50" CLASS (50.0" DIAGONAL)

Plasma Widescreen



Commercial HDTV with Full HD Resolution

PUBLIC DISPLAY SETTINGS cloning capable

EcoSmart™ - ENERGY SAVINGS Intelligent Sensor - Automatic
3 Mode Power Saving Levels - Manual

> NEW! TruSlim FRAME Narrow Bezel (top & sides)

NEW! SLIM DEPTH Depth w/o Stand = 2.2"

IMPROVED! DYNAMIC CONTRAST RATIO 3,000,000:1

> IMPROVED! DUAL XD ENGINE® Greater color accuracy

> > **NEW! USB CLONING**

NEW! TOUCH SENSITIVE KEYS

INVISIBLE SPEAKER SYSTEM

BUILT-IN TUNER ATSC/NTSC/Clear QAM

ISFccc® CALIBRATION READY

FULL HD 1080p RESOLUTION 1920 x 1080 Native Resolution

600Hz SUB-FIELD DRIVING

USB 2.0 MEDIA HOST for photos and music

3 HDMITM INPUTS WITH HDCP

+20°/-20° DETACHABLE SWIVEL STAND

2-YEAR LIMITED WARRANTY (parts/labor)

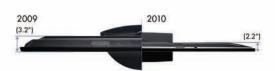




LG'S ISFCCC READY HDTVS CONTAIN THE
DETAILED STANDARDS NECESSARY FOR
PROFESSIONAL CALIBRATION OF BRIGHTNESS,
CONTRAST, TINT, SHARPNESS, COLOR LEVELS
AND MUCH MORE TO MEET LOCAL LIGHTING
CONDITIONS FOR BOTH DAY AND NIGHTTIME
VIEWING. SETTINGS ARE ADDED TO PRESET MODES
FOR EASY ACCESS FROM YOUR LG REMOTE.

IMPROVED! THINNER AND LIGHTER WEIGHT CABINETS

- CABINET DEPTH REDUCED FROM 3.2" TO 2.2"
- · LIGHTER WEIGHT (TV W/O STAND)
- .50" FROM 72 LBS ('09) TO 63 LBS
- .60" FROM 99 LBS ('09) TO 91 LBS





AT LESS THAN 1" THICK, THE NEW TRUSLIM FRAME TRIMS AWAY DISTRACTION WITHOUT COMPROMISING SCREEN SIZE.



EcoSmart



ENERGY SAVINGS

INTELLIGENT SENSOR

LG's Intelligent Sensor automatically enhances picture quality which can help save energy and money. Unlike other sensors which can only sense brightness of ambient light, the Intelligent Sensor uses a 12-bit process to evaluate its surroundings for a more detailed adjustment.

THREE MODE POWER SAVING LEVELS

Manually select your choice for the brightness level for the television. By selecting Minimum, Medium, or Maximum, the power consumption will be reduced and an increase in energy savings can be achieved.

50PK550C in Vivid Mode

POWER SAVING MODE	POWER CONSUMPTION*	ENERGY SAVINGS**
Off	326.7 Wh	0%
Minimum	301.4 Wh	8%
Medium	251.2 Wh	13%
Maximum	186.8 Wh	43%

60PK550C in Vivid Mode

POWER SAVING MODE	POWER CONSUMPTION*	ENERGY SAVINGS**
Off	413 Wh	0%
Minimum	365.2 Wh	12%
Medium	302 Wh	27%
Maximum	214.3 Wh	48%

NOTES: *Power consumption was measured with video signal - IEC62087 dynamic broadcast. **Percentages listed are percentages based off of Power Consumption in the Off mode.

600Hz

The PK550C Series uses 600Hz Sub-field Driving which reacts very quickly to the changes on screen making fast action motion clearer.



SUB-FIELD 1

SUB-FIELD 2

SUB-FIELD 3

SUB-FIELD 4

SUB-FIELD 5

SUB-FIELD 6

SUB-FIELD 7

SUB-FIELD 8

SUB-FIELD 9

SUB-FIELD 10



PUBLIC DISPLAY SETTINGS (v2.4)

When used in public areas, these HDTVs can be easily programmed by the installer to have the TV turn on at a specified channel/volume level, set the minimum/maximum volume, lock out the control panel/remote, set the aspect ratio, and return to a factory reset. By using Power Management, these displays can be programmed to turn off if there has been no activity (remote or control panel buttons) for a preset time (1-7) hours.



SUPERIOR VIDEO. COMBINES TWO OF LG'S EXCLUSIVE XD ENGINES TO MAXIMIZE PICTURE QUALITY FOR ANY TYPE OF VIDEO CONTENT. BY COMBINING XD ENGINE PROCESSORS, PANEL PERFORMANCE IS OPTIMIZED PROVIDING HIGHER COLOR ACCURACY

AND MORE REALISTIC IMAGES.



TIRED OF STREAKY ACTION OR UNCLEAR PLAYS DURING THE GAME? SEE SPORTS, FAST ACTION AND VIDEO GAMES LIKE NEVER BEFORE. THE ÓOOHZ REFRESH RATE VIRTUALLY ELIMINATES MOTION BLUR.

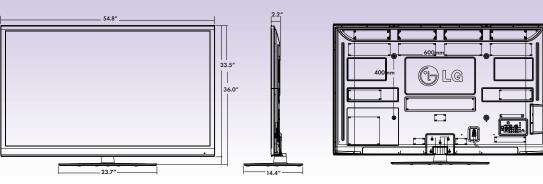


STUNNING DETAIL, NO MORE WORRYING ABOUT DARK SCENES OR DULL COLORS. THE MEGA CONTRAST RATIO OF 3,000,000:1 DELIVERS MORE STUNNING COLORS AND DEEPER BLACKS THAN YOU CAN IMAGINE

REMOTE CONTROL

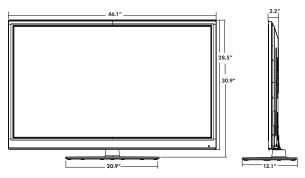


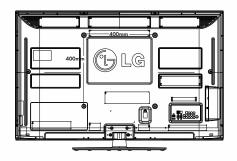
60PK550C



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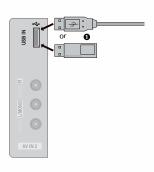
50PK550C



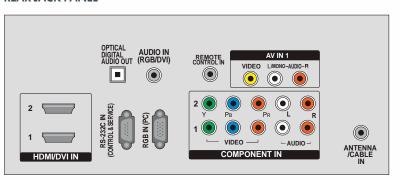


USB CLONING

USB cloning will allow for easy transfer of Public Display Settings from the "Master TV" to an unlimited number of same type televisions.



REAR JACK PANEL



SIDE JACK PANEL



Active Display Resolution 1920 x 1080	Screen Size	50" class (50.0" diagonal)
Netive Display Resolution 1920 x 1080 Brightness 1,500 cd/m² Dynamic Contrast Ratio 3,000,000:1 Protective Skin Glass Color Reproduction (Panel Output) 16 Bit ISM (Image Skicking Minimization) 600Hz Sub-Field Driving Uife Span (typical) ViDEO Buill-in tuner ATSC/NTSC/Clear QAM - 1 Tuner Ves Aspect Ratio Aspect Ratio Aspect Ratio Aspect Ratio Aspect Ratio Aspect Ratio Ocorrection Aspect Ratio Correction Gowerscan Color Temperature Control 3D & MPEG Color Temperature Control 3D & MPEG AVA Mode II Pricture Mode Bricture Reset AV Mode II Pricture Mode Bricture Reset AV Mode II Pricture Mode Color Reproduction (Chassis Output) AUDIO Mono/Stereo/Dual (MTS/SAP) Audio Output (Watis-THD 10%) Dolly Digital 5:1 Decoder Surround System Boss/Treble/Balance Clear Ves Surround System Dolly Display Settings Ves Picture Work Clear Ves Picture Reset Dolly Digital 5:1 Decoder Surround System Dolly Digital 5:1 Decoder Special Fatures Pricture Work Clear Ves Proces Prese Ves Proces Proce		
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Game, Sports, Expert 1, Expert 2) ISFacca Ready Intelligent Sensor Mode xyYCC Yes DTV Signal Strength (Digital) Color Reproduction (Chassis Output) Mono/Stereo/Dual (MTS/SAP) Aubio Mono/Stereo/Dual (MTS/SAP) Audio Output (Watts-THD 10%) Speaker System Invisible Speaker (1 Way 2 Speaker) Dolby Digital 5.1 Decoder Surround System Bass/Treble/Balance Clear Voice II Yes Sound Mode 5 Modes (Standard, Music, Cinema, Sports, CSPECIAL FEATURES Public Display Settings Ves Picture Wizard II Yes Freeze Frame 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Input Labeling Quick View (Flashback) Quick Steup Guide Yes Rey Lock SimpLink™ (HDMI CEC) CONYENIENCE FEATURES Language 3 (English, Spanish, French)		
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DTV Signal Strength (Digital) Color Reproduction (Chassis Output) AUDIO MONO/Stereo/Dual (MTS/SAP) Audio Output (Watts-THD 10%) Speaker System Invisible Speaker (1 Way 2 Speaker) Dolby Digital 5.1 Decoder Surround System Infinite Sound Bass/Treble/Balance Clear Voice II Auto Volume Leveler II Sound Mode Shades (Standard, Music, Cinema, Sports, CSPECIAL FEATURES Public Display Settings USB Cloning Yes Picture Wizard II Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Quick View (Flashback) Quick Setup Guide Yes Parental Control w/V-Chip Key Lock Yes CONYENIENCE FEATURES Language 3 (English, Spanish, French)		Yes
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Speaker System Invisible Speaker (1 Way 2 Speaker) Dolby Digital 5.1 Decoder Yes Surround System Infinite Sound Bass/Treble/Balance Yes Clear Voice II Yes Auto Volume Leveler II Yes Sound Mode 5 Modes (Standard, Music, Cinema, Sports, C SPECIAL FEATURES Public Display Settings Yes (V 2.4) USB Cloning Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) CONYENIENCE FEATURES Language 3 (English, Spanish, French)		10W + 10W
Dolby Digital 5.1 Decoder Surround System Infinite Sound Bass/Treble/Balance Clear Voice II Yes Auto Volume Leveler II Sound Mode 5 Modes (Standard, Music, Cinema, Sports, CS SPECIAL FEATURES Public Display Settings Yes Public Display Settings Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Quick Setup Guide Yes Parental Control w/V-Chip Key Lock Yes Simplink™ (HDMI CEC) CONYENIENCE FEATURES Language 3 (English, Spanish, French)		
Surround System		
Bass/Treble/Balance Yes		
Clear Voice II Yes Auto Volume Leveler II Yes Sound Mode 5 Modes (Standard, Music, Cinema, Sports, CSPECIAL FEATURES Public Display Settings Yes (V 2.4) USB Cloning Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes A/V Input Navigation / EZ Input Toggle Yes Quick View (Flashback) Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink (HDMI CEC) Yes CONVENIENCE FEATURES Language Jaglish, Spanish, French) A (English, Spanish, French)		
Auto Volume Leveler II Yes Sound Mode 5 Modes (Standard, Music, Cinema, Sports, C SPECIAL FEATURES Public Display Settings Yes (V 2.4) USB Cloning Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French) A (English, Spanish, French)		
Sound Mode		
SPECIAL FEATURES Public Display Settings Yes (V 2.4) USB Cloning Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language Jenglish, Spanish, French) 3 (English, Spanish, French)		
Public Display Settings Yes (V 2.4) USB Cloning Yes Picture Wizard II Yes Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language Janguage 3 (English, Spanish, French)		o modes (cianadas, mose, cinema, opene, o ame)
USB Cloning Picture Wizard II Freeze Frame 1080p Source Input A/V Input Navigation / EZ Input Toggle A/V Input Navigation / EZ Input Toggle A/V Input Navigation / EZ Input Toggle Yes Quick View (Flashback) Quick Setup Guide Parental Control w/V-Chip Key Lock Yes Simplink™ (HDMI CEC) CONVENIENCE FEATURES Language Yes Yes Yes Yes 3 (English, Spanish, French)		Yes (V 2 4)
Picture Wizard II Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Key Lock Yes SimpLink™ (HDMI CEC) CONYENIENCE FEATURES Language 3 (English, Spanish, French)		
Freeze Frame Yes 1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language Language 3 (English, Spanish, French)		
1080p Source Input HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink TM (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
Component 60p/30p/24p RGB 60p (WXGA) A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes SimpLink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
RGB 60p (WXGA)	1080p 300ice inpui	
A/V Input Navigation / EZ Input Toggle Yes Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes SimpLink™ (HDMI CEC) Yes CONYENIENCE FEATURES Language 3 (English, Spanish, French)		
Input Labeling Yes Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes SimpLink*M (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)	4 A / 1	
Quick View (Flashback) Yes Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes Simplink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
Quick Setup Guide Yes Parental Control w/V-Chip Yes Key Lock Yes SimpLink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
Parental Control w/V-Chip Yes Key Lock Yes SimpLink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language Language 3 (English, Spanish, French)		
Key Lock Yes SimpLink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
SimpLink™ (HDMI CEC) Yes CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
CONVENIENCE FEATURES Language 3 (English, Spanish, French)		
Language 3 (English, Spanish, French)		Yes
V 1.1.00	Language	3 (English, Spanish, French)
3D User Interface Yes		

/-				
Auto Tuning / Pr		Yes		
	el) Edit (Add / Delete)	Yes		
Favorite Channe		Yes		
Auto/Manual C	lock	Yes		
On/Off Timer		Yes		
Sleep Timer		Yes		
Auto Off (when n	o video is present)	Yes		
JACK PACK				
TV - SIDE AV In		V (1)		
		Yes, (1)	1 1	
HDMI/HDCP In USB 2.0	pur	Yes, (V.1.3 with Deep Co	ior)	
TV - REAR		Yes, (JPEG, MP3)		
RF In		Yes (1)		
AV In		Yes (1)		
Component In ()	(Ph. Pr.) + Audio	Yes (2)		
Digital Audio O		Yes, (1, Optical)		
HDMI/HDCP In		2 (V.1.3 with Deep Color)	<u> </u>	
RGB In (D-sub 15		Yes (1)	1	
PC Audio Input	y, . C	Yes (1)		
RS-232C In		Yes, (1, Control & Service	4)	
Remote Control	ln .	Yes (1)		
CABINET/ACC		100 (1)		
TruSlim Frame		Yes		
Cabinet Color		Gloss Black		
Slim Depth		Yes (2.2")		
Table Stand Inc	:luded	Detachable (20°/20°) Swivel	
VESA™ Compli		400mm x 400mm (50"), 600 x 400 (60")		
Local Key Type		Touch Sensitive Keys		
Remote Control		Yes		
Quick Setup Gu	ide	Yes		
Power Cord		Yes		
POWER				
EcoSmart - Energ	gy Savings			
Intelligent Se		Yes (automatic)		
	ver Saving Levels	Yes (manual)		
Voltage, Hz		100~240V, 50/60H	Z	
	tion (with Intelligent	263.7W (50"), 323.6'		
Sensor On, in Vivid	Picture Mode)			
Measured with vide	eo signal - IEC62087			
dynamic broadcas	t			
Stand by Mode		Under 0.1W		
REQUIRED AP	PROVALS			
RoHS Complian	t	Yes		
UL, c-UL, FCC		Yes		
OPERATING E	NVIRONMENTS			
Storage Temper	ature Range	-4°F to 140°F (-20°C)	to 60°C)	
Storage Humidit	y Range	Less than 85%		
Altitude		Up to 9514 ft. (2900m)		
Operating Temp	erature	32°F to 104°F (0°C to 40°C)		
Operating Humi		Less than 80%		
DIMENSIONS		50PK550C	60PK550C	
Dimensions wi	thout Stand (W×H×D) with Stand (W×H×D) packaging (W×H×D)	46.1" x 28.5" x 2.2" 46.1" x 30.9" x 12.1" 52.4" x 33.2" x 13.0"	54.8" x 33.5" x 2.2" 54.8" x 36.0" x 14.4" 60.8" x 42.5" x 20.3"	
Weight	without Stand with Stand	63.0 lbs 68.3 lbs 80.7 lbs	99.2 lbs 109.1 lbs	
LIMITED WAR	with packaging	2 Years (Parts/Labor)	121.03 lbs	
UPC WAR	IVALATI I	Z Teurs (rans/Labor)		
50PK550C		7 19192 90022 6		
60PK550C		7 19192 90022 8		
55. NO555		, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		

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