

FOR IMMEDIATE RELEASE**LG TECHNOLOGIES HELP DELIVER NEW GUEST EXPERIENCE
AT CHARLOTTE MARRIOTT CITY CENTER**

*State-of-the-Art ‘Idea Incubator’ Property Features
LG In-Room Entertainment, Digital Signage, Appliance Innovations*

CHARLOTTE, N.C., Oct. 12, 2016 – Advanced technologies from LG Electronics are helping Charlotte Marriott City Center, Marriott Hotels’ living innovation hotel, deliver a bold new guest experience in its collaborative meeting spaces, guestrooms and immersive entertainment and fitness spaces.

For the launch this week of its “M Beta” concept at the Charlotte Marriott City Center, the hotel turned to long-time technology partner LG Business Solutions as its preferred provider. The newly renovated, state-of-the-art property – featuring LG in-room entertainment, digital signage and even home appliance technologies catering to today’s digitally-driven guests – represents an “idea incubator” for Marriott Hotels to test new product and service concepts for adoption across its portfolio.

“LG’s innovative products have helped us to provide the cutting-edge space and experience that the brand envisioned,” said Crissy Wright, general manager of the Charlotte Marriott City Center. “They’ve been a tremendous partner and supporter for us in our transformation.”

LG technologies have helped Charlotte Marriott City Center deliver on its new experience in a number of key areas: cutting-edge video walls featuring ultra-slim-bezels along with enhanced LG sound bars transformed the hotel gym into an interactive fitness center for today’s modern hotel guest; industry-leading LG OLED TVs and monitors in the hotel’s new M Club Lounge have created a multi-purpose, connected, and collaborative public space for guests to work and

entertain; and sleek new LG Studio premium kitchen appliances contributed to create a one-of-a-kind communal guest space that has all the cozy comforts of home.

“LG focused its hospitality technologies to replicate the digitally-driven experience guests are accustomed to at home,” said Michael Kosla, vice president of hospitality for LG Electronics USA Business Solutions. “LG’s robust portfolio of products incorporated into this exciting new Marriott property – from ultra-slim video walls in the fitness center to smart LED TVs in each hotel room, and even a full LG kitchen – create an interactive, highly-personalized hotel experience that feels like home away from home.”

The multitude of LG technologies throughout the property, in both public areas and guest rooms, serves hotel guests from check-in to checkout.

As guests arrive in the lobby, they are welcomed by LG’s 55-inch class digital signage wayfinding LED screens (model 55SM5B-B) that provide directions and information about the hotel. While guests relax in their rooms, they can enjoy entertainment on one of the property’s 450 55-inch LG hotel LED TVs (model 55LY340H), which deliver high-definition programming using LG’s advanced set-top box developed for the guestroom entertainment system. These hotel TVs also provide a wide viewing angle ideally suited to the adaptable seating in guestrooms.

Modern Hotel Fitness Experience

Travelers are often met by dated equipment in uninspiring gyms. In order to create a modern workout space that excites and engages today’s fitness-oriented travelers, Charlotte Marriott City Center implemented a 3x3 video wall of 47-inch class LG display panels and LG sound bar that offers an immersive and inspiring solution for those looking for alternative ways to stay healthy while on the road.

Through content provider Fitness on Demand, paired with LG’s innovative displays, the Charlotte Marriott City Center brings a variety of challenging and interactive workout experiences to fitness-class-loving guests with over 1000 class offerings – including on-trend



workouts such as Zumba, Beachbody, Jillian Michaels and others – all showcased on LG’s amazing displays with ultra-slim bezels. By marrying state-of-the-art video and sound technology with compelling third-party content, the hotel was able to offer more choices, greater flexibility, and new ways to explore the world of fitness.

Collaborative Public Spaces

At home, family and guests tend to gather in the kitchen. That’s why Charlotte Marriott City Center took a bold approach to its meeting and lounge space by creating the LG Studio Kitchen. LG Studio is the company’s premium line of kitchen appliances, with design inspired by LG Studio Artistic Adviser Nate Berkus. The suite of built-in appliances in the Charlotte Marriott City Center includes the LG Studio 42-inch ultra-large-capacity built-in side-by-side refrigerator, 36-inch counter-depth three-door French Door refrigerator with LG’s Door-in-Door® technology, 30-inch double wall oven with LG’s exclusive EasyClean™ technology, TrueSteam® dishwasher and built-in microwave oven.

Charlotte Marriott City Center’s M Club features a 65-inch LG OLED 4K TV with perfect blacks and vivid color for the best picture quality available; a 79-inch 4K Ultra HD TV for immersive viewing and superior color, contrast, and clarity; and two 34-inch “UltraWide” 21:9 desktop monitors featuring a sleek design, fast performance and a multitude of connectivity options to give guests the tools they need to stay connected and productive on the go.

For productive meetings, business travelers can rest easy knowing the hotel’s boardrooms are equipped with LG’s latest technologies: slim-bezel LED TVs, interactive touch-screen signage and professional monitors in meeting spaces throughout the hotel. With uncompromised picture quality, fast performance and functionality, and a multitude of presentation options, LG equips executives with the technology they need for showcasing dynamic presentations.

For more information, 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, systems integration, lodging and hospitality, 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 \$49 billion global force in consumer electronics, home appliances and mobile communications. LG is a proud 2016 ENERGY STAR® Partner of the Year-Sustained Excellence.

Media Contacts:

LG Electronics USA

John Taylor
847 941 8181
john.taylor@lge.com

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

Megan Johnson
212 884 4019
Megan.johnson@lg-one.com

Marriott Public Relations

Nina Herrera-Davila
301 380 2691
Nina.Herrera-Davila@marriott.com