

## ASSA ABLOY Entrance Systems and LG Electronics Inc. sign memorandum of understanding for development of new transparent OLED automatic sliding door.

ASSA ABLOY Entrance Systems has announced a memorandum of understanding (MOU) with LG Electronics Inc. (LG), the leading consumer Electronics Company for high-end display devices, home appliances, and multimedia goods for the development of a high-quality automatic sliding door equipped with LG's Transparent OLED digital technology. The official MOU signing took place yesterday, 8 December 2020.

Under the MOU agreement, ASSA ABLOY Entrance Systems and LG will collaborate to provide an innovative, first-of-its-kind solution – a transparent OLED automatic sliding door. Combining LG's industry-leading OLED display technology with ASSA ABLOY's best-selling automatic sliding doors.

"It will not only provide convenient, touchless, and automated access," says Mikael Carleson, President Pedestrian Door Solutions. "It will also present new opportunities for high-end retailers, commercial buildings, and enterprises to display advertisement, communication, and greetings to customers, visitors, or employees entering a building or area."

The new ASSA ABLOY automated glass sliding doors have digital signage incorporated into the glazed door and will be able to project high definition images and videos. It will combine LG's Transparent OLED signage (model 55EW5G) and SuperSign Solution for integrated content management. By being far more transparent than similar LCD displays, the door will blend in seamlessly and naturally with its surroundings by reproducing accurate colors with exceptional brightness and high contrast. The product will also offer excellent durability and improved safety due to the robust design featuring tempered glass.

"Innovation is at the core of everything we do," says Christopher Norbye, Executive Vice President and Head of Entrance Systems Division. "I am really proud that we, together with LG, can offer our customers this ground-breaking product with the new transparent OLED automatic sliding door. It will put our customers at the forefront providing them with a fantastic new solution when it comes to customizing brand and customer experiences.

### **For more information, please contact:**

Rogier Verwer, Commercial Director Sliding Door Solutions, tel. no: +46 (0)73 808 5458

Mikael Carleson, President Pedestrian Door Solutions, tel. no: +46 (0)73 805 8015

If you would like to schedule an interview or need further information please contact [pressoffice.pds@assaabloy.com](mailto:pressoffice.pds@assaabloy.com)

### **About ASSA ABLOY Entrance Systems**

*The ASSA ABLOY Group is the global leader in access solutions. Every day we help people feel safe, secure and experience a more open world.*

#### **ASSA ABLOY Entrance Systems**

ASSA ABLOY Entrance Systems AB  
Postal Address: Box 131  
SE- 261 22 Landskrona Sweden  
Visiting address: Lodjursgatan 10

Phone: +46 (0)10 4747 000  
Fax: +46 (0)418 238 00  
E-mail: [info.entrance@assaabloy.com](mailto:info.entrance@assaabloy.com)  
[www.assaabloyentrance.com](http://www.assaabloyentrance.com)

*ASSA ABLOY Entrance Systems provides solutions for efficient and safe flow of goods and people. Our offering includes a wide range of automated pedestrian, industrial and residential doors, loading dock equipment, perimeter fencing and service.*