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LG UNVEILS ‘PRO:CENTRIC DIRECT’ HOSPITALITY MANAGEMENT SYSTEM

*Leading Hospitality IPTV Platform Now Includes
Access to Streaming Services and Innovative Authoring Tool*

TORONTO, June 28, 2017 – Hospitality TV leader LG Electronics USA Business Solutions is launching an advanced new content management system for hotels called Pro:Centric® Direct that features an innovative authoring tool using drag and drop widgets as well as new over-the-top Internet video streaming and casting services. The upgraded Pro:Centric Direct platform allows system integrators virtually unlimited design options for guest user interfaces while providing them access to new streaming services in partnership with system integrators.

“With the LG Pro:Centric Direct platform, integrators now have even more freedom to create customized layouts aligned to each hotelier’s specific brand standards for delivery of entertainment services and compendium information to hotel guests,” said Mike Kosla, vice president, hospitality, LG Electronics USA Business Solutions. “This new platform is unparalleled in its ability to interact directly with guests, making any hotel stay feel personalized while providing the guests’ access to a variety of entertainment options, including video streaming from mobile devices.”

Based on HTML5, the LG Pro:Centric Direct platform features easy editing tools to allow the system integrator to design a truly custom look and feel for their hotel clients – from a blank template “free design” to various theme templates provided by LG.

Pro:Centric Direct enables LG’s system integrator partners to interface their network servers and Chromecast or similar casting devices, to enable guests to pair and stream content from their Android and iOS mobile devices, or launch any of the embedded applications of LG’s smart

hotel TVs. Providing guests access to these services either from their devices or from the smart television platform offers a wide selection of Internet-based video and music entertainment options within a single unified platform, Kosla explained.

LG Pro:Centric Direct also helps hoteliers keep guests up-to-date on hotel activities, news, weather and other information within seconds through widgets that can be placed on the TVs home screen. Offering guests more services than ever before, the LG Pro:Centric Direct platform features an IP interface for two-way communications, enabling guests to place orders for room service, make appointments at the spa, interact with the concierge, review their portfolio and check out, to name a few. Guests no longer have to search the room for information. All updates, menus and content are in one place – on the TV.

LG Pro:Centric Direct is now available on LG Smart Hotel TVs. Visitors to LG's booth at HITEC 2017 (June 27-29, Metro Toronto Convention Centre, #1619) will be able to experience LG's innovative commercial hospitality platforms first-hand. For more information, please visit www.LGSolutions.com.

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit www.LGSolutions.com.

Media Contacts:

LG Electronics USA

Kim Regillio
847 941 8184
kim.regillio@lge.com

Re' Kleinbard
212 880 5398
re.kleinbard@lg-one.com