

# Cisco LCD 110 PRO 52S

## Product Overview

The Cisco<sup>®</sup> LCD 110 PRO 52S is a 52-inch professional display that complements the Cisco Digital Media Suite. It is certified as compatible with Cisco Digital Media Players; you can manage the application centrally from the Digital Media Manager platform, giving you a single-vendor solution for your DMS deployment. Using industry-best technology, the Cisco LCD 110 PRO 52S offers cutting-edge features along with visual appeal to emphasize your customer-facing communications.

## Features

Features of the Cisco LCD 110 PRO 52S follow; Table 1 lists the benefits of this new product.

- Full-HD 1080p native resolution
- High brightness and high built-in contrast ratio
- Landscape and portrait modes support
- High-Definition Multimedia Interface (HDMI) inputs for real full-HD content rendering
- Built-in speakers for advanced audio applications
- Central management through the Cisco Digital Media Manager

**Table 1.** Benefits of Cisco LCD 110 PRO 52S

Benefit	
<b>Integrated with DMS</b>	Certified and tested to work with DMS suite of products
<b>Low total cost of ownership (TCO)</b>	Single vendor for all requirements to reduce costs and save time and long-term operating expenses
<b>Cisco Services (Cisco SMARTnet<sup>®</sup> Next Business Day [NBD] replacement)</b>	Exceptional, dependable, and proven service from industry-renowned Cisco support organization
<b>Cisco Capital<sup>SM</sup> leasing and financing options</b>	Easy availability of financing options

## Product Specifications

Table 2 lists the product specifications.

**Table 2.** Product Specifications

Feature	Specification
<b>Diagonal size</b>	52 inches
<b>Native resolution</b>	1080p (1920x1080)
<b>Resolutions supported</b>	1080p, 1080i, and 720p
<b>Brightness (typical)</b>	700 cd/m2
<b>Contrast ratio (typical)</b>	2000:1
<b>Viewing angle (H/V)</b>	178/178 degrees
<b>Response time (G-to-G)</b>	8 ms
<b>Pixel pitch</b>	0.6 x 0.6
<b>Horizontal frequency</b>	50–70 KHz
<b>Vertical frequency</b>	50–85 Hz

<b>Inputs</b>	CVBS, component, HDMI, VGA, DVI, and BNC
<b>Speaker</b>	Two 10W
<b>Power consumption (maximum)</b>	370W
<b>Power consumption at standby (maximum)</b>	2W
<b>Power supply</b>	100–240VAC – (+/– 10%), 50/60 Hz
<b>VESA mount</b>	800 x 400 mm
<b>Weight (set/package)</b>	36.8/47 kg
<b>Dimensions (H x W x D)</b>	713 x 1211 x 137.1
<b>Bezel width</b>	22 mm
<b>Operating temperature</b>	0–40°C
<b>Humidity</b>	10–80%
<b>Mean time between failure (MTBF)</b>	50,000 hours
<b>Inbuilt TV Tuner</b>	No
<b>Special features</b>	<ul style="list-style-type: none"> <li>• Lamp error detection</li> <li>• Temperature sensor</li> <li>• Built-in fan</li> <li>• BNC in and out</li> <li>• RS-232C</li> </ul>

## System Requirements

The Cisco LCD 110 PRO 52s requires a corresponding mount (not sold through Cisco) for suitable installation, depending on your deployment location and situation.

## Ordering Information

You can order the Cisco LCD 110 PRO 52s as part of the overall DMS product suite or independently. Table 3 gives ordering information.

**Table 3.** Ordering Information

Product Name	Part Number
Cisco LCD 52" Display, 1080p Bezel S, With Remote Control	LCD-110-PRO-52S

## Service and Support

Using the Cisco Lifecycle Services approach, Cisco and our partners provide a broad portfolio of end-to-end services and support that can help increase the business value and return on investment of your Digital Media System. Specifically for Cisco LCD products, you can buy standard Cisco SMARTnet Next Business Day (NBD) replacement service and 24-hour phone support from Cisco Technical Assistance Center (TAC) worldwide.

## For More Information

For more information about the Cisco LCD 110 PRO 52S, visit: <http://www.cisco.com/go/dms> or contact your local Cisco account representative.



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