

**FOR IMMEDIATE RELEASE**

**LG DIGITAL SIGNAGE DISPLAYS SELECTED BY GOAA  
FOR NEW STANDARD IN AIRPORT DISPLAYS**

*Innovative 700-Display Videowall Being Installed at Orlando Airport*

**ORLANDO, Sept. 26, 2016** – LG Electronics USA Business Solutions was selected by the Greater Orlando Aviation Administration (GOAA) to provide video screens for the renovation of the departure processing facilities at Orlando International Airport that serves more than 41 million leisure and business travelers each year.

A total of 700 LG 55-inch ultra-thin-bezel videowall screens are being installed at the airport to create a continuous 1,561-foot digital display wall behind airline counters, and another 350 LG displays will be installed in double-sided overhead videowalls for way-finding from the check-in areas to concessions and other conveniences to security checkpoints.

GOAA conceived the videowall as a unique way to provide customers with a new travel experience – one that conveys all the pertinent information that customers have come to expect while traveling, including wait times, flight information, wayfinding, destination time and weather and gate information.

John Newsome, GOAA’s director of information technology, described the videowall as a digital canvas that provides unparalleled opportunities for airline and local area branding, for the “Orlando Experience” for example, and for improved customer service thru information and entertainment.

“The massive Orlando videowall represents an amazing display of innovation to transform the airport experience, setting a new standard for transportation information displays around the world,” said Clark Brown, vice president, digital signage, LG Electronics USA Business

Solutions. “This major project showcases LG’s commitment to leadership in the transportation sector, and we’re proud that LG technology is bringing GOAA’s vision to life.”

LG Electronics, along with videowall experts and content development agency Synect and communications/IT solutions provider SITA, worked to design and install LG’s ultra-high definition videowall, which delivers a wide viewing angle, while fully integrating with the airport operational systems. The family-friendly airport also can now display interactive games to entertain its young travelers and decrease perceived wait times.

With an amazingly slim bezel width of 0.9 millimeters (0.035 inches), LG’s VH7B series of direct back-lit LED displays “are redefining the videowall category,” Brown said. “These lightweight, thin displays connect seamlessly to create a powerful and impactful image for an immersive experience that’s certain to capture any viewer’s attention in Orlando.”

Each display features LG’s In Plane Switching (IPS) panel technology to ensure accurate color saturation and contrast, even at wide viewing angles, resulting in unparalleled picture quality. The Orlando project also requires accurate color and brightness calibration across multiple displays – an important factor for multiple airline companies.

With an expansive digital signage portfolio, LG delivers solutions that elevate the end-user experience by seamlessly integrating high-resolution displays in airports, as well as retail environments, restaurants, hotels, schools, churches, arenas and more.

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#### **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.

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