

2019 LG DIR Price List

Model Number	Description	MSRP	DIR % off MSRP	Sell Price
Commercial Lite LED backlit LCD TV , Public Display Mode				
2 Year Warranty, SuperSign (TV)				
55LV640S	1 RR 1 Side HDMI. RGB, Component, RJ-45 / 2 pole stand	\$900.00	5.00%	\$855.00
49LV640S	1 RR 1 Side HDMI. RGB, Component, RJ-45 / 2 pole stand	\$763.00	5.00%	\$724.85
43LV640S	1 RR 1 Side HDMI. RGB, Component, RJ-45 / 2 pole stand	\$600.00	5.00%	\$570.00
3 Year Warranty, UHD (TV)				
86UU340C	HDMI (3), USB , HDMI/HDCP Input, RS-232C, RJ45	\$3,938.00	5.00%	\$3,741.10
75UU340C	HDMI (3), USB , HDMI/HDCP Input, RS-232C, RJ45	\$2,438.00	5.00%	\$2,316.10
65UU340C	HDMI (2), USB , HDMI/HDCP Input, RS-232C, RJ45	\$1,375.00	5.00%	\$1,306.25
55UU340C	HDMI (2), USB , HDMI/HDCP Input, RS-232C, RJ45	\$938.00	5.00%	\$891.10
49UU340C	HDMI (2), USB , HDMI/HDCP Input, RS-232C, RJ45	\$831.00	5.00%	\$789.45
43UU340C	HDMI (2), USB , HDMI/HDCP Input, RS-232C, RJ45	\$756.00	5.00%	\$718.20
2 Year Warranty (TV)				
55LV340C	1 RR 1 Side HDMI., Component, RJ-45 / 2 pole stand	\$863.00	5.00%	\$819.85
49LV340C	1 RR 1 Side HDMI., Component, RJ-45 / 2 pole stand	\$700.00	5.00%	\$665.00
43LV340C	1 RR 1 Side HDMI., Component, RJ-45 / 2 pole stand	\$538.00	5.00%	\$511.10
32LV340C	1 RR 1 Side HDMI, Component, RJ-45 / 2 pole stand	\$338.00	5.00%	\$321.10
OLED Large Format Monitor				
3 Year Warranty, FHD (OLED)				
55EG5CE-C	HDMI (1per screen), DP (1per screen)	\$17,500.00	5.00%	\$16,625.00
55EH5C-S.AUSC	HDMI, Display Port, DVI-D	\$10,000.00	5.00%	\$9,500.00
55EF5C-M2VB	HDMI, Display Port, OPS, USB	\$18,600.00	5.00%	\$17,670.00
55EF5C-M3VB	HDMI, Display Port, OPS, USB	\$27,900.00	5.00%	\$26,505.00
55EF5E-L	HDMI, Display Port, OPS, USB (LANDSCAPE ONLY)	\$7,500.00	5.00%	\$7,125.00
55EF5E-P	HDMI, Display Port, OPS, USB (PORTRAIT ONLY)	\$7,500.00	5.00%	\$7,125.00
55EJ5D-B	HDMI, Display Port, OPS, USB 2.0	\$5,625.00	5.00%	\$5,343.75
55EJ5E-B	HDMI, DP, USB , RS232C In/out, RJ45	\$5,625.00	5.00%	\$5,343.75
55EW5F-A	HDMI, DP, USB , RS232C In/out, RJ45	\$27,500.00	5.00%	\$26,125.00
65EJ5E-B	HDMI, DP, USB , RS232C In/out, RJ45	\$7,500.00	5.00%	\$7,125.00
OLED55C7C	HDMI, Display Port, OPS, USB	\$1,625.00	5.00%	\$1,543.75
Direct View LED				
3 Year Warranty				
LAP010BL2EU	DVLED Premium 1.0 mm pitch UHD Bundle	\$497,993.00	15.00%	\$423,294.05
LAS012DB2EF	DVLED Standard 1.2mm pitch FHD Bundle	\$121,153.00	15.00%	\$102,980.05
LAS012DB2EU	DVLED Standard 1.2mm pitch UHD Bundle	\$484,610.00	15.00%	\$411,918.50
LAS015DB2EF	DVLED Standard 1.58mm pitch FHD Bundle	\$131,480.00	15.00%	\$111,758.00
LAS018DB2EF	DVLED Standard 1.89 pitch FHD Bundle	\$144,229.00	15.00%	\$122,594.65
LAS025DB2EF	DVLED Standard 2.5 pitch FHD Bundle	\$183,770.00	15.00%	\$156,204.50
LED Backlit LCD Large Format Monitor				
3 Year Warranty, UHD (MNT Signage)				
98UH5E-B	HDMI (3), DP, DVI-D, Audio, USB 2.0 (2)	\$13,750.00	10.00%	\$12,375.00
86UH5E-B	HDMI (3), DP, DVI-D, Audio, USB 2.0 (2)	\$7,313.00	10.00%	\$6,581.70
86UM3C-B	Web OS, HDMI, Display Port, DVI-D, RGB	\$5,000.00	10.00%	\$4,500.00
75UH5E-B	HDMI (3), DP, DVI-D, Audio, USB 2.0 (2)	\$4,500.00	10.00%	\$4,050.00
70UL3E-T	HDMI (2) , USB , RS232C , RJ45	\$1,863.00	10.00%	\$1,676.70
65UH5C-B	Web OS, HDMI, Display Port, DVI-D, RGB	\$2,063.00	10.00%	\$1,856.70
60UL3E-B	HDMI (2) , USB , RS232C , RJ45	\$1,063.00	10.00%	\$956.70
55UH5C-B	Web OS, HDMI, Display Port, DVI-D, RGB	\$1,875.00	10.00%	\$1,687.50
49UH5C-B	Web OS, HDMI, Display Port, DVI-D, RGB	\$1,231.00	10.00%	\$1,107.90
3 Year Warranty HD (MNT Signage)				
65SE3D-B	HDMI (2), DVI-D, RGB, USB	\$1,563.00	5.00%	\$1,484.85
55SM5KE-B	Web OS, HDMI, Disply Port, DVI-D, RGB, Built-in Speakers	\$1,241.00	5.00%	\$1,178.95
55SH7DB-M	HDMI, Disply Port, DVI-D, RGB	\$2,230.00	5.00%	\$2,118.50
55SL5B-B	HDMI, DVI-D, RGB	\$1,470.00	5.00%	\$1,396.50
55SE3KE-B	HDMI (3), DVI-D, RGB, Built-in Speakers	\$1,029.00	5.00%	\$977.55
49SM5KE-B	Web OS, HDMI, Disply Port, DVI-D, RGB, Built-in Speakers	\$968.00	5.00%	\$919.60
49SH7DB-M	HDMI, Disply Port, DVI-D, RGB	\$1,488.00	5.00%	\$1,413.60

No price protection under any circumstance.
Prices Subject to Change at Any Time.

2019 LG DIR Price List

Model Number	Description	MSRP	DIR % off MSRP	Sell Price
49SL5B-B	HDMI, DVI-D, RGB	\$975.00	5.00%	\$926.25
49SE3KB-B	HDMI, DVI-D, RGB, Built-in Speakers	\$899.00	5.00%	\$854.05
49SE3KE-B	HDMI (3), DVI-D, RGB, Built-in Speakers	\$775.00	5.00%	\$736.25
43SM5KE-B	Web OS, HDMI, Disply Port, DVI-D, RGB, Built-in Speakers	\$799.00	5.00%	\$759.05
43SL5B-B	HDMI, DVI-D, RGB	\$765.00	5.00%	\$726.75
43SE3KE-B	HDMI (2), DVI-D, RGB, Built-in Speakers	\$665.00	5.00%	\$631.75
42SH7DB-M	HDMI, Disply Port, DVI-D, RGB	\$1,219.00	5.00%	\$1,158.05
32SM5KE-B	Web OS, HDMI, DVI-D, RGB, Built-in Speakers	\$636.00	5.00%	\$604.20
32SE3KE-B	HDMI (2), DVI-D, RGB, Built-in Speakers	\$486.00	5.00%	\$461.70
22SM3B-B	HDMI , USB, RGB, Web OS, HDMI, RGB	\$374.00	5.00%	\$355.30
Out Door / Semi-Out Door				
55XF3E-B	HDMI (2), Display Port, DVI-D	\$5,124.00	10.00%	\$4,611.60
75XS2E-B	HDMI(2), DP, DVI-D, Audio, USB, SD Card	\$11,875.00	10.00%	\$10,687.50
55XS2E-B	HDMI (2), Display Port, DVI-D	\$5,380.00	10.00%	\$4,842.00
55XE3C-B	HDMI(1), Display Port, DVI-D	\$11,250.00	10.00%	\$10,125.00
49XS2E-B	HDMI (2), Display Port, DVI-D	\$4,899.00	10.00%	\$4,409.10
49XEB3E-B	HDMI, DP, DVI-D, Audio In, USB 3.0	\$6,875.00	10.00%	\$6,187.50
75XE3C-B	HDMI(1), Display Port, DVI-D	\$26,418.00	10.00%	\$23,776.20
32XF1E-B	HDMI (1), DP, DVI-D, Audio, USB	\$2,500.00	10.00%	\$2,250.00
Touch				
10SM3TB-B	USB, RJ-45	\$569.00	5.00%	\$540.55
32TA3E-B	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	\$1,375.00	5.00%	\$1,306.25
43TA3E-B	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	\$1,625.00	5.00%	\$1,543.75
49TA3E-B	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	\$1,875.00	5.00%	\$1,781.25
55TA3E-B	HDMI (2), DP, DVI-D, RGB, Audio In, USB 3.0	\$2,188.00	5.00%	\$2,078.60
55TC3D-B	HDMI (3), DP, DVI-D	\$4,000.00	5.00%	\$3,800.00
65TC3D-B	HDMI (3), DP, DVI-D	\$6,250.00	5.00%	\$5,937.50
75TC3D-B	HDMI (3), DP, DVI-D	\$8,750.00	5.00%	\$8,312.50
86TR3E-B	HDMI (3), DP, DVI-D	\$15,250.00	5.00%	\$14,487.50
Stretch				
86BH5C-B	Web OS, HDMI (3), Display Port, DVI-D	\$7,500.00	10.00%	\$6,750.00
88BH7D-B	Web OS, HDMI (3), Display Port, DVI-D	\$10,000.00	10.00%	\$9,000.00
Multi Vision (Video Wall)				
55VX1D-B	Web OS, HDMI, Disply Port, DVI-D, RGB	\$7,500.00	10.00%	\$6,750.00
55VH7B-A	Web OS, HDMI, Disply Port, DVI-D, RGB	\$4,988.00	10.00%	\$4,489.20
55VH7E-A	HDMI (2), DP, DVI-D, Audio, USB 2.0	\$4,863.00	10.00%	\$4,376.70
55VH7B-H	Web OS, HDMI, Disply Port, DVI-D, RGB	\$4,863.00	10.00%	\$4,376.70
55SVH7E-A	HDMI (2), DP, DVI-D, RGB, Audio, USB 2.0	\$5,000.00	10.00%	\$4,500.00
55VM5B-A	HDMI, Disply Port, DVI-D, RGB	\$3,875.00	10.00%	\$3,487.50
55LV77A-7B	HDMI, Display Port, DVI-D	\$4,375.00	10.00%	\$3,937.50
55LV35A-5B	HDMI, DVI-D, RGB	\$2,625.00	10.00%	\$2,362.50
49VL5B-B	HDMI, DVI-D, RGB	\$1,875.00	10.00%	\$1,687.50
49VL7D-A	HDMI, DVI-D, RGB,USB	\$2,281.00	10.00%	\$2,052.90
49VM5C-A	HDMI, Disply Port, DVI-D, RGB	\$3,625.00	10.00%	\$3,262.50
Monitor Accessory				
ACC-CF-EH5C	Fixed Ceiling Mount Kit for 55EH5C	\$375.00	15.00%	\$318.75
ACC-CR-EH5C	Rotational Ceiling Mount Kit for 55EH5C	\$1,675.00	15.00%	\$1,423.75
ACC-W-EH5C	Wall Mount Kit for 55EH5C	\$413.00	15.00%	\$351.05
ACC-S-EH5C	Stand Kit with External Signage Box for 55EH5C	\$888.00	15.00%	\$754.80
ACC-S-EG5SD	Stand Kit for 55EG5SD-C	\$2,500.00	15.00%	\$2,125.00
ACC-S1-EH5C	Stand Kit with Internal Signage Box for 55EH5C	\$1,063.00	15.00%	\$903.55
ACC-C-EH5C	Signage Box Cover for 55EH5C	\$275.00	15.00%	\$233.75
PL-D860	Pillar frame for 86BH5C (Double side)	\$5,247.00	15.00%	\$4,459.95
PL-F860	Pillar frame for 86BH5C (Four side)	\$5,966.00	15.00%	\$5,071.10
PL-S860	Pillar frame for 86BH5C (Single side)	\$4,600.00	15.00%	\$3,910.00
TSP510-M	AD Board for 49WFB-N	\$249.00	15.00%	\$211.65
SP-2100	Speakers for LS33A/LS35A/LS55A/LS75	\$99.99	15.00%	\$84.99

No price protection under any circumstance.
Prices Subject to Change at Any Time.

2019 LG DIR Price List

Model Number	Description	MSRP	DIR % off MSRP	Sell Price
SP-2200	Speakers for LS33A/LS35A/LS55A/LS75A/LS95A	\$99.99	15.00%	\$84.99
SP-5000	Speakers for SE3B/SM5B	\$99.99	15.00%	\$84.99
SP-5200	Speakers for UH5	\$99.99	15.00%	\$84.99
ST-200T	Stand for WL10/WL30/WS50/LS75	\$84.99	15.00%	\$72.24
ST-201T	Stand for 55/49UH5	\$99.99	15.00%	\$84.99
ST-320T	Stand for 32WL30	\$119.00	15.00%	\$101.15
ST-321T	Stand for 32LS33A	\$99.99	15.00%	\$84.99
ST-421T	Stand for 42LS33A/LS55A	\$104.99	15.00%	\$89.24
ST-471T	Stand for 47 & 55 LS33A/LS55A	\$109.99	15.00%	\$93.49
ST-550T	Stand for 55 & 60WL30	\$130.00	15.00%	\$110.50
ST-651T	Stand for 65LS33A/65UH5	\$140.00	15.00%	\$119.00
ST-322T	Stand for 32SE/SM	\$109.00	15.00%	\$92.65
ST-432T	Stand for 43SE/SM	\$114.00	15.00%	\$96.90
ST-492T	Stand for 49SE/SM	\$124.00	15.00%	\$105.40
ST-493X	Stand for 49XEB3E (1 x3)	\$1,500.00	15.00%	\$1,275.00
ST-491X	Stand for 49XEB3E (1 x1)	\$1,125.00	15.00%	\$956.25
ST-60UL3RB	Stand for 60UL3E-B	\$14.00	15.00%	\$11.90
ST-652T	Stand for 55&65SE/SM	\$129.00	15.00%	\$109.65
ST-550X	Stand for 55XE3C	\$1,250.00	15.00%	\$1,062.50
ST-70UL3DT	Stand for 70UL3E-T	\$31.00	15.00%	\$26.35
ST-750X	Stand for 75XE3C	\$1,660.00	15.00%	\$1,411.00
ACC-CC-EF5E	Curvature Calibrator 55EF5E	\$2,500.00	15.00%	\$2,125.00
KT-T32E	Touch overlay Kit for 32SM5(K)D/E, 32SE3(K)D/E	\$875.00	15.00%	\$743.75
KT-T430	Touch overlay Kit for	\$938.00	15.00%	\$797.30
KT-T490	Touch overlay Kit for	\$1,063.00	15.00%	\$903.55
KT-T55E	Touch overlay Kit for 55SM5(K)D/E, 55SE3(K)D/E	\$1,250.00	15.00%	\$1,062.50
KT-T65E	Touch overlay Kit for 65SE3B/SE3KB/SM5B/SM5KB/SM5KC	\$1,500.00	15.00%	\$1,275.00
KT-OPSA	OPS KIT for LS75/SH7DB/SM5/UH5/55VH7B/55VM5B	\$119.00	15.00%	\$101.15
KT-PS	Circuit Breaker & Surge Suppressor (49XEB3E)	\$375.00	15.00%	\$318.75
AN-WF500	Wifi Dongle for LS75A/SE3B/SE3KB	\$69.00	15.00%	\$58.65
WP320	Sigage webOS box	\$313.00	15.00%	\$266.05
WP400	Sigage webOS box (4.0) (UHD OUTPUT)	\$313.00	15.00%	\$266.05
Software				
LWSMB	SuperSign CMS (Supersign W/ Premium)	\$500.00	5.00%	\$475.00
LWLD	Supersign Control +	\$50.00	5.00%	\$47.50
LPBD	SuperSign Video calibration	\$1,250.00	5.00%	\$1,187.50