



* 55 inch

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

Commercial TV UM777H Series

Commercial Lite

Pro:Centric Value

Pro:Centric Direct

Pro:Centric Smart



4K Ultra HD Smart TV



4K UHD



Compatible with Apple AirPlay



Pro:Centric Smart



Pro:Idiom

UM777H Series		75/65UM777H0UG, 55/50UM777H0UA
Design	Stand Type	75" / 65" : 1 pole (Fixed) 55" / 50" : 1 pole (Swivel)
	Display	Size Resolution
Broadcasting System	Digital	75" / 65" / 55" / 50" 3,840 × 2,160 (4K UHD)
	Analog	ATSC, Clear QAM NTSC
	Global IPTV Support	Yes
VESA		75": 400 × 400 mm 65" / 55": 300 × 300 mm 50": 200 × 200 mm



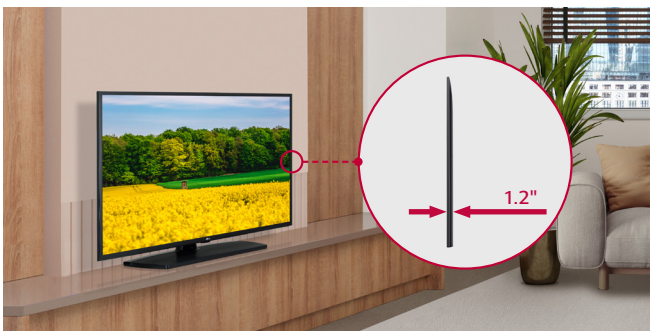
Pro:Centric Smart Platform

LG's Pro:Centric Smart HTML global platform hosts system integrator partners' in-room entertainment applications with proven backward compatibility across multiple generations of webOS smart TVs. It offers one of the widest possible choices of interactive systems to our hospitality customers. Through the Pro:Centric middleware API and chromium browser, partner applications can control all aspects of the LG smart television to provide a completely unique, customizable branded user experience for hotel guests encompassing entertainment, interactive features, streaming services and digital compendiums.



Easily Accessible to Netflix Application with LG's Pro:Centric Direct

Pro:Centric Direct, the easy and simple management solution for hotel content creates a memorable experience for your clients. Especially, the Netflix App can be activated (Netflix membership required).



Slim Depth for a Sleek Look

With a slim design, the UM777H series integrates smoothly with interiors, delivering a modern impression to your guests



SoftAP

Software-enabled Access Point* (SoftAP) is a virtual Wi-Fi feature that uses TV as a wireless hotspot, enabling guests to connect their own devices to the SoftAP

* Screen Share may not be operated at the same time.



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. DRM technology also prevents any illegal copying of content.



Kensington Lock Slot

Reinforced Metal Stand

Lock Down Plate with Credenza Aperture

Physical Security Features (55", 50" and 43" only)

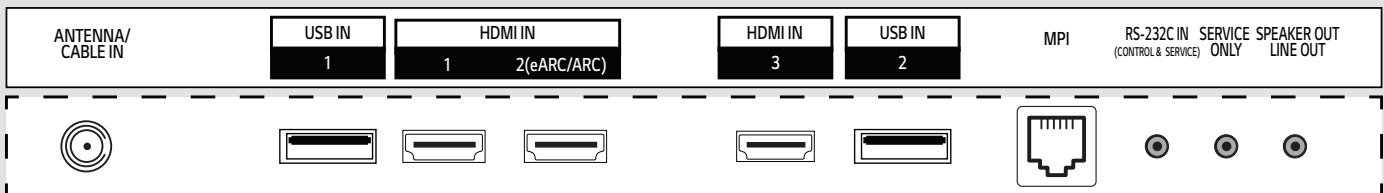
Select LG Hotel TVs are protected by the reliable Kensington Lock solution (lock sold separately). They also come with a metal-reinforced stand to improve sturdiness, durability and safety. Finally these models include a lock-down plate with credenza aperture to lock the TV firmly to the credenza for added security.

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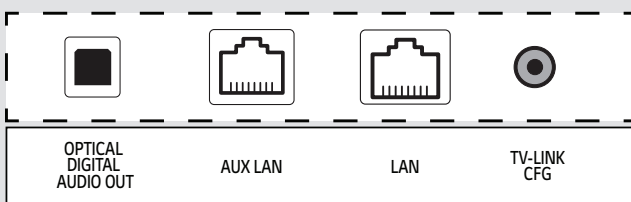
CONNECTIVITY

75" / 65" / 55" / 50"

Side Access

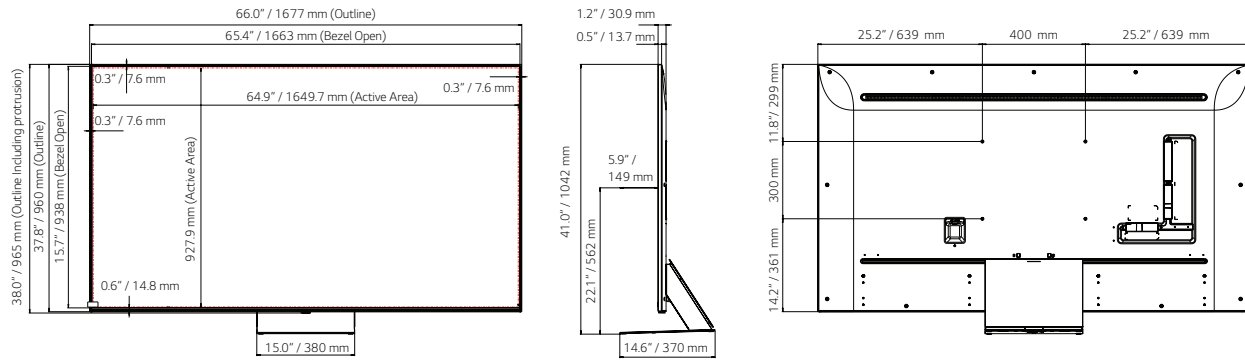


Bottom Access

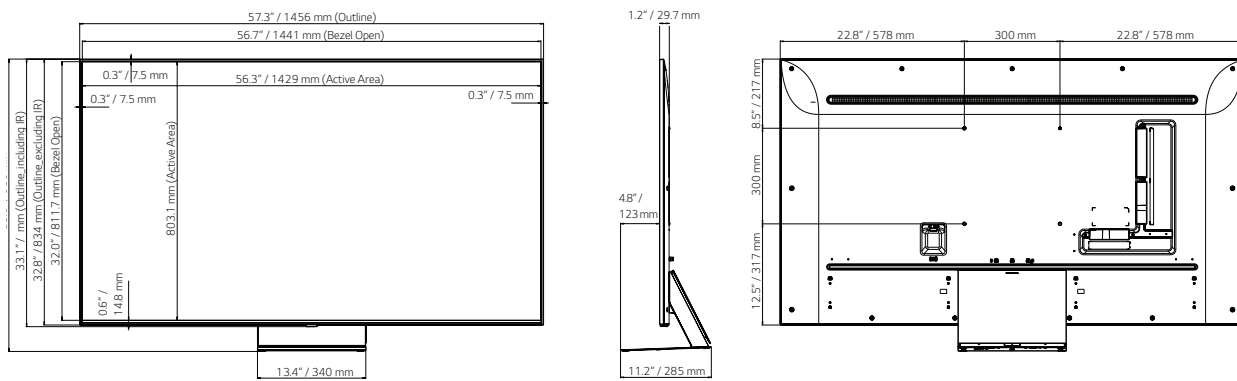


Technical Drawings

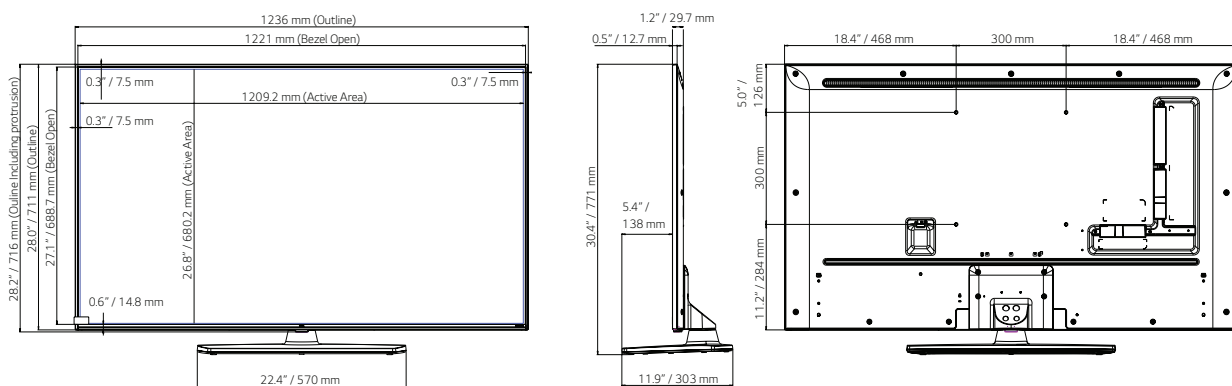
75"



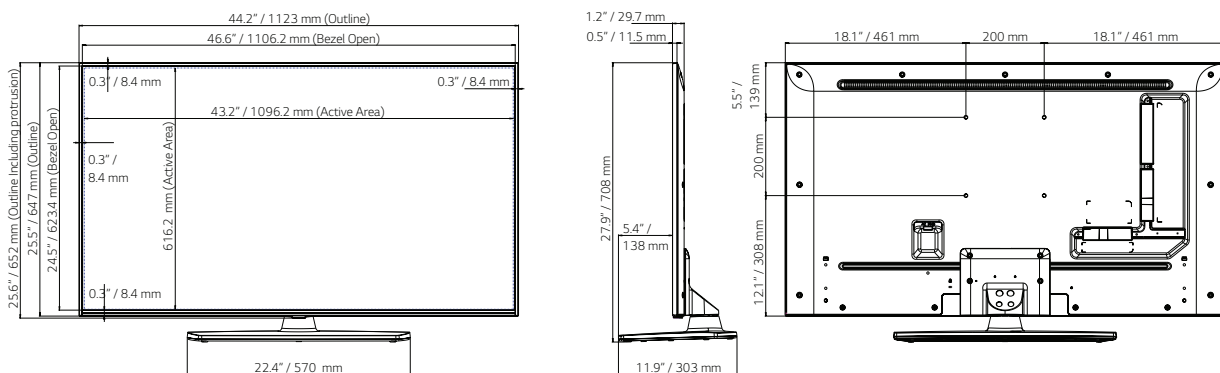
65"



55"



50"



SPECIFICATIONS

		75UM777HOUG	65UM777HOUG	55UM777HOUG	50UM777HOUG
CATEGORY	Category	Pro:Centric Smart	Pro:Centric Smart	Pro:Centric Smart	Pro:Centric Smart
	Diagonal	75"	65"	55"	50"
	Resolution	3,840 × 2,160 (4K Ultra HD)	3,840 × 2,160 (4K Ultra HD)	3,840 × 2,160 (4K Ultra HD)	3,840 × 2,160 (4K Ultra HD)
DISPLAY	Brightness (Typ.)	420 nits	420 nits	380 nits	420 nits
	AI Picture Pro	Yes	Yes	Yes	Yes
	HDR 10 Pro / HDR HLG	Yes / Yes	Yes / Yes	Yes / Yes	Yes / Yes
VIDEO	Game Optimizer	Yes	Yes	Yes	Yes
	Speaker (Audio Output)	20 W	20 W	20 W	20 W
	AI Sound	Yes	Yes	Yes	Yes
AUDIO	AI Acoustic Tuning	Yes (Ready, MMR Required)	Yes (Ready, MMR Required)	Yes (Ready, MMR Required)	Yes (Ready, MMR Required)
	LG Sound Sync	Optical/Bluetooth wireless	Optical/Bluetooth wireless	Optical/Bluetooth wireless	Optical/Bluetooth wireless
	Digital	ATSC/Clear QAM	ATSC/Clear QAM	ATSC/Clear QAM	ATSC/Clear QAM
BROADCASTING SYSTEM	Analog	NTSC	NTSC	NTSC	NTSC
	Global IPTV Support	Yes	Yes	Yes	Yes
	Solution Type	Pro:Centric (Smart, Cloud, Direct, V), webRTC	Pro:Centric (Smart, Cloud, Direct, V), webRTC	Pro:Centric (Smart, Cloud, Direct, V), webRTC	Pro:Centric (Smart, Cloud, Direct, V), webRTC
HOSPITALITY SOLUTION	Pro:Idiom (DRM / Media)	Yes / Yes	Yes / Yes	Yes / Yes	Yes / Yes
	SMART FUNCTION	webOS23, Web Browser, Magic Remote Compatibility (Ready), Multi View, Gallery Mode, Wi-Fi, Bluetooth, SoftAP, Screen Share, DIAL, Bluetooth Audio Playback, HDMI-eARC/ARC (HDMI 2), Voice Recognition (Standalone/Solution), IoT, Anti-theft System (Kensington Lock, Credenza / Security Aperture (55"/50": Need Stand), Lock Down Plate (55"/50": Need Stand)			
HOSPITALITY FEATURES	EzManager, USB Cloning, Wake on RF, WOL, Diagnostics (IP Remote), HTNG-CEC (1.4), Simplink (HDMI-CEC) (1.4), IR Out (RS-232C, MPI), Multi-code IR, Installer Menu, Welcome Screen (Splash Image), Insert Image, One Channel Map (LCM), Instant ON, VLAN ID, Mobile Remote, Port Block, Lock Mode (Limited), RJP (Remote Jack Pack) Compatibility (Teledapt/Guestlink (HDMI-CEC), b-LAN, Energy Saving Mode, BEACON				
JACK INTERFACE	Side Access	Antenna/Cable In (Dual b-LAN), HDMI in x3 (2.0), USB In x2 (2.0), MPI Port (RJ12), RS-232C (3.5 mm TRRS), Speaker Out/Line Out (3.5 mm Stereo), Service Only (3.5 mm TRS)			
	Bottom Access	Optical Digital Audio Out, TV-Link CFG (3.5 mm TRS) (b-LAN Service), LAN (RJ45), Aux LAN (RJ45)			
MECHANICAL	Stand Type	1 pole (Fixed)	1 pole (Fixed)	1 pole (Swivel)	1 pole (Swivel)
	Front Color	Dark Charcoal Gray	Dark Charcoal Gray	Dark Charcoal Gray	Dark Charcoal Gray
	VESA Compatible	400 × 400 mm	300 × 300 mm	300 × 300 mm	200 × 200 mm
	W × H × D (without Stand)	66.0 × 37.8 × 1.2 in / 1,677 × 960 × 30.9 mm	57.3 × 33.1 × 1.2 in / 1,456 × 840 × 29.7 mm	48.7 × 28.2 × 1.2 in / 1,236 × 716 × 29.7 mm	44.2 × 25.7 × 1.2 in / 1,123 × 652 × 29.7 mm
	Weight (without Stand)	73.4 lbs / 33.3 kg	52.0 lbs / 23.6 kg	33.1 lbs / 15.0 kg	28.7 lbs / 13.0 kg
	W × H × D / Weight (with Stand)	66.0 × 41.0 × 14.6 in / 1,677 × 1,042 × 370 mm	57.3 × 35.8 × 11.2 in / 1,456 × 909 × 285 mm	48.7 × 30.4 × 11.9 in / 1,236 × 771 × 303 mm	44.2 × 27.9 × 11.9 in / 1,123 × 708 × 303 mm
	Weight (with Stand)	91.5 lbs / 41.5 kg	60.4 lbs / 27.4 kg	40.1 lbs / 18.2 kg	35.7 lbs / 16.2 kg
	W × H × D / Weight (In Shipping)	71.7 × 47.4 × 9.0 in / 1,820 × 1,205 × 228 mm	63.0 × 38.2 × 8.0 in / 1,600 × 970 × 203 mm	53.5 × 31.9 × 7.4 in / 1,360 × 810 × 187 mm	47.8 × 29.7 × 7.4 in / 1,215 × 755 × 187 mm
	Weight (In Shipping)	115.5 lbs / 52.4 kg	76.5 lbs / 34.7 kg	47.6 lbs / 21.6 kg	42.1 lbs / 19.1 kg
	On Bezel Width (L/R/T/B)	13.6 / 13.6 / 13.6 / 18.2 mm	13.5 / 13.5 / 13.5 / 17.4 mm	13.4 / 13.4 / 13.4 / 17.4 mm	13.4 / 13.4 / 13.4 / 17.4 mm
Off Bezel Width (L/R/T/B)	7.6 / 7.6 / 7.6 / 14.8 mm	7.5 / 7.5 / 7.5 / 14.8 mm	7.5 / 7.5 / 7.5 / 14.8 mm	8.4 / 8.4 / 8.4 / 15.2 mm	
ELECTRICAL	Power Supply (Voltage, Hz)	100-240 Vac, 50/60 Hz	100-240 Vac, 50/60 Hz	100-240 Vac, 50/60 Hz	100-240 Vac, 50/60 Hz
	Power Consumption (Max.)	189 W	144 W	136 W	119 W
	Power Consumption (Typ.)	163 W	128 W	121.7 W	101 W
	Standby Power Consumption	Under 0.5 W	Under 0.5 W	Under 0.5 W	Under 0.5 W
WARRANTY & OTHER	Warranty	3 Year Limited	3 Year Limited	3 Year Limited	3 Year Limited
	Certifications	UL, FCC	UL, FCC	UL, FCC	UL, FCC
	UPC	1 95174 06523 5	1 95174 06546 4	1 95174 06520 4	1 95174 06518 1
	Accessories	Remote Type (S-Con / MMR (Optional)), Power Cable (1.8 m / Angle Type)			