Pro:Centric® SMART

UW660H

A Smart Solution with ULTRA HD Display

Create the best in-room entertainment experience with LG's Pro:Centric® SMART IPTV. The UW660H series enable guests to connect portable devices and enjoy their own content through media share features, and provide commercial grade stand which improves comfort and security.

65"

43", 49", 55"

UW660H

- Pro:Centric® SMART
- ULTRA HD
- Integrated Pro:Idiom® Digital Rights Management Technology
- Commercial Grade Stand (Not for 65")
- NEWPro:Centric Direct Ready
- Media Share Features
- HDR (High Dynamic Range) : HDR10

screen size

43"(42.5" diagonal), 49"(48.5" diagonal),
55"(54.7" diagonal), 65" (64.8" diagonal)

Key Features

Pro:Centric® SMART

The UW660H is the latest in the line of Pro:Centric TVs that provide a unique and dedicated hotel applications hosting platform for LG's system integrators' interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guest needs.
LG Pro:Centric SMART offers extended customizable tools : HTML5, Java and Flash. Using these tools, partners can optimize the TVs by editing and developing their own enhanced service design. Also, it can optimize the TV features by developing custom enhanced service design that increases the visual impact on guests.

Pro:Idiom®

GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT (DRM) SOLUTION
Pro:Idiom unlocks access to premium content to help ensure rapid and broad deployment of HDTV and other high value digital content.

Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite, or video on demand (VOD) services, and is intended to lower costs and reduce maintenance. This leading DRM system is embraced for its security solution, prevents illegal copying of copyrighted content.

ULTRA HD TV

4K Resolution

4K 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.

### 4K IPS Wide Viewing Angle

One of the secrets behind outstanding viewing experience with LG TVs is the specially designed TV panel. 4K IPS delivers true colour from any angle with 4 times the resolution of Full HD. With 4K IPS, every seat is the best for watching content in your space.

LG Business Solutions

# A Smart Solution with ULTRA HD Display

Pro:Centric Application

Personalize the television experience with the Pro:Centric Application (PCA), which provides guests' access to a variety of additional features, such as an interactive Electronic Program Guide, weather forecast and radar map, and customized electronic billboards for information on hotel amenities, all conveniently presented through the on-screen menu.
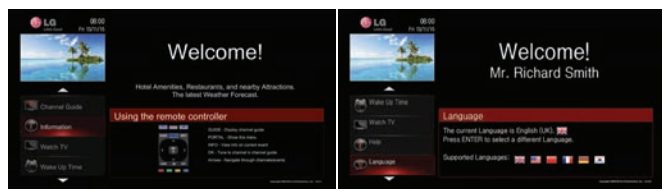
Welcome Page

Language Selection
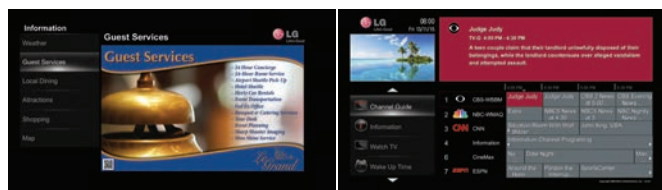
Custom Billboards

EPG Option

Free Interactive EPG Service for Pro:Centric TVs

PLAN HIGHLIGHTS

If your property has purchased or plans to purchase LG's Pro:Centric TVs, you may qualify for a free EPG that allows guests to easily navigate TV channels and programs, just like they do at home. Participating properties must purchase and install a Pro:Centric server and supply an internet connection for daily program updates. Properties must also contract with an LG authorized partner to install and program the server to match your Free-To-Guest (FTG) Channel Map.

Free program guide service runs until December 2017, replacing the previous programming fee of $1.50 per room per month.

Contact your LG sales representative or visit : www.LG.com/us/commercial/display-discover/epg

PCS200S HEAD END SYSTEM

Remote management functions are supported via the Pro:Centric server. The Pro:Centric Application software can be remotely added at a later date to deliver the benefits of LG's Pro:Centric Application features. (Weather, EPG, Billboards, etc)

LG's FTG COST EFFECTIVE SOLUTION

When using LG televisions in FTG hotel installations, the Pro:Centric server (PCS200S) supports remote management of TV settings. With remote management, individual room visits are no longer required for TV configuration updates, including FTG Channel Map and FTG Installer Menu settings updates, thereby saving labor costs.

Hotel Costs For FTG Channel Management

	Estimated Labor Costs	MSRP	Total	Savings over room visit
LG Pro:Centric TV with Pro:Centric Server		$2,499 (PCS200S)	$2,499	$17,501
Other brand	$20(est.) x 2 times per year (to update channels) x 100 rooms x 5 years		$20,000	

MSRP subject to change. Installation not included.

Pro:Centric Direct Ready

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 customizable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type) in order to promote branding and provide useful information for guests. Its interactive feature, 1-Click service, and intuitive UI will impress guests by elevating their in-room experience. Plus, for hoteliers, not only does it offer efficient content production and management, it also maximizes advertisement effectiveness, which contributes to improving the hotel brand.
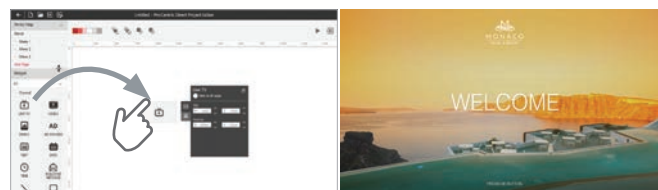
Free Design

Theme Option (Cinematic)
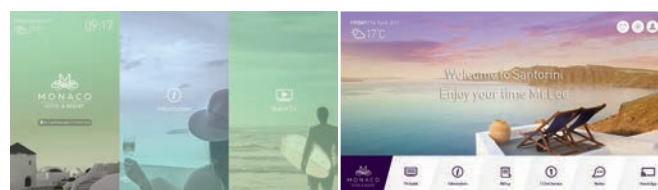
Theme Option (Grid)

Theme Option (Bar)

Smart Connectivity

Media Share

Guests may use LG Smart Share features, such as Wi-Fi Direct®, as well as Screen Share features, including Miracast®, WiDi, and DIAL to view content from their mobile devices on the large HD screen.
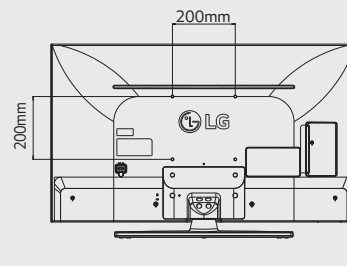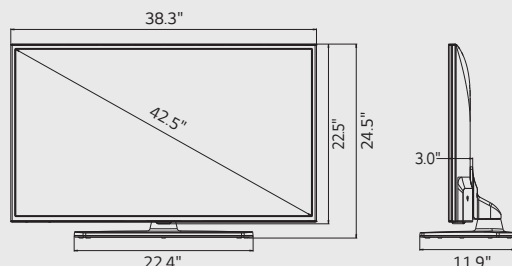

Bluetooth Sound Sync

This feature allows guests to listen to audio from a Bluetooth-enabled mobile device through the TV's speakers.

Dimensions

43"
38.3" x 24.5" x 11.9"
(With Stand : W x H x D)

38.3"
42.5"
22.5"
24.5"
22.4"
3.0"
11.9"
200mm
200mm

49"
43.5" x 27.3" x 11.9"
(With Stand : W x H x D)

43.5"
48.5"
25.4"
27.3"
22.4"
3.0"
11.9"
300mm
300mm
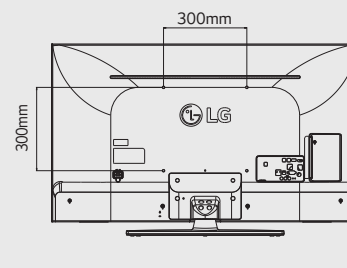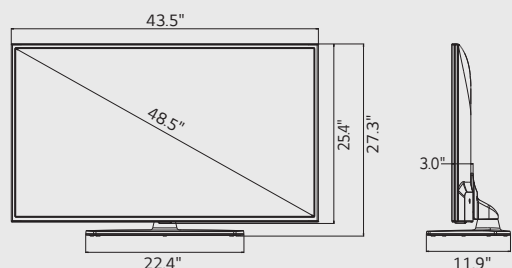
55"
48.8" x 30.3" x 11.9"
(With Stand : W x H x D)

48.8"
54.7"
28.4"
30.3"
22.4"
2.4"
11.9"
300mm
300mm
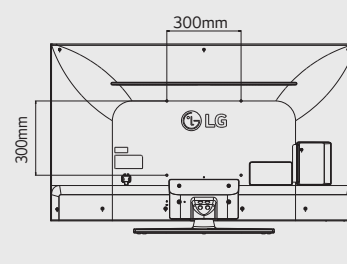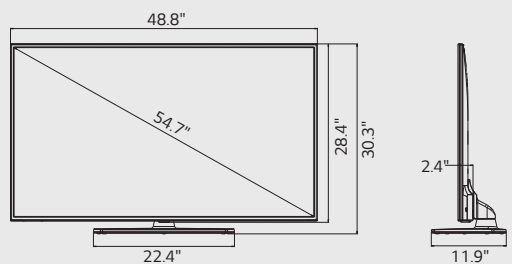
65"
57.5" x 35.4" x 10.4"
(With Stand : W x H x D)
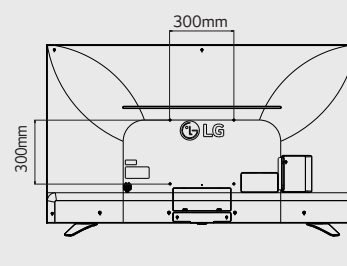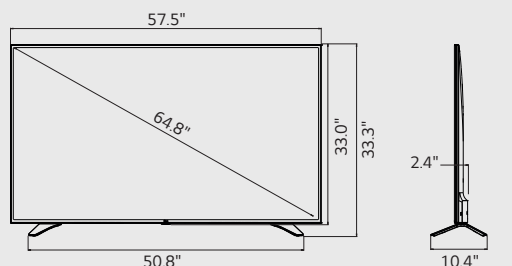
57.5"
64.8"
33.0"
33.3"
50.8"
2.4"
10.4"
300mm
300mm

Jack Panels (Rear/Side)

❶ OPTICAL DIGITAL AUDIO OUT
❷ SERVICE
❸ PTC SERVICE
❹ USB IN 1
❺ HDMI IN 1
❻ LAN
❼ SPEAKER OUT
❽ RJP
❾ RS-232C IN
❿ M.PI.
⓫ AV IN / AUDIO IN
⓬ ANTENNA / CABLE IN
⓭ HDMI IN 2 / HDMI IN 3
⓮ USB IN 2

MCR66529701

AV IN/
AUDIO IN(DVI)
VIDEO L/MONO AUDIO-R
RESET UPDATE
HDMI IN 2 (ARC) 3
USB IN 2
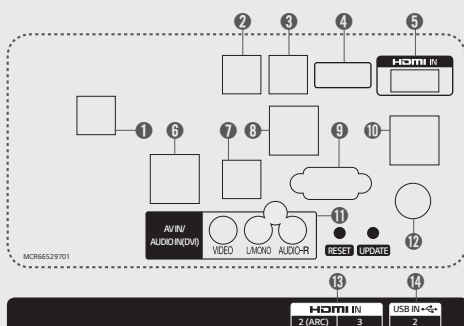
Anti-Theft System

Kensington Lock (Not for 65")
• LG Hotel TVs are protected by the reliable Kensington Lock solution.

Reinforced Metal Stand (Not for 65")
• Full metal reinforced stand to improve sturdiness, durability and safety.
• Provides (±20°) swivel out of the box.
• Provides (±20/45/90°) swivel when used with Lock Down plate.

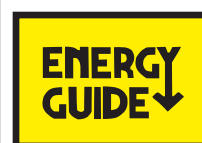**Lock Down Plate with Credenza Hole (Not for 65")**
• Lock the TV firmly to the credenza for added security and help deter theft. (Mounting plate, security bolts, nuts and screws are included.)

Specifications

UW660H

		43	49	55	65
DISPLAY	Type	Direct LED		Edge LED	
	Resolution	3,840 x 2,160 (UHD)			
	Diagonal Size	42.5"	48.5"	54.7"	64.8"
	Dynamic Contrast Ratio	1,000,000 : 1			
	Static Contrast Ratio	1,100 : 1			
	Viewing Angle Degree	178° / 178°			
	Response Time (G to G)	9 m/s			
	Frame Rate	60 Hz			
BROADCASTING SYSTEM	Analog	NTSC			
	Digital	ATSC / VSB / Clear QAM			
	MPEG-2 / MPEG-4 H.264 DECODING	•			
VIDEO	Triple XD Engine	•			
	Real Cinema 24p (3:3 Pull down)	•			
	Dynamic Color Enhancer	•			
	Aspect Ratio	• 6 modes (16:9, Original, 4:3, Vertical Zoom, All-Direction Zoom, Just Scan)			
	UHD Contents Streaming Support	USB / IP / HDMI			
	Tru 4K Upscaler	•			
	HDR	HDR10			
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch			
	Sound Mode	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)			
	Smart Sound Mode	•			
	Optical Sound Sync	•			
	Wireless Sound Sync	•			
GENERAL FEATURES	Pro:Centric ® — Type	Pro:Centric Smart			
	Data Streaning (IP&RF)	•			
	Pro:Centric Application	PCA 3.7			
	RF	1 Tuner			
	HCAP (SDK)	GEM / Flash / HTML			
	Smart Features	Smart Share, DLNA, WiDi, Miracast, Wi-Fi Direct, DIAL, Bluetooth Sound Sync., SoftAP, Web Browser, Magic Remote (Optional)			
	Management	Remote Diagnostics / EZ-Manager Wizard (for Initial Configuration)			
	Interactivity	HTNG / HDMI-CEC			
	Digital Rights Management	Pro:Idiom			
	RJP Interface	RS-232C, HDMI			
	RJP Compatibility	•			
	USB Media	Moving Picture Playback (MPEG), Picture (JPEG), Audio Codec (AC3, EAC3, AAC, Mpeg, MP3, PCM)			
	Advanced Setting Option	Auto Off/ Auto Sleep, Smart Energy Saving, Motion Eye Care			
	Anti-theft System	Kensington Lock, Credenza/Security Screw Hole, Lock Down Plate, Commercial Grade Stand			
COMMERCIAL FEATURES		Welcome Screen (Splash Screen), FTG Mode, Instant On, IR Out, External Speaker Out, USB Cloning, Logical Channel Map, Multi-IR Code			
INTERFACE	Side	HDMI In (2), USB 2.0			
	Rear	RF In, AV In, Optical Digital Audio Out, HDMI Input, USB 2.0, PC Audio Input (Sharing with AV In), RS-232C, LAN Port, RJP port, External Speaker Out, PTC Service Port, Service Port, MPI Port			
ACCESSORIES		Power Cable (5.9 ft.), Owner's Manual / Easy Setup Guide			
DIMENSIONS	Bezel Width (L / R, U, B) : on bezel based	11.6, 14.1, 17.4 (mm)	11.6, 14.1, 17.4 (mm)	10.6, 13.1, 15.9 (mm)	11.6, 14.1, 15.9 (mm)
	Bezel Width (L / R, U, B) : off bezel based	9.3, 11.8, 15.1 (mm)	9.3, 11.8, 15.1 (mm)	8.1, 10.6, 13.4 (mm)	8.6, 11.6, 13.4 (mm)
	Vesa (mm)	200 x 200		300 x 300	
	WxHxD / weight (w/o stand)	38.3" x 22.5" x 3.0" / 20.5lb	43.5" x 25.4" x 3.0" / 26.0lb	48.8" x 28.4" x 2.4" / 35.9lb	57.5" x 33.3" x 2.4" / 59.1lb
	WxHxD / weight (with stand)	38.3" x 24.5" x 11.9" / 28.2lb	43.5" x 27.3" x 11.9" / 33.7lb	48.8" x 30.3" x 11.9" / 43.6lb	57.5" x 35.4" x 10.4" / 60.8lb
	WxHxD / weight (Carton)	45.2" x 28.7" x 6.9" / 34.0lb	51.2" x 30.5" x 6.9" / 42.1lb	53.5" x 33.9" x 7.5" / 54.7lb	63.0" x 38.2" x 6.9" / 75.4lb
	Stand	(±20/45/90°) Swivel			-
POWER	Voltage, Hz	100 ~ 240V, 50/60Hz			
	Typical (Watts)	54.6	65.4	82.4	102.5
	Stand-by (Watts)	< 0.5			
STANDARD APPROVAL	Safety	UL			
	Environment	FCC			
	Etc.	RoHS, UL, NOM, Energy Star® Qualified			
UPC		719192918467	719192918450	719192918443	719192919747

PARTNERS

acentic, ACUTEK, ALLIN, at-visions, BULK TV & INTERNET, DirectStreams, Entertainment Solutions, Exceptional Innovation, GuestTek, HoistLocatel, INDEPENDA, infovalue, m·com, NEVOTEK, SONIFI, tangerine, WORLD CINEMA, nevaya, LEIGHTRONIX, AZURTEK, PureHD

Commercial Grade Stand

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for model 43UW660H, 49UW660H, 55UW660H, and 65UW660H are $12, $15, $18, and $22 respectfully.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 12 cents per kWh and 5 hours of use per day. For more information, visit www.ftc.gov/energy."

FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).

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LG Business Solutions