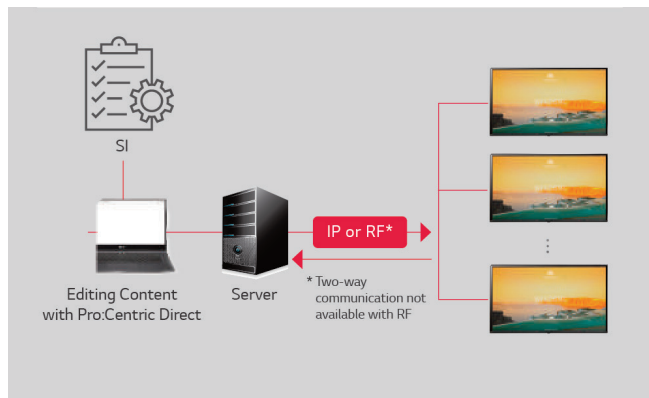
### UR770H Series

|                 |                    |   |
|-----------------|--------------------|---|
| <b>Design</b>   | <b>Stand Type</b>  | 1 Pole Stand<br>(75"/65" : Fixed, 55"/50" : Swivel) |
| <b>Display</b>  | <b>Inch</b>        | 75" / 65" / 55" / 50"                               |
|                 | <b>Resolutions</b> | 3840 × 2160 (UHD)                                   |
| <b>Solution</b> |                    | Pro:Centric (Smart, Direct, V), Quick Menu          |



**Pro:Idiom®**

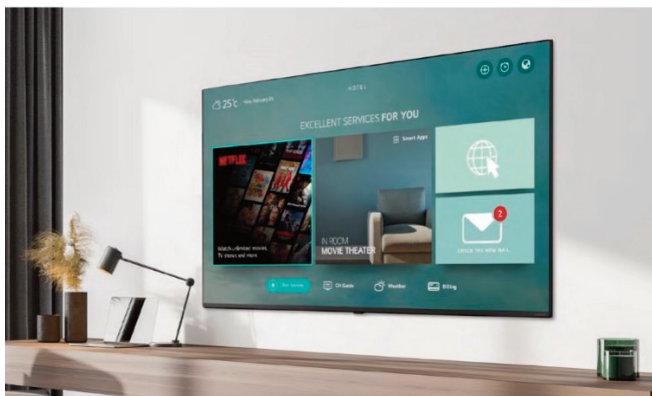
DRM (Digital Rights Management) technology unlocks access to premium content to help assure rapid and broad deployment of HDTV and other high-value digital content.



**Pro:Centric Direct**

Pro:Centric Direct is a hotel content management system that provides simple editing tools and various solutions such as one-click service and IP network-based remote management. Hoteliers can easily edit the user interface, provide customized service and manage all property's TVs efficiently.

\* Actual UI may differ from what is shown here.  
When PCS400R and PCD 2.0 are in use, the PCD feature works even in RF infrastructure.



**Easy Access to Netflix Application with Pro:Centric Direct**

Hotel guests can enjoy their favorite Netflix shows thanks to the Netflix Application service supported within Pro:Centric Direct. Guest Netflix subscription is required, or sign-up to a free trial. Must be installed by approved LG SI Partner.

- \* webOS 5.0 only
- \* Property Management System required
- \* Usage statistics reporting required



**Elegant Slim Design**

The UR770H series features a slim bezel that is designed to blend into any interior to enhance the décor of the environment in which it's installed to deliver an immersive viewing experience.

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### SoftAP Virtual Wi-Fi Capability

Software-enabled Access Point (SoftAP) is a "virtual" Wi-Fi feature that uses the TV as a wireless hotspot, enabling guests to connect their own devices. It supports Bridge Mode, allowing administrators to manage in-room SoftAP information such as signal level, SoftAP passwords, etc.

- \* SoftAP should be set in the installation menu after the TV is turned on.
- \* Smart Mirroring may not be operated at the same time.



### Advanced LG webOS 5.0

LG's webOS 5.0 delivers the latest LG Smart TV features, innovative technology, and content delivery with remarkable clarity and true-to-life colors. Newly added Mood Display and Gallery Mode enables the TV to be utilized as a customized clock and can display artwork that harmonizes with its surroundings.



### Welcome Screen and Instant On

To provide a more personalized and welcoming experience, the UR770H series Welcome Screen features a broader range of programable greeting messages, while Instant On, a high-speed loading system, enables users to enjoy content immediately after turning on the TV.



### USB Data Cloning\*

USB data cloning improves the efficiency of managing multiple displays by allowing you to transfer the configuration data of one display to the other UR770H series displays using a USB drive.

- \* USB is not provided by LG. Also, UR770H0 models cannot be cross-configured with UR770H9 models or vice-versa.

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## SPECIFICATIONS

| MODEL                             |   | 75UR770H               | 65UR770H               | 55UR770H               | 50UR770H               |
|-----------------------------------|---|------------------------|------------------------|------------------------|------------------------|
| DISPLAY                           | Diagonal Size                           | 75"                    | 65"                    | 55"                    | 50"                    |
|                                   | Resolution                              | 3840 X 2160 (UHD)      | 3840 X 2160 (UHD)      | 3840 X 2160 (UHD)      | 3840 X 2160 (UHD)      |
|                                   | Backlight Unit Type                     | Direct                 | Direct                 | Direct                 | Direct                 |
|                                   | Brightness                              | 330                    | 400                    | 400                    | 400                    |
|                                   | Dynamic Contrast Ratio                  | 1,000,000:1            | 1,000,000:1            | 1,000,000:1            | 1,000,000:1            |
|                                   | Static Contrast Ratio                   | 1200:1                 | 1200:1                 | 1300:1                 | 5000:1                 |
|                                   | Response Time (G to G)                  | 8 ms                   | 8 ms                   | 14 ms                  | 19 ms                  |
|                                   | Refresh Rate                            | 60 Hz                  | 60 Hz                  | 60 Hz                  | 60 Hz                  |
|                                   | Life Span                               | 30,000 Hours           | 30,000 Hours           | 30,000 Hours           | 30,000 Hours           |
|                                   | HDR 10 Pro                              | Yes                    | Yes                    | Yes                    | Yes                    |
| HDR HLG                           | Yes                                     | Yes                    | Yes                    | Yes                    |                        |
| BROADCASTING                      | Digital (Terrestrial,Cable,Satellite)   | ATSC / Clear QAM / VSB | ATSC / Clear QAM / VSB | ATSC / Clear QAM / VSB | ATSC / Clear QAM / VSB |
|                                   | Analog                                  | NTSC                   | NTSC                   | NTSC                   | NTSC                   |
|                                   | Closed Caption                          | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | MPEG-2 / MPEG-4 H.264 Decoding          | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | IPTV Capable                            | Yes                    | Yes                    | Yes                    | Yes                    |
| AUDIO                             | Speaker System                          | 10W + 10W (2.0 ch)     | 10W + 10W (2.0 ch)     | 10W + 10W (2.0 ch)     | 10W + 10W (2.0 ch)     |
|                                   | AI Sound                                | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | One Touch Sound Tuning                  | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | LG Sound Sync                           | Yes                    | Yes                    | Yes                    | Yes                    |
| HOSPITALITY                       | Pro:Centric Data Streaming (IP & RF)    | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | HCAP (GEM / FLASH / HTML)               | GEM / HTML5            | GEM / HTML5            | GEM / HTML5            | GEM / HTML5            |
|                                   | Pro:Centric IP Return path              | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Multicast / Unicast ready               | Yes / Yes              | Yes / Yes              | Yes / Yes              | Yes / Yes              |
|                                   | Pro:Centric webRTC                      | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Pro:Centric Direct (HTML)               | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Pro:Centric Application (Java)          | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Quick Menu Version                      | 4.0                    | 4.0                    | 4.0                    | 4.0                    |
| Pro:Idiom DRM (S/W, Mobile, Lite) | Yes                                     | Yes                    | Yes                    | Yes                    |                        |
| SMART FEATURES                    | Smart Home (Launcher Bar)               | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Gallery Mode                            | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Web Browser                             | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Pre-loaded Apps                         | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | SDP Server Compatible                   | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Magic Remote                            | Yes (MR18HA)           | Yes (MR18HA)           | Yes (MR18HA)           | Yes (MR18HA)           |
|                                   | SW Clock (World Clock / Alarm)          | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Soft AP                                 | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Wi-Fi (802.11ac)                        | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Screen Share (Miracast)                 | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Smart Share (DLNA)                      | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | LG Connect (LG TV Plus)                 | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | DIAL                                    | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Beacon                                  | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Bluetooth Sound Sync                    | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Mobile Connection Overlay               | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Voice Recognition (Standalone Solution) | Yes                    | Yes                    | Yes                    | Yes                    |
| IoT                               | Yes                                     | Yes                    | Yes                    | Yes                    |                        |
| OTHER FEATURES                    | First Use Wizard                        | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | USB Data Cloning                        | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Wake on RF                              | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | WOL                                     | Yes                    | Yes                    | Yes                    | Yes                    |
|                                   | Diagnostics                             | Yes (IP Remote)        | Yes (IP Remote)        | Yes (IP Remote)        | Yes (IP Remote)        |
|                                   | External Control Interface              | Yes (MPI, RS-232C)     | Yes (MPI, RS-232C)     | Yes (MPI, RS-232C)     | Yes (MPI, RS-232C)     |
| Simplink (HDMI-CEC) plus CEC-HTNG | Yes (1.4)                               | Yes (1.4)              | Yes (1.4)              | Yes (1.4)              |                        |



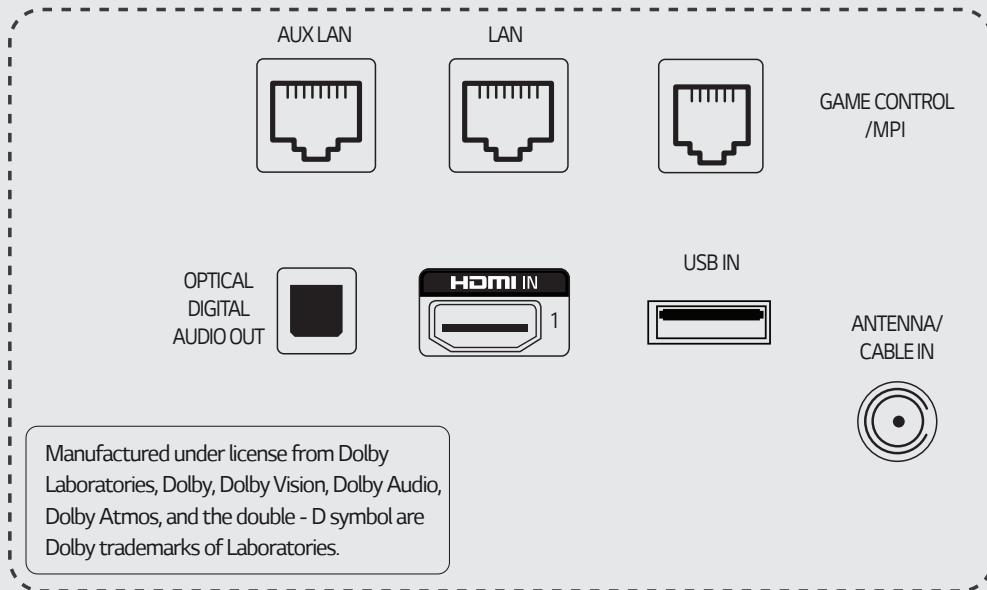
## SPECIFICATIONS

| MODEL              |  | 75UR770H  | 65UR770H                                     | 55UR770H                                     | 50UR770H                                     |
|--------------------|--|---|--|--|--|
| OTHER FEATURES     | IR Signal from Receiver (Logic Low Pulses)   | MPI   | MPI  | MPI  | MPI  |
|                    | IR Signal from Receiver (Logic High Pulses)  | RS-232C   | RS-232C                                      | RS-232C                                      | RS-232C                                      |
|                    | Multi-code IR                                | Yes   | Yes  | Yes  | Yes  |
|                    | Installer Menu                               | Yes   | Yes  | Yes  | Yes  |
|                    | Lock Mode                                    | Yes (Limited)   | Yes (Limited)                                | Yes (Limited)                                | Yes (Limited)                                |
|                    | Port Block                                   | Yes   | Yes  | Yes  | Yes  |
|                    | Welcome Screen                               | Yes   | Yes  | Yes  | Yes  |
|                    | One Channel Map (LCM)                        | Yes   | Yes  | Yes  | Yes  |
|                    | Instant ON                                   | Yes   | Yes  | Yes  | Yes  |
|                    | VLAN ID                                      | Yes   | Yes  | Yes  | Yes  |
|                    | RJP (Remote Jack Pack) Compatibility         | HDMI (CEC)  | HDMI (CEC)                                   | HDMI (CEC)                                   | HDMI (CEC)                                   |
|                    | Moving Picture Playback                      | Yes   | Yes  | Yes  | Yes  |
|                    | Auto Off / Sleep Timer                       | Yes / Yes   | Yes / Yes                                    | Yes / Yes                                    | Yes / Yes                                    |
|                    | Energy Saving mode                           | Yes   | Yes  | Yes  | Yes  |
|                    | Motion Eye Care                              | Yes   | Yes  | Yes  | Yes  |
|                    | Embedded b-LAN                               | Yes   | Yes  | Yes  | Yes  |
| NTP Sync Timer     | Yes  | Yes   | Yes  | Yes  |  |
| Video Tag          | Yes (2 Supported)                            | Yes (2 Supported)   | Yes (2 Supported)                            | Yes (2 Supported)                            |  |
| INTERFACES         | HDMI In                                      | 3 (2.0)   | 3 (2.0)                                      | 3 (2.0)                                      | 3 (2.0)                                      |
|                    | USB  | 1   | 1  | 1  | 1  |
|                    | RF In (Tuner)                                | 1 (dual b-LAN)  | 1 (dual b-LAN)                               | 1 (dual b-LAN)                               | 1 (dual b-LAN)                               |
|                    | Digital Audio Out (Optical)                  | 1   | 1  | 1  | 1  |
|                    | RS-232C (D-Sub 9-Pin / 3.5mm Jack)           | 3.5mm Jack (4-Pin)  | 3.5mm Jack (4-Pin)                           | 3.5mm Jack (4-Pin)                           | 3.5mm Jack (4-Pin)                           |
|                    | Speaker Out / Line Out (UR770H0 Models Only) | 3.5mm Stereo Jack   | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            |
|                    | Audio Line Out (UR770H9 Models Only)         | 3.5mm Stereo Jack   | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            |
|                    | TV-LINK CFG                                  | 3.5mm Stereo Jack   | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            |
|                    | Service Only                                 | 3.5mm Stereo Jack   | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            | 3.5mm Stereo Jack                            |
|                    | RJ45   | 2 (Ethernet, Aux)   | 2 (Ethernet, Aux)                            | 2 (Ethernet, Aux)                            | 2 (Ethernet, Aux)                            |
|                    | Game Control/MPI (RJ12)                      | Yes   | Yes  | Yes  | Yes  |
| MECHANICAL & POWER | Stand Type                                   | 1 pole - Fixed  | 1 pole - Fixed                               | 1 pole - Swivel                              | 1 pole - Swivel                              |
|                    | Front Color                                  | Navy Blue (nearly black)  | Navy Blue (nearly black)                     | Navy Blue (nearly black)                     | Navy Blue (nearly black)                     |
|                    | VESA Compatible                              | 400x400   | 300x300                                      | 300x300                                      | 200x200                                      |
|                    | Kensington Lock                              | Yes   | Yes  | Yes  | Yes  |
|                    | Credenza / Security Screw Hole               | No  | No   | Yes  | Yes  |
|                    | Lock Down Plate                              | No  | No   | Yes  | Yes  |
|                    | Weight without Stand                         | 31.4 kg / 69.2 lbs  | 21.5 kg / 47.4 lbs                           | 14.0 kg / 30.9 lbs                           | 12.1 kg / 26.7 lbs                           |
|                    | Weight with Stand                            | 34.6 kg / 76.3 lbs  | 22.9 kg / 50.5 lbs                           | 17.2 kg / 37.9 lbs                           | 15.3 kg / 33.7 lbs                           |
|                    | Shipping Weight                              | 44.5 kg / 98.1 lbs  | 28.9 kg / 63.7 lbs                           | 22.3 kg / 49.2 lbs                           | 18.6 kg / 41 lbs                             |
|                    | Dimensions without Stand                     | 1678 x 964 x 59.9 mm<br>66.1 x 38 x 2.4 in  | 1454 x 838 x 57.7 mm<br>57.2 x 33 x 2.3 in   | 1235 x 715 x 57.5 mm<br>48.6 x 28.1 x 2.3 in | 1121 x 651 x 57.1 mm<br>44.1 x 25.6 x 2. in  |
|                    | Dimensions with Stand                        | 1678 x 1045 x 378 mm<br>66.1 x 41.1 x 14.9 in   | 1454 x 909 x 340 mm<br>57.2 x 35.8 x 13.4 in | 1235 x 777 x 303 mm<br>48.6 x 30.6 x 11.9 in | 1121 x 713 x 303 mm<br>44.1 x 28.1 x 11.9 in |
|                    | Shipping Dimensions                          | 1820 x 1205 x 228 mm<br>71.7 x 47.4 x 9 in  | 1600 x 970 x 228 mm<br>63 x 38.2 x 9 in      | 1360 x 860 x 207 mm<br>53.5 x 33.9 x 8.1 in  | 1317 x 810 x 188 mm<br>51.9 x 31.9 x 7.4 in  |
|                    | Bezel Width (L/R/T/B): On Bezel              | 3.9/13.9/13.9/19.9  | 12.8/12.8/12.8/19.9                          | 12.8/12.8/12.8/19.9                          | 12.8/12.8/12.8/19.9                          |
|                    | Bezel Width (L/R/T/B): Off Bezel             | 7.9/7.9/7.9/18.4  | 6.8/6.8/6.8/18.4                             | 6.9/6.9/6.9/18.4                             | 7.3/7.3/7.8/18.4                             |
|                    | Power Supply                                 | 100-240 Vac, 50/60 Hz   | 100-240 Vac, 50/60 Hz                        | 100-240 Vac, 50/60 Hz                        | 100-240 Vac, 50/60 Hz                        |
|                    | Max Power Consumption                        | 225 W   | 200 W  | 165 W  | 135 W  |
|                    | Typical Power Consumption                    | 110 W   | 87 W   | 72 W   | 57 W   |
|                    | Standby Power Consumption                    | < 0.5W  | < 0.5W                                       | < 0.5W                                       | < 0.5W                                       |
| WARRANTY & OTHER   | Standards                                    | UL  | UL   | UL   | UL   |
|                    | EMC Certification                            | FCC   | FCC  | FCC  | FCC  |
|                    | Warranty                                     | 2 Year Limited  | 2 Year Limited                               | 2 Year Limited                               | 2 Year Limited                               |
|                    | Accessories                                  | S-Con Remote Control, Optional MMR Remote Control, 1.8m Power Cable (50/55/65" Detached), 2.0m Power Cable (75" Attached) |  |  |  |

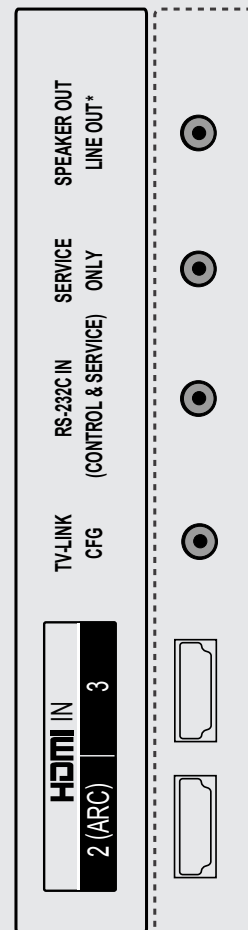
CONNECTIVITY

75" / 65" / 55" / 50"

REAR



SIDE



\* UR770H9 models only support line out.

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