



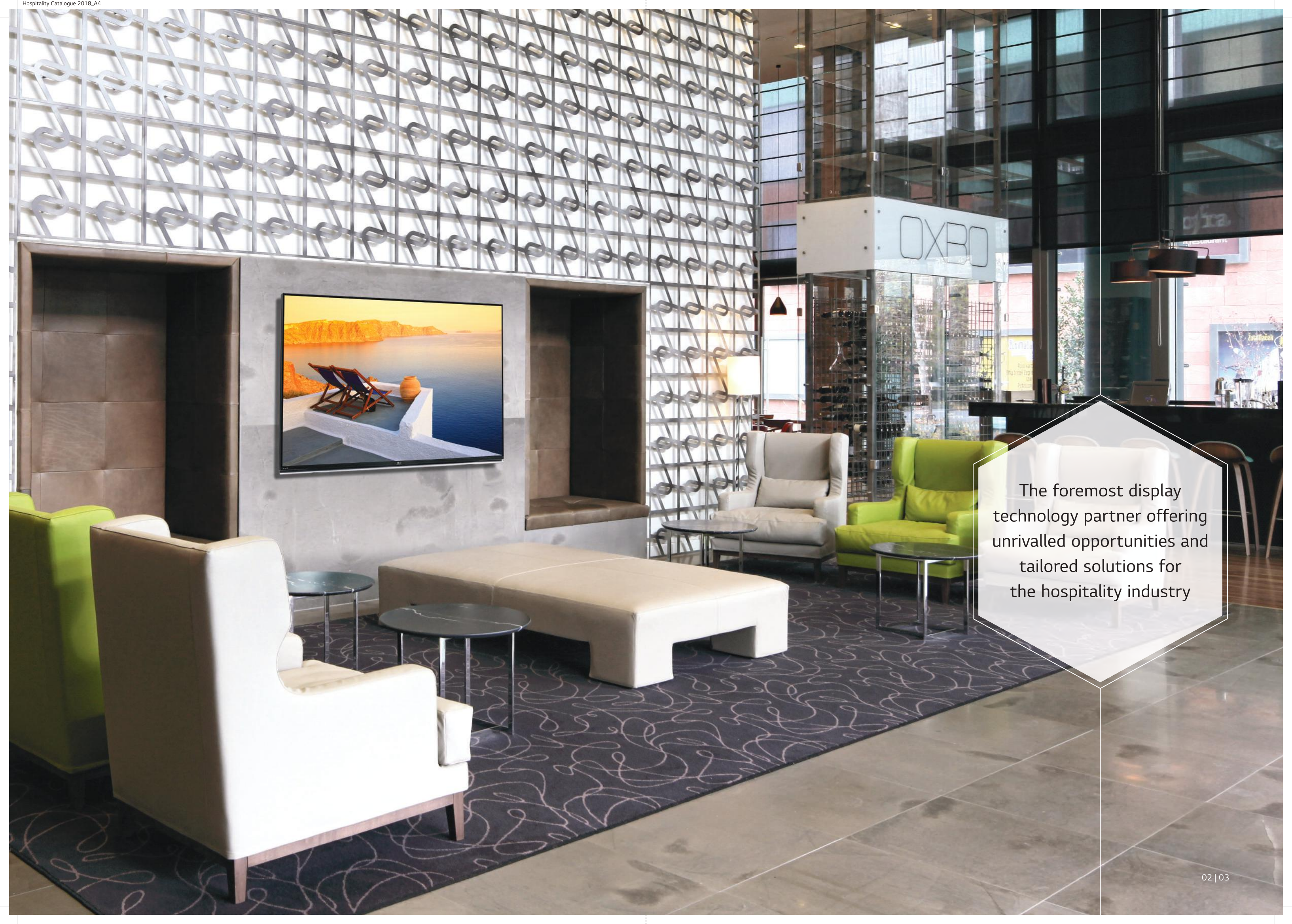
**HOSPITALITY TV
PRODUCTS & SOLUTIONS**
FOR A WORLD-CLASS
GUEST EXPERIENCE

As a continuing policy of product development at LG Electronics, the design and specifications are subject to change. They may vary from model to model. Colour/shades may vary due to printing restrictions. E&OE.

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Regd. Office: LG Electronics India Pvt. Ltd., A Wing (3rd Floor), D-3, District Center, Saket, New Delhi-110017

CIN No. U32107DL1997PTC220109



The foremost display technology partner offering unrivalled opportunities and tailored solutions for the hospitality industry



Hospitality TV display solutions designed to enhance the way you communicate with your customers

A combination of stunning design, picture perfect screen resolution, messaging platform possibilities and effortless integration, welcome to LG hospitality TV.

The ability to be able to deliver information easily and professionally whilst communicating the correct level of presentation and brand impression is key to the Hospitality TV sector and organisations involved within it.

Customers increasingly demand more and developments in the way we all absorb information and expect good access to it open up a world of not just commercial opportunities, but an ability to be able to deliver enhanced levels of customer satisfaction through effective sharing of information.

Our range of Hospitality TV solutions have been designed to not only offer maximum choice but also to integrate with existing document sharing platforms and strategies to offer a truly universal, flexible and future thinking presentation solution for you and your guests.

Align your message content expectation with our software platforms and the display panels available and build the solution that perfectly positions and realises your brand aspirations for now and well into the future.

Hospitality TV Software Platforms:

LG offers three levels of Pro:Centric feature sets providing varying levels of personalisation, control and features.

Pro:Centric[®] SMART

LG Pro:Centric SMART offers extended customisable tools; HTML5, Java and Flash. With these, the partners can optimise Commercial TVs to edit and develop their own enhanced service design.

Pro:Centric[®] DIRECT

Hotel Content Management System that supports a simple built-in editing tool for fully customised layouts and can provide various interactive solutions over an IP infrastructure.

Pro:Centric[®] v

Easily deliver unique digital content using a pre-configured Pro:Centric Server via an existing RF distribution network quickly and with only minimal configuration requirements.

Display Technology Solutions:

Choose the resolution and design language that most closely matches your hospitality TV needs and budget. From OLED to Full HD, all our models come complete with handy features and integration with our user friendly software platforms for maximum convenience and performance.

LG OLED TV^{4K}

Premium, market leading panel technology coupled with stunning design and wafer thin appeal when only the best will do.

ULTRA HD

Outstanding Ultra 4K screen technology, coupled with impressive audio performance and auto up-scaling for a next generation viewing experience.

Full HD

Full HD display technology capable of producing perfect picture clarity coupled with handy viewing features.

Specialised Information Display solutions to cater for your needs and environment

Choose from our easy to use and easy to integrate hospitality TV software solutions designed for IP & RF infrastructures. See below the key differences, applications and how they combine with our hardware display solutions to offer unparalleled communication messaging for all hospitality TV viewing environments, large and small.

IP BASED SOFTWARE SOLUTIONS

Utilise Software Development Kit (SDK) to offer Hotel TV Solution

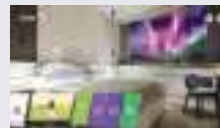
- Systems Integrator (SI) develops hotel dedicated templates and solution

SDK

Pro:Centric[®] SMART

+

SI Solution



Utilise simple editing tool provided by LG

- Theme Templates, Widgets
- Interactive Service

CMS

Pro:Centric[®] DIRECT



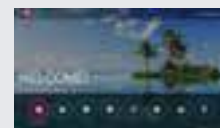
RF BASED SOFTWARE SOLUTIONS

Utilise LG Server together with PCA software

- Templates
- Weather / Map / EPG
- PMS Interface Compatibility

LG Server

Pro:Centric[®] v



HOSPITALITY TV MODELS BY CATEGORY

Pro:Centric
Smart with
OLED

- EV960H
- EW961H

Pro:Centric
Smart

- UV961H
- UV761H
- LV761H
- LX761H

Pro:Centric
V

- LV541H

Smart TV
Signage

- LV640S

Commercial
TV

- UV340C
- LV300C
- LW300C
- LV340C
- LV303C
- LW331C

Pro:Centric[®] SMART with OLED

Pro:Centric[®] Smart with OLED lineup provides LG's smartest hotel TV solution while overcoming the limits of current displays in both picture quality and design.

Why OLED Technology

Perfect Black

Limitless contrast and the deepest blacks

Self-lighting pixels switch off completely to reproduce absolute blacks with no light bleed, offering infinite contrast.



LCD

LG OLED

Perfect Color

Accurate & stable color reproduction

Self-lighting pixels bring colours to life with superb accuracy.



LCD

LG OLED

Perfect Viewing Screen

Wide viewing angle

LG OLED Signage delivers awe-inspiring picture quality across the entire screen, even from wide viewing angles.



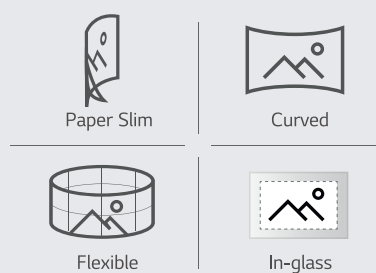
LCD

LG OLED

Perfect Design

Slim and light

LG's unbelievably lightweight and thin OLED display unlocks new worlds of design flexibility in different angles.



Paper Slim

Curved

Flexible

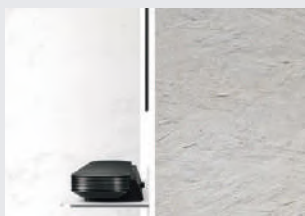
In-glass

OLED Wallpaper Hotel TV

Picture-on-Wall Design

Slim as a blade

The thin, artistic design of the EV960H series blends perfectly into the wall without even the trace of a shadow.



Perfect Sound

4.2CH sound

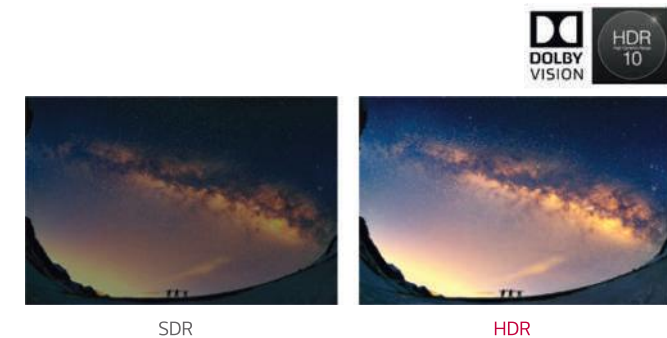
LG OLED Wallpaper Hotel TV has separated 4.2ch. sound bar with moving speaker. By these LG's own special systems, we can experience the sense of space of the scene.



Dolby Vision™ HDR

Active HDR

Dolby Vision™ is a technology that delivers intense highlights, vivid colours and deep blacks on the screen. LG OLED TV supports premium HDR contents mastered by Dolby Vision™ and is even compatible with generic HDR10.



SDR

HDR



Pro:Centric® V

COMPREHENSIVE HOSPITALITY SOLUTION VIA RF NETWORK

Pro:Centric® V provides comprehensive solutions in RF infrastructure. Through the Pro:Centric Server and Application, hoteliers are able to customise their settings in line with hotel branding concepts and deliver information on hotel facilities and wake-up call services, weather forecasts and other messages to guests, all while reinforcing the hotel's brand image.

Pro:Centric® Application Version 3.7 Upgraded Features

Pro:Centric Application v. 3.7 provides more intuitive and elegant templates than the previous version, and is available in 3 additional languages. This makes it easier for guests to access information and enables managers to deliver messages in a more effective way.

Basic & Easy Templates

Pro:Centric Application (PCA) v. 3.7 provides one Basic & Easy Template, making a total of three templates, that customers can select according to their preference.



Welcome Image of PCA v3.7

Multi Languages

39 languages including Hebrew, Arabic and Farsi, and language alignment are supported, making your guests' stay a more comfortable one.



Right Alignment
(Hebrew, Arabic, Farsi)



Left Alignment
(36 languages)

Easy Content Creation & Management

Customisable Template & Page

Choose an alternative look & feel template based on your preference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool. (Max 15pages / section Available)



*Based on PCA 3.7

Multi Channel Spooling

Operation of up to 8 hotel channels (22 sub-channels) can offer various information and added services.



PMS Interfaced Services

The Pro:Centric® Application offers guest-centric services, such as a welcome page with the guest's name, auto language setting and billing information with the Property Management System (PMS) interface.

Welcome Message

Warm greeting message including guest's name.



Automatic Language Setting

Default language settings based on the guest's nationality.



Billing Info

Guest's billing information automatically updated via PMS.



Features

EzManger

EzManager provides convenient installation function that helps to set up Pro:Centric TV settings automatically without extra effort of configuration. Auto-installation requires 1~3 minutes while manual installation requires 3~5 minutes.



Instant On

The high speed loading system enables users to enjoy content immediately after turning on the TV.



External Power Out

No extra set-top box power cable is necessary for STB usage. Just connect your STB to LG Hotel TV without a need for extra power but be supplied all from LG Hotel TV.



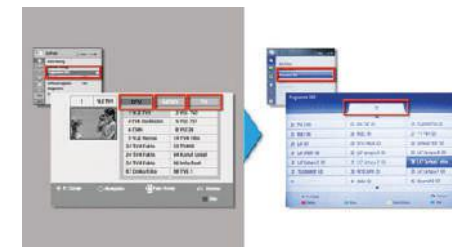
External Clock

Easily attach an external clock to your hospitality TV. Guests can quickly check the time just by looking at the TV, and all it needs is an RGB interface connection.



One Channel Map

The One Channel Map feature allows users to edit and list the channels of their choosing from any of the various broadcasting signals.



Commercial Swivel Stand

Expand the range of comfort for the guests with a commercial grade stand by allowing them to watch a TV from any angle.



Hotel Quick Menu

You can now enjoy LG's simple home menu solution, Hotel Quick Menu. It provides editable welcome message, date/time and other frequently used menus in the form of bar. These can be all set with a remote control or USB, and guests are able to easily access the menus they want improving satisfaction of their stay.



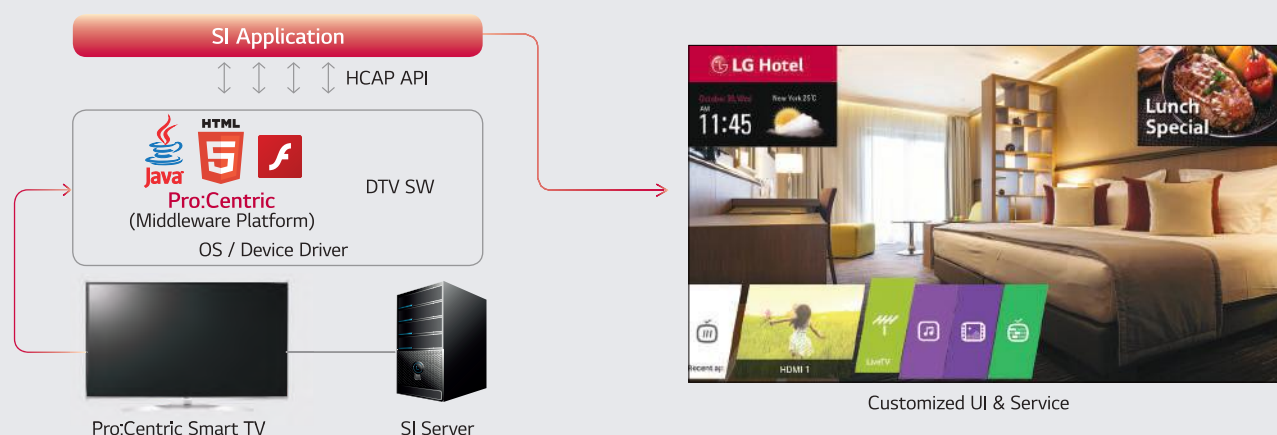
Pro:Centric[®] SMART

A PREMIUM SMART SOLUTION VIA IP & RF NETWORK

Pro:Centric[®] SMART is optimised for customising hospitality services for hotel brands and guests through an IP & RF infrastructure. With its high picture quality, sophisticated design and advanced connectivity functions, it upscales in-room entertainment and increases convenience through implementation of high-end technology.

Pro:Centric Smart Application Platform (IP)

LG Pro:Centric SMART offers extended customisable tools; HTML5, GEM and Flash. With these, the partners can optimise Commercial TVs to edit and develop their own enhanced service design. Also, it gives visual impact on and delivers messages to customers as users intend.

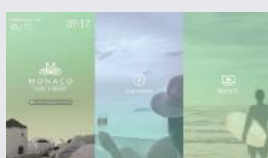


Pro:Centric Direct Support (IP)

Simply create your own templates and remotely manage TVs on the IP network with Pro:Centric Direct, LG's content management software. Pro:Centric Direct offers a free design template, along with customisable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type) in order to promote branding and meet guests' tastes and needs. Its interactive solution, including 1-click service, and intuitive UI impress guests while elevating their hotel experience. Plus, for hoteliers, not only does it offer efficient content production and management, but it also maximises advertisement effectiveness, which contributes to improving the hotel brand.



Cinematic Type



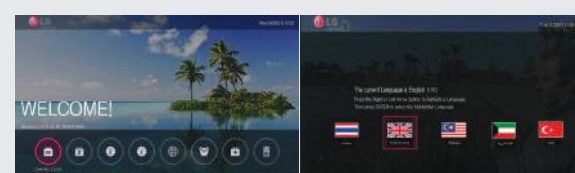
Grid Type



Bar Type

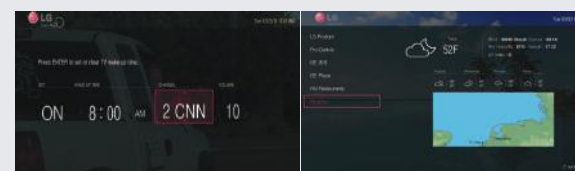
Pro:Centric[®]Server Application (RF)

You can now differentiate your hotel with our customisable templates and pages which can be specialised for your property. Pro:Centric[®] provides you a solution that is easily customisable for your business.



Welcome Page

Language selection



Wake-up Setting

Weather Information

Various Features

PCA serves the convenience of the guest through a Wake-up setting, Weather Information, Map Service, and much more functions that you can choose

Customisable Template & Page

Choose an alternative look & feel template based on your reference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool.

ULTRA HD TV

4K Resolution

ULTRA HD is the future of digital picture, possessing four times higher resolution than that of full HD. Stunning 8.3 million pixels gives a flawless picture quality and incredibly vivid detail.



4K Upscaler

Enjoy Full HD content in 4K ULTRA HD quality. The 4K Upscaler automatically upgrades Full HD content to ULTRA HD through the six steps of the upscaling processes.



Smart Connectivity

SmartShare

SmartShare allows users to share content more easily and quickly. It also searches for the content they want in order to share it more easily and accurately, thereby simplifying the process of sharing between various devices.

ScreenShare

Connect a smartphone or a laptop PC to TV via a Wi-Fi Direct connection. The TV will display the device's screen, and users can share their content and memories together.

Bluetooth Sound Sync

Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers via Bluetooth connection.

* Support devices for Bluetooth Sound Sync : Android (above v4.4 KitKat) / iOS based Mobile Device



Smart Experience

webRTC Ready

webRTC provides an application development environment for video calling, video chat and P2P (Person-to-Person) file sharing. Guests can look at and communicate each other without visiting rooms.

* Separate server or SI's webRTC-based-telecommunication solution is required for telecommunication between two TV sets.



SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

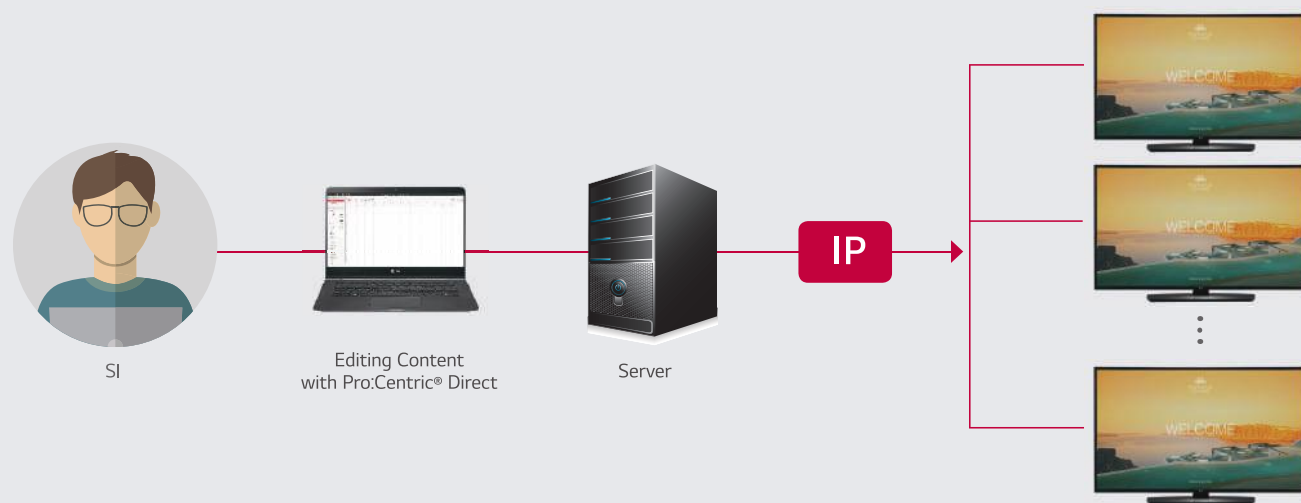
* SoftAP should be set in installation menu after TV is on.
* Smart Mirroring may not be operated at the same time.





Hospitality-dedicated content management IP solution

Pro:Centric® Direct is a hotel content management system that supports simple editing tools and provides various solutions, such as 1-click service and IP-network-based remote management.



Intuitive and Stylish Templates, 1-Click Service to Advertising Solutions. Experience Direct Service with Pro:Centric® Direct.

The intuitive UI and interactive service for room/laundry service provide a new experience for the guest, as well as stylish templates. For the hotelier, not only does it offer efficient content production and management, but it also maximises advertisement effectiveness, which contributes to improving the hotel image and commercial opportunity.

Fully Customisable Content



Fully customise and tailor content to suit guests' needs. Pro:Centric® Direct offers a user-friendly environment for editing your own templates, with features such as blank design templates, drag & drop editing and animation effects.

Advertisement tools



Pro:Centric® Direct supports banner ads, tickers and notices, allowing hotel managers to deliver advertisements and messages at specific times and locations to optimise their effect.

Grouping for Customised service



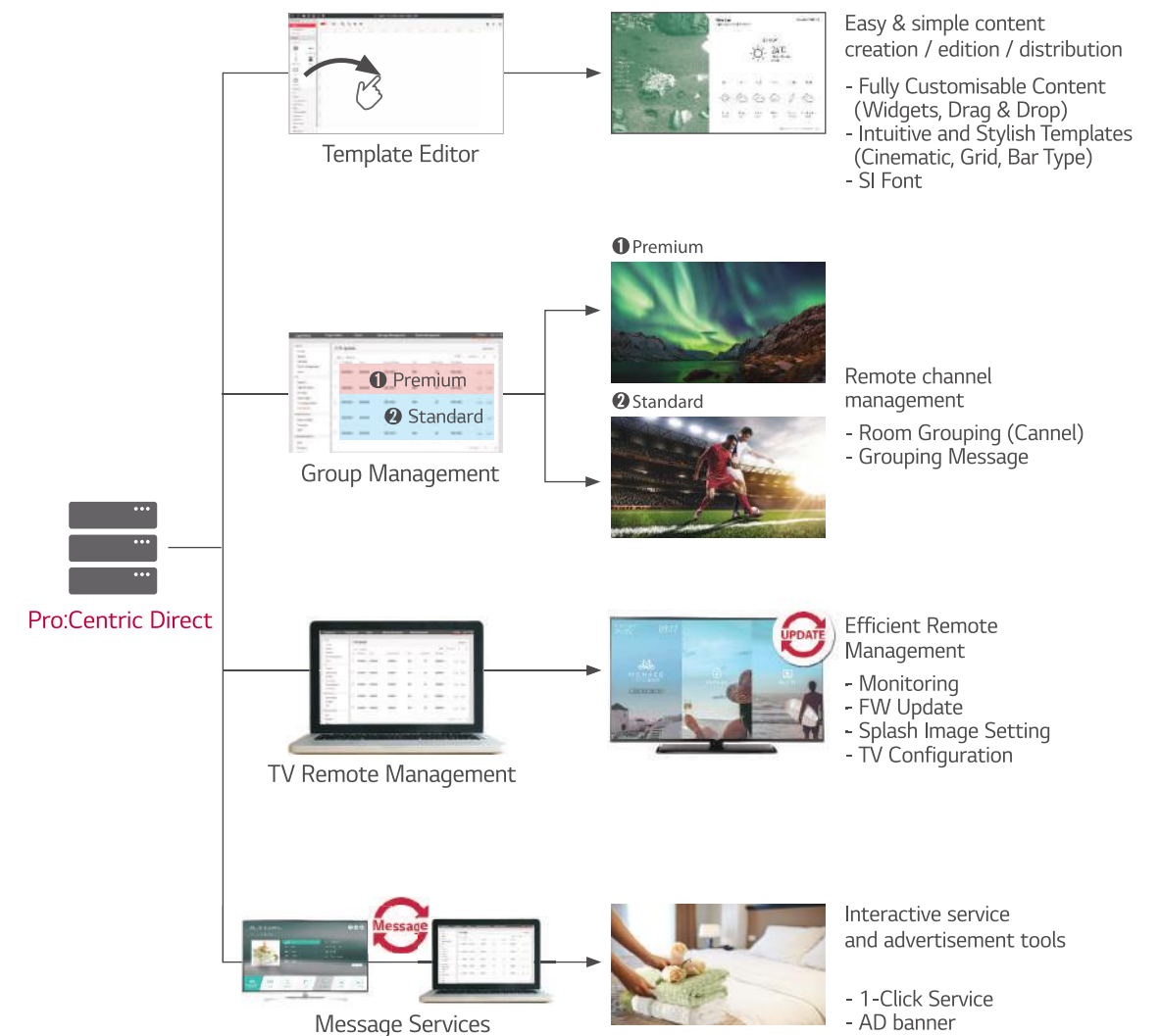
With the group management function, the hotelier is able to provide different channels to a group or room according to each guest's room rate and the purpose of their visit. Through the provision of proper and timely service, guest satisfaction during their stay will be increased.

Remote management via IP network



Firmware updates, splash screen setting and TV configuration for TVs in all rooms are available through the IP network. It's also possible to monitor a TV's basic information (serial number, IP address, room number etc.) at a central location with no need to visit each display individually.

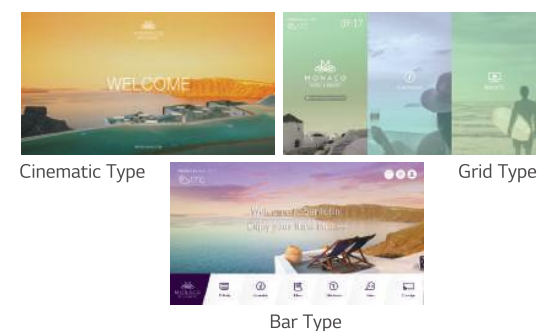
Major features:



Editing Support Tools



Pro:Centric® Direct supports intuitive and stylish templates (e.g. Cinematic, Bar, Grid), polished background images and selected music. In utilising these support tools, you can save the time and costs spent on creating and editing content.



Interactive service



Customers no longer need to locate a contact number, call the concierge and find the person in charge : room service, room cleaning and laundry services can be requested through the TV, 1-Click Service, with requests being monitored by managers from the control center where they can respond as required.



Commercial TV

TV Signage (Commercial Lite)

ESSENTIAL COMMERCIAL TV TAILORED TO COMMERCIAL ENVIRONMENTS

Improve management efficiency and offer a warmer welcome to guests. Featuring Welcome Video/Image, USB Cloning and other convenient functions, LG Commercial Lite TVs are able to lighten the management burden and make customers feel cared for in numerous business environments.

Features

USB Auto Playback+

Create and sequentially play playlists composed of informative media (video, music and image) you choose without PC and any installation.



Time scheduler

Create your own time scheduler of your Commercial TV. Once you set opening/closing hours and holidays, the TV will turn on/off according to work schedule.



USB Cloning

Clone all commercial TVs with astonishing speed and ease. The USB Cloning feature allows you to simply copy the TV settings to all TVs using a USB memory device.



Firmware Update TV Setting Cloning

Welcome Video / Screen

With the capability to display repeatedly various video formats as well as images, Commercial Lite TVs allow for a greater variation of greeting messages in hotel rooms which make customers feel more welcome and cared for.



Features

Hotel Mode

Be in total control with Hotel Mode. Have the capability to change every TV setting, or reset to default in every room.



Multi IR

Multi IR function eliminates the remote control signal interference between TVs in multiple dwelling beds. This system will work using the same LG TV model.



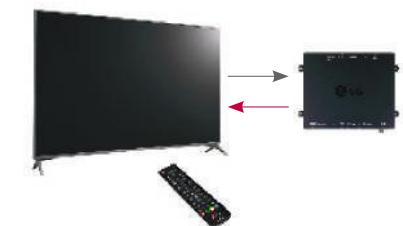
External Speaker Out

Enhance the entertainment experience by adding an additional speaker. Guests listen to and control the TV audio from anywhere in the business areas, including restrooms.



IR Out

Using the interactive set-top-box, all LG TVs can be controlled with a single remote.



RS-232C

Via the TV's RS-232C port, you can remotely control power and volume settings simultaneously.

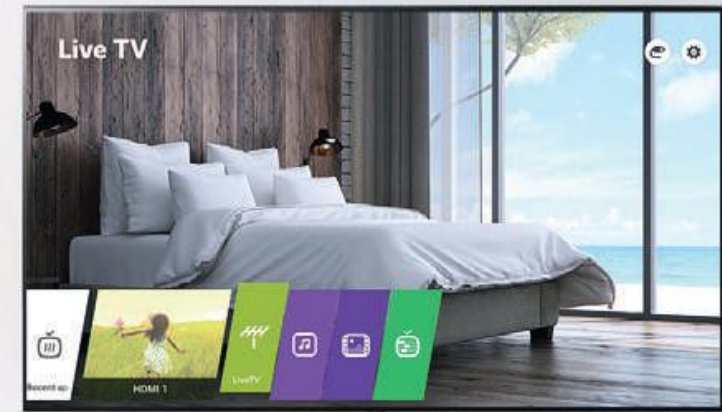




**DISPLAY
TECHNOLOGY
SOLUTIONS**



Pro:Centric[®] SMART
with OLED



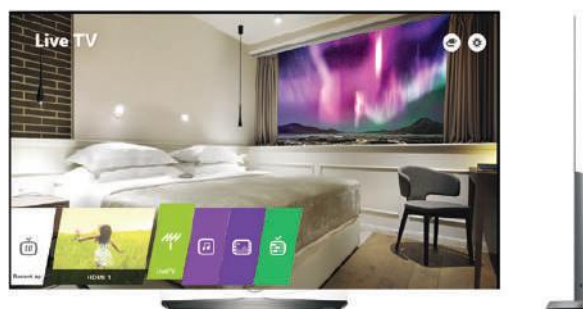
Pro:Centric[®] SMART

65
EV960H



- OLED Wallpaper Hotel TV
- ULTRA HD
- Dolby Vision™, HDR10
- Picture-on-Wall Design
- Up-firing and Moving Speakers
- Solution : Pro:Centric[®] SMART / Direct / V
- SDK (GEM / Flash / HTML5)
- DRM : Pro:Idiom[®]
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc

65 / 55
EW961H



- First OLED Hotel TV
- ULTRA HD
- HDR10
- Blade Slim, CINEMA SCREEN
- Solution : Pro:Centric[®] SMART / Direct / V
- SDK (GEM / Flash / HTML5)
- DRM : Pro:Idiom[®]
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc

65 / 55
UV961H



- ULTRA HD
- Dolby Vision™ HDR, HDR10
- Solution : Pro:Centric[®] SMART/ Direct / V
- SDK (GEM/Flash/HTML5)
- DRM : Pro:Idiom[®]
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc

55 / 49 / 43 / 32
LV761H



- Full HD
- Commercial Swivel Stand
- Solution : Pro:Centric[®] SMART/ Direct / V
- SDK (GEM/Flash/HTML5)
- DRM : Pro:Idiom[®]
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc

65 / 55 / 49 / 43
UV761H



- ULTRA HD
- Dolby Vision™ HDR, HDR10
- Solution : Pro:Centric[®] SMART/ Direct / V
- SDK (GEM/Flash/HTML5)
- DRM : Pro:Idiom[®]
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc

55 / 49 / 43
LX761H



- Full HD
- Commercial Swivel Stand
- Solution : Pro:Centric[®] SMART/ Direct / V
- SDK (GEM/Flash/HTML5)
- SmartShare / ScreenShare
- Bluetooth Sound Sync, LG Sound Snyc



Pro:Centric[®] V

55 / 49 / 43 / 32
LV541H



- Commercial Swivel Stand
- Solution : Pro:Centric[®] V / Hotel Quick Menu
- EzManager for Quick and Simple TV Settings
- Embedded Customisable Templates*
- PMS Interfaced Service Ready
- TV Link Interactive
- Instant On, External Power, External Clock Ready



Smart TV
Signage

55 / 49 / 43
LV640S



- Full HD
- Built-in Speaker and TV Tuner
- TV Embedded CMS (Content Management Software)
- SuperSign[™] Control, Simple Editor
- ScreenShare (Miracast) via Built-in WiFi
- Bluetooth Sound Sync
- Pre-loaded YouTube App, Web Browser
- Crestron Connected[®] Certified
- RTC (Real Time Clock), NTP (Network Time Protocol)
- WOL (Wake On LAN), SNMP

Commercial TV



75 / 65 / 55

UV340C



- ULTRA HD
- Media Share
- Bluetooth Sound Sync, LG Sound Sync
- Web Browser
- Web OS 3.5
- Crestron Connected® Certified
- WOL (Wake On LAN), SNMP

55 / 49 / 43 / 32

LV340C



- Full HD
- Crestron Connected® Certified
- WOL (Wake On LAN), SNMP
- Diagnostics (USB)
- Welcome Video / Screen
- IR Out, USB Cloning, External Speaker Out
- USB Auto Playback+, Time Scheduler

49

LV300C



- Full HD (49 / 43), HD (32)
- Diagnostics (USB)
- Welcome Video / Screen
- IR Out, USB Cloning
- USB Auto Playback+, Time Scheduler

43

LW300C



- Full HD
- Diagnostics (USB)
- Welcome Video / Screen
- IR Out, USB Cloning,
- USB Auto Playback, Time Scheduler

32

LV303C



- HD
- Diagnostics (USB)
- Welcome Video / Screen
- IR Out, USB Cloning
- USB Auto Playback, Time Scheduler

24

LW331C



- HD
- Diagnostics (USB)
- Welcome Screen
- IR Out, USB Cloning
- USB Auto Playback

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

MEMO

[illegible]

 b2b.solutions@lge.com