

# LG ProBeam **BU50NST** for Business



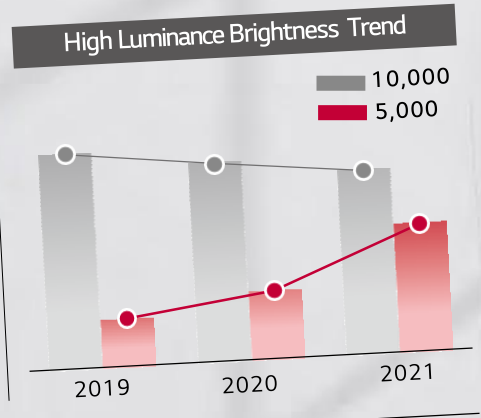
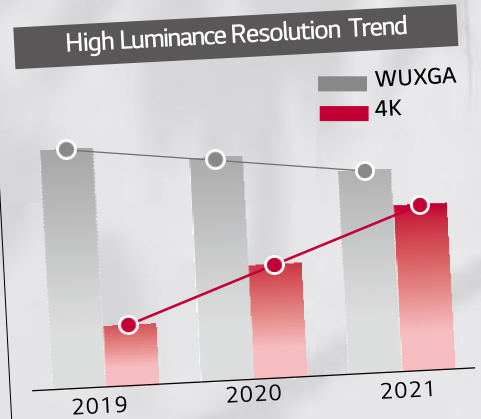
# 2020 TREND NEWS

HIGH RESOLUTION 4K

BRIGHTNESS 5,000 ANSI

LOW COST

CONVENIENCE



With rising professionalism in business, Projectors also require more professional performance. From medical data that demand accuracy to design fields that require advanced color expression, the business fields that use projectors are expanding. The current trend in business projectors considers long-time efficient use, with convenient sharing of high-resolution data and more detailed and accurate picture quality.

With rising professionalism in business, Projectors also require more professional performance. From medical data that demand accuracy that use projectors are expanding. The current trend in business

New Standard for Business Projectors

**LG ProBeam BU50NST**



# 2020 HIGHLIGHT | LG ProBeam BU50NST



## High Resolution

- 4K UHD resolution
- 5,000 Ansl Lumen
- HDR10 with dynamic tone mapping (Auto)
- DLP-based excellent contrast range



## Cost Saving

- 20,000 Life Hours
- Eco-friendly Laser Diode



## Ease of Use

- Compact Size
- Lens shift / Zoom x 1.6 / 12point Warping



## Smart Connectivity

- Wi-Fi / Wireless Mirroring (Screen Share)
- Bluetooth Sound out
- webOS 4.5 O/S
- Internet Browser for web surfing



# PRODUCT BRIEF



## BU50NST

Light Source	Laser (up to 20,000 hrs)
Resolution	4K UHD (3840 x 2160) <sup>1)</sup>
Brightness	5000 ANSI Lumens
Screen Size	40"~300"
Feature	Advanced Edge Adjustment (12point Warping)
	Lens shift H ±20%, V ±50%, Zoom x1.6
	5W+5W Speaker
	Internet Browser (webOS 4.5 base)
	Wireless Connectivity (Android)
	Bluetooth Sound out (Sync. Controllable)
	Office File Viewer
	HDBaseT
	DICOM
	Size / Weight

1) 4K UHD resolution with 8.3 million discrete pixels projected by XPR (Expanded Pixel Resolution) video processing.

---

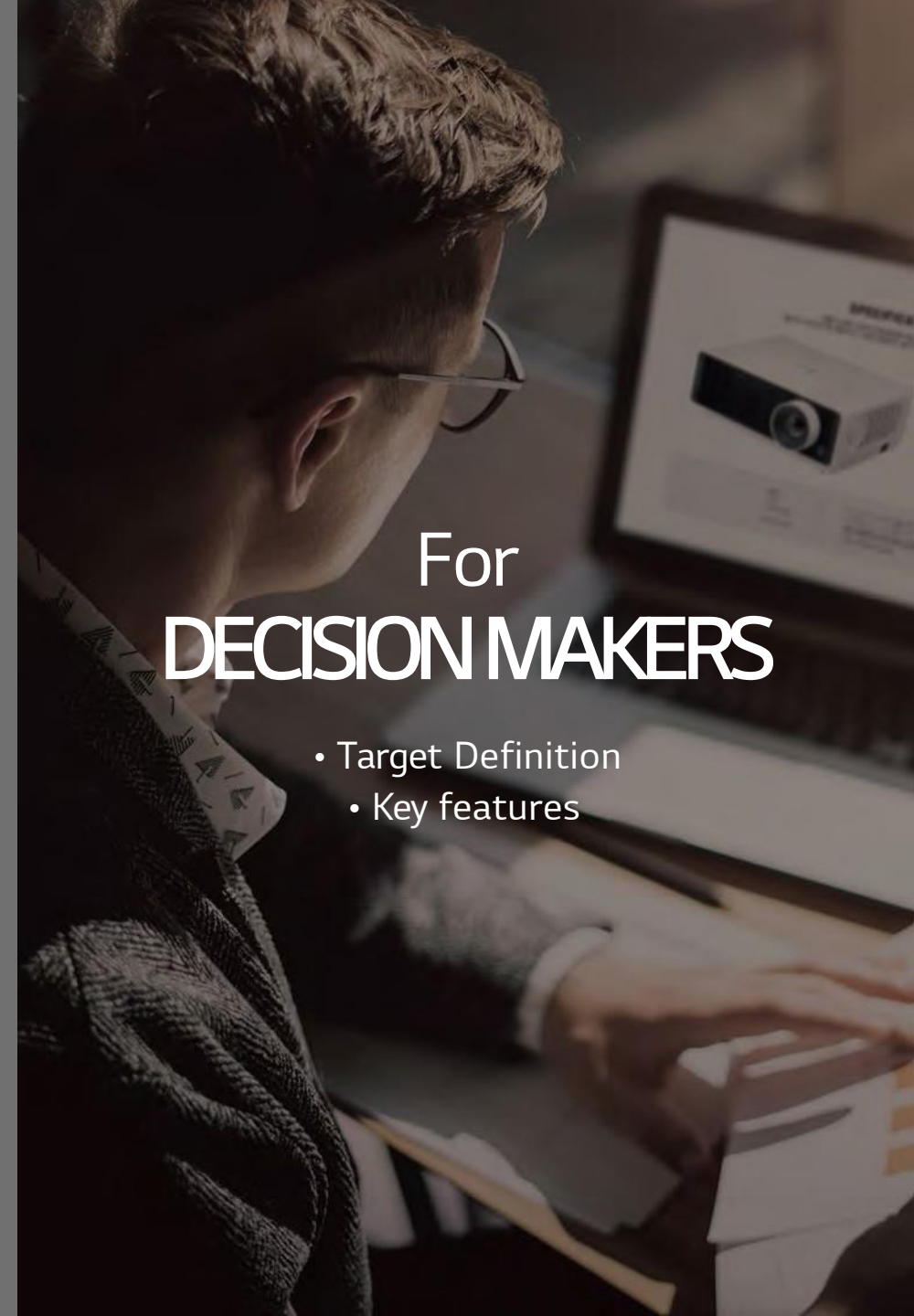
KEY SALES  
POINT  
BY  
TARGET  
TYPE

For  
USERS

- Target Definition
- Key features

For  
DECISION MAKERS

- Target Definition
- Key features





---

# For USERS

In a business environment where cooperation and communication including documentation, data sharing and presentation are required, the image quality and connectivity of a projector are critical.



RESOLUTION



BRIGHTNESS



CONNECTIVITY

# LG ProBeam BU50NST

## Key Features



### High Resolution that maximizes business professionalism

Real 4K (3,840 × 2,160) | HDR10 with dynamic tone mapping (auto) | DLP-based excellent contrast range

Real 4K resolution and HDR10 tone mapping bring your content to life, while the outstanding DLP-based contrast ratio allows you to utilize high-quality images and video with no issues, making your business immersive and professional.



### A clearer and brighter screen, even in bright spaces

5,000 ANSI Lumens

With the superior brightness of 5,000 Ansi Lumens, LG BU50NST delivers striking images even in bright spaces, without compromising picture quality. It also provides accurate picture quality regardless of environment, maximizing work efficiency.



### Wireless connectivity that enables efficient communication

Wi-Fi Screen Share (Android) | Bluetooth Sound out | Internet Browser (webOS 4.5 base) | Office File viewer | Media Player

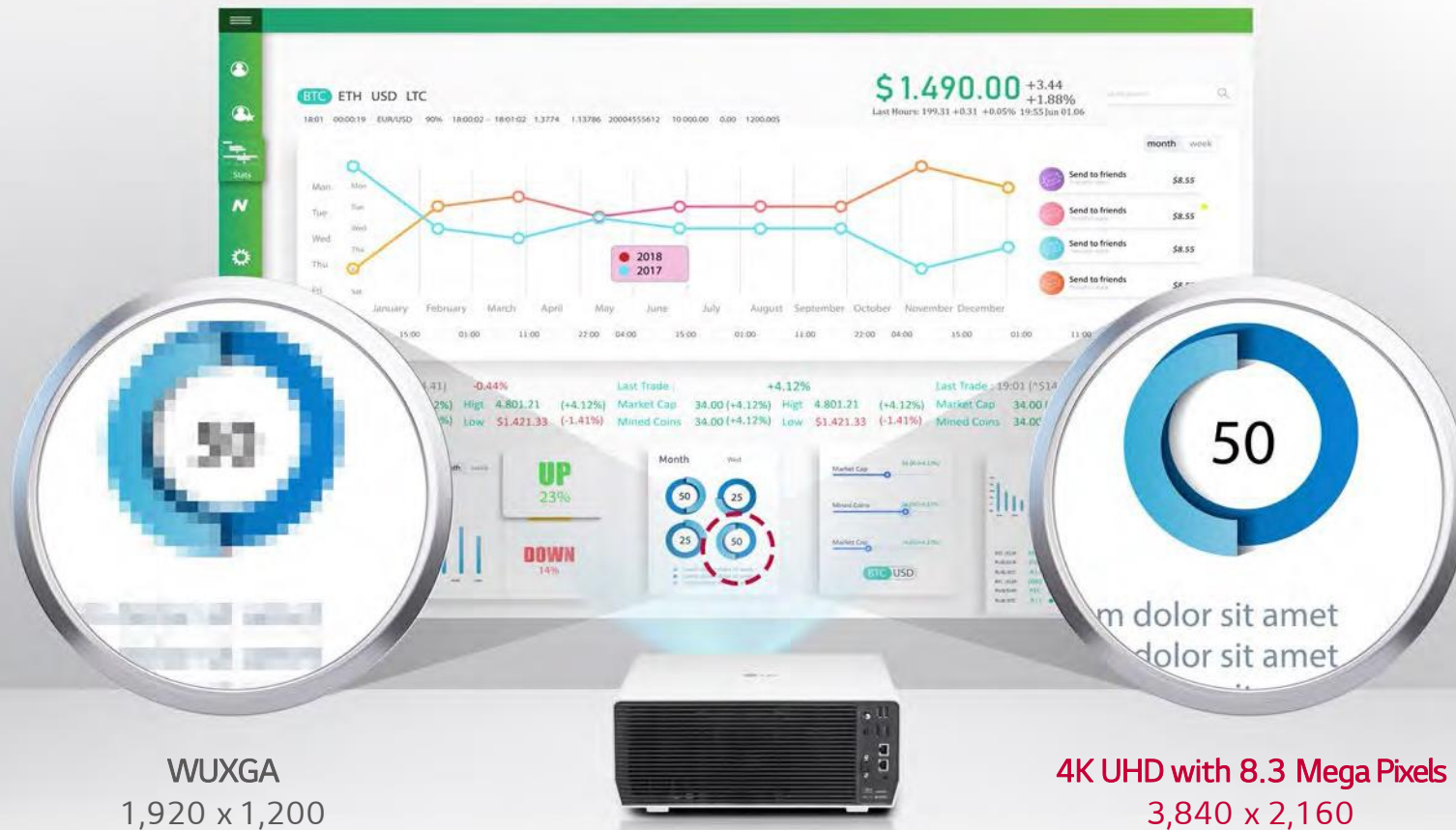
Wi-Fi support allows you to easily link to smart phones and Bluetooth enables convenient wireless connection with sound devices. Moreover, based on webOS 4.5, you can enjoy Internet contents such as Google to make your work smarter and more efficient.



High-resolution picture quality enhances business professionalism

## REAL 4K (3,840 × 2,160)

The BU50NST brings a truly immersive experience into your business with an incredible 8.3 million pixels (3,840 × 2,160) utilizing XPR technology based on Texas Instruments' 4K/UHD DLP technology. The panel can be quickly adjusted in four directions to obtain an effective resolution of 3,840 × 2,160 (8.3M pixels).



### TECHNICAL TIP

#### What is 4K UHD?

4K UHD is an image quality standard with 16:9 aspect ratio, 3,840×2,160 pixel resolution, and 8,294,400 pixels.



Vivid image with full details

Clear picture quality, even in bright spaces

# 5,000 ANSI LUMENS

5,000 ANSI Lumens provides brightness that guarantees bright and clear images regardless of external lighting in large conference rooms.

Through accurate and soft images, viewers can experience a vivid environment.



## TECHNICAL TIP

What is 5,000 ANSI Lumens?

**1 ANSI**   Brightness of 1 Candle

**1,000 ~ 2,000 ANSI Lumens**

: weak lighting

**2,000 - 3,000 ANSILumens**

: normal small-scale indoor

**3,000 - 5,000 ANSILumens**

: can be used without blackout curtains

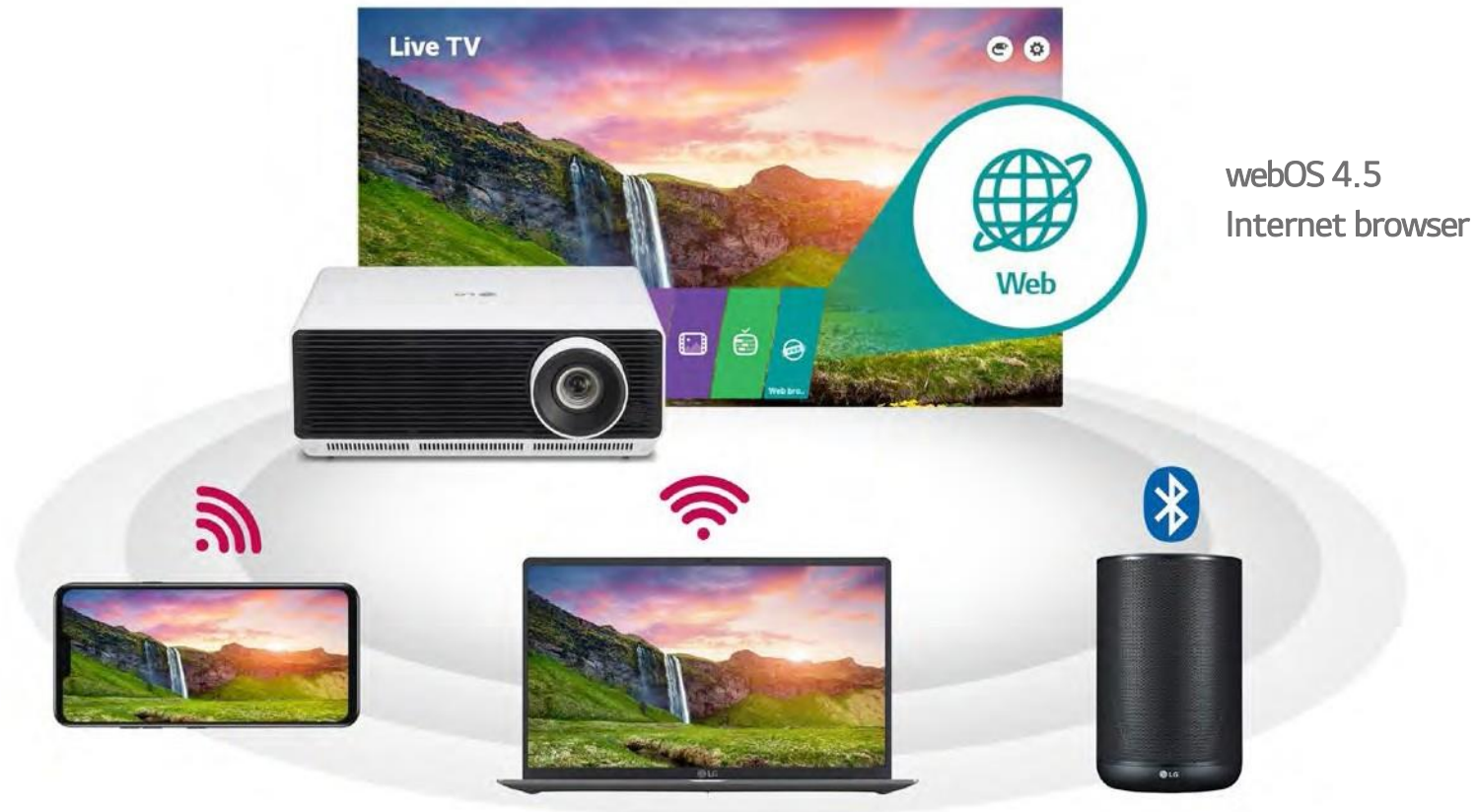
**5,000 ANSILumens or more**

: can be used regardless of external lighting

*Wireless performance that enables a smart office*

## Wireless Connection

The device provides convenient wireless functionality for collaborative meetings such a screen share through wireless mirroring and Bluetooth sound out. You can also browse the Internet through webOS 4.5.





---

# For DECISION MAKERS

As cooperation and communication is getting more important in business, the amount of investment into meeting spaces such as meeting rooms and conference rooms is growing. In that context, a business projector is drawing attention as an efficient solution.

---



COST SAVING



EASE OF USE



FLEXIBLE USE

# LG ProBeam BU50NST

## Key Sales Points



---

### Greater economic satisfaction through reduced costs

20,000 Life Hours | Eco-friendly Laser Diode

---

Lamp replacement costs may arise with projector use. The eco-friendly Laser Diode lasts up to 20,000 hours, 10 times longer than ordinary mercury lamps, which helps save on costs and is effective for enjoying content for long periods.



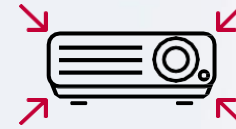
---

### Convenience of use that enhances manager work productivity

12point Warming | Lens shift | Zoom x1.6

---

The installation space differs by case. The 1.6x zoom lens can be adjusted to your desired size for optimal picture quality in confined spaces. Moreover, the lens shift function and 12-point warping function enable perfect views without twisting up, down, left, or right



---

### Flexible usability through compact size

Compact size | Tidy appearance after installation

---

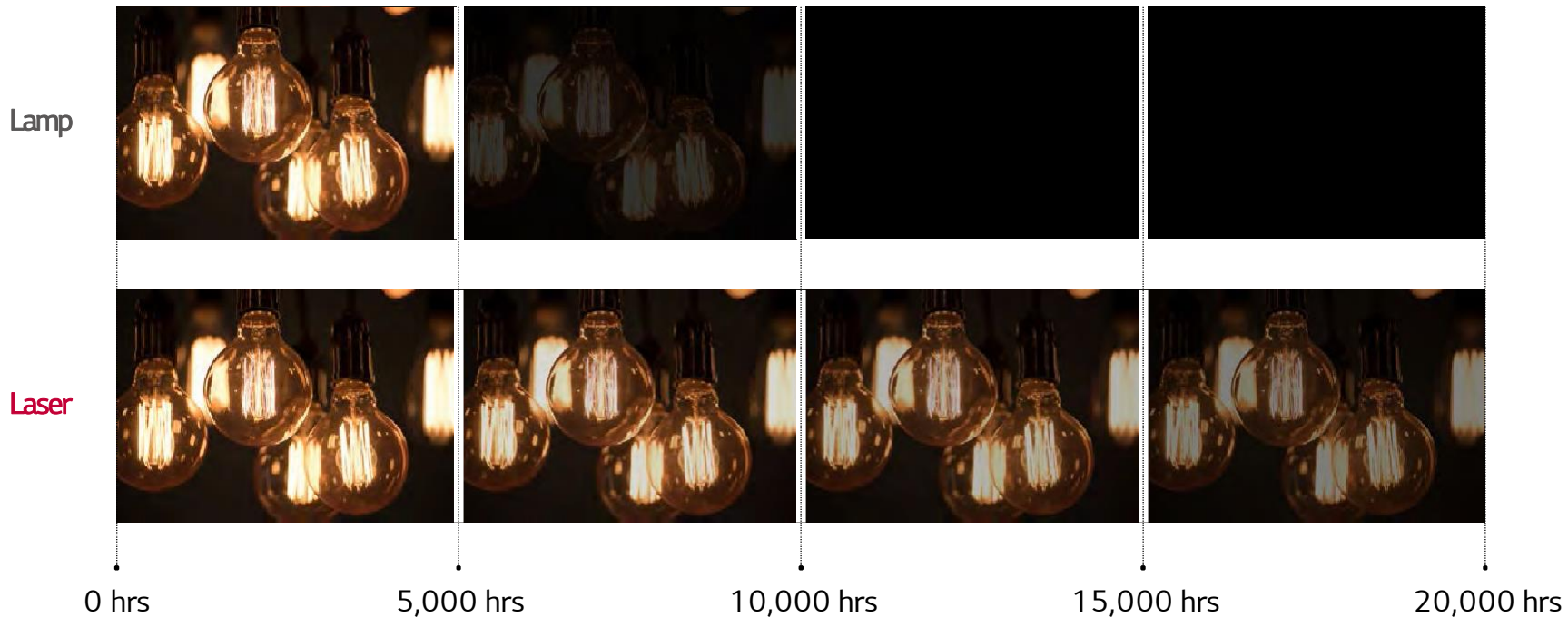
With flexible installation perfect for various business environments such as desks and ceilings, its compact size provides a clean and tidy appearance when installed in conference rooms.



The Best Choice to Reduce Costs

# 20,000 LIFE HOURS

The BU50NST is a laser projector that implements 4K ultrahigh quality. The powerful laser diode displays brighter images and lasts up to 20,000 hours. If you play videos on this projector 8 hours a day, then the laser diode would last for 7 years. It keeps initial brightness over a long time maintaining, so you don't need to change the bulb with expensive replacement costs over time.



## TECHNICAL TIP



### 20,000 Life Hours?

4K UHD is an image quality standard with 16:9 aspect ratio, 3840 × 2160 pixel resolution, and 8,294,400 pixels.



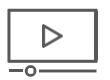
# 20,000 Life Hours



8 hour a day  
**7 years**



4 hour a day  
**14 years**



2 hour a day  
**28 years**

Optimize the screen for your conference room

# 12 POINT WARPING | LENS SHIFT | ZOOM x1.6

BU50NST provides 12-Point Warping, Lens Shift, and Zoom x1.6 functionality to enable flexible installation in various business environments. The user can set the optimal viewing environment according to the 12 points fitting the space, achieving high picture quality for large 100-inch screens even in small spaces. Moreover, the easily resizable screen enhances user convenience.



12 POINT WARPING



LENS SHIFT



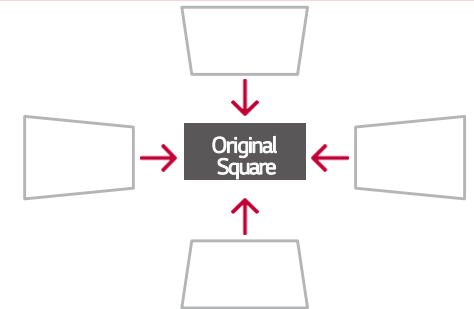
ZOOM x1.6

## TECHNICAL TIP



### What is Keystone Adjustment?

This function forcibly moves the edges of the screen in the projection to adjust the image closer to the original square.



The perfect fit for business spaces

## COMPACT SIZE

BU50NST perfectly matches any conference room with the smallest 4K 5,000 projector.

Enjoy greater manager satisfaction with easy coordination in a variety of business spaces.



SONY PHZ10  
20 Liter (11 x 51 x 35 cm)



EPSON L510U  
18 Liter (14 x 44 x 30 cm)



Panasonic VMZ50  
18 Liter (13 x 35 x 40 cm)



**LG ProBeam BU50NST**  
16.7 Liter (16 x 37 x 29 cm)



### TECHNICAL TIP

#### Where is it installed?

**In Ceiling**, Tidy appearance through excellent space efficiency.



**On Desk**, Enables desk to be freely utilize





# SPECIFICATION

LGE Internal Use Only

CATEGORY	BU50NST
Brightness	5000 ANSI Lumens
Light Source	Laser (20,000 hours)
Resolution	4K UHD (3840 x 2160)
Contrast Ratio	3,000,000 : 1
Size (W x D x H)	6 x 11 x 15 inch
Weight	9.7 kg
Power	380W (Max.)
Sound	5W + 5W Stereo
SMART Function	webOS 4.5 & Remote
Bluetooth out	O (Sync controllable)
Noise	26~29dB(A)
Wireless Connection	Android
USB plug & play	Movie, Music, Photo, Office file
Keystone	12 Point-Keystone Adjustment