# LX770H Pro:Centric SMART Edge-lit LED IPTV
## with Integrated Pro:Idiom and *b*-LAN™

HOSPITALITY

▶ **65LX770H**
65" class (64.53" diagonal)

▶ **55LX770H**
55" class (54.64" diagonal)

▶ **49LX770H**
49" class (48.7" diagonal)

▶ **43LX770H**
43" class (42.8" diagonal)

▶ **40LX770H**
40" class (39.6" diagonal)

## Pro:Centric® Smart IPTV

The LX770H Series is a cost effective Smart IPTV model series offering an edge-lit LED display with a slim bezel design and supporting the Pro:Centric Smart applications platform, which includes Smart Share, Smart Management, Pro:Idiom® & *b*-LAN™ support.

Media Share features: Smart Share, Screen Share, Bluetooth Sound Sync, SoftAP, DIAL, Pre-loaded applications

---

### PRE-LOADED APPLICATIONS

Pre-loaded applications include: Accuweather, Crackle, HULU, Rhapsody, Pandora, Web Browser, and YouTube (other applications may be added in the future, subject to licensing terms).

Please select the applications to use on Main Portal

### SMART SHARE

The LX770H is designed for "second screen" support and options includes DIAL, WiDi, Wi-Fi Direct® and Miracast® technologies, which are used to pair guests mobile devices with the TV enabling them to share and view their content on the large HD screen.

intel WiDi Wireless Display

smart Share™

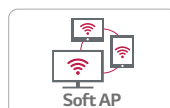### OTHER HOSPITALITY FEATURES

Welcome To LG Hotel
**Welcome Screen**

Present your guests with a greeting message or hotel image and logo on the TV boot-up screen prior to the TV channel being displayed.

**External Speaker Out**

The external speaker out function lets users enjoy the TV sound in a separate location, such as the bathroom.

1~2 sec
**Instant ON**

'Instant On' feature removes application boot time, so guests are immediately presented with the user interface screen when they turn on the TV.

**Soft AP**

Software Access Point provides a wireless hotspot to enable guests to connect their personal devices for internet access.

Hospitality features available without the use of the Pro:Centric Server.

---

### BLUETOOTH SOUND SYNC
### (BLUETOOTH 3.0)

By bluetooth connection between a mobile device and commercial TV, Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers.

\* Support devices for Bluetooth Sound Sync. : Android(Above v4.4 Kitkat) / iOS based Mobile Device

### DIAL

DIAL is a simple way of enjoying portable devices' content on a TV via a connection through the cloud. For example, YouTube service can be paired in the cloud, viewed on the TV, and controlled via the mobile device.

00:02    06:44

---

**LG** Business Solutions

# Pro:Idiom®

## GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT SOLUTION

Pro:Idiom unlocks access to premium content to help assure 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.

## REDUCED TOTAL COST OF OWNERSHIP

Using LG's optional Pro:Centric server, you can remotely manage cloning and channel mapping for TVs in guest rooms without having to visit each room.

The EZ-Manager's auto configuration function makes installation quick and easy. The EZ-Manager guides the installer to set up the TV with simple steps without having to set up the menu manually, saving time and cost.

## EFFECTIVELY MANAGE IN-ROOM TVs

The USB Cloning feature allows you to simply copy the TV settings onto all TVs using a USB memory device, a process that is fully automated to save time without having to set each TV one-by-one.

## Pro:Centric Smart Application Platform

The LX770H 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 guests' needs.

LG Pro:Centric SMART offers extended customizable tools: HTML5, Java and Flash. With these, the partners can optimize 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.

## The LX770H Pro:Centric Application

Personalize the televison 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 map, and customized electronic billboards for information on hotel amenities, all conveniently presented through the on-screen menu.
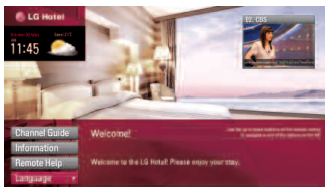
**Main Welcome Portal**

**Channel Guide**
Simple Channel List: Select the broadcast logo to watch your selected TV program

**Remote Help**
Learn how to use the Remote controller with easily accessible menu on TV

**Language**
Access the system in multiple languages for international guest service from various nations.

## FREE INTERACTIVE ELECTRONIC PROGRAM GUIDE SERVICE FOR Pro:Centric TVs!

### PLAN HIGHLIGHTS

If your property has purchased or plans to purchase LG's Pro:Centric TVs, you qualify for a free Electronic Program Guide (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 line up.

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 LG.com/us/commercial/display-discover/epg/index.jsp

## LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

When using LG televisions in Free-To-Guest hotel installations, the Pro:Centric server (PCS200R) supports remote management of TV settings, such as virtual channel mapping and cloning of Installer Menu settings.

Save time and labor using LG's PCS200R remote management option which eliminates the necessity of visiting individual rooms to change television settings.

### Hotel Costs For Free-To-Guest Channel Management

| | Estimated Labor Costs | MSRP | Total | Savings over room visit |
|---|---|---|---|---|
| LG Pro:Centric TV with Pro:Centric Server | | $2,499 (PCS200R) | $2,499 | $17,501 |
| Manual Room Updates | $20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years | | $20,000 | |
| LG Pro:Idiom TV with embedded b-LAN plus FMA | | $2,900 (FMA-LG102) | $2,900 | $17,100 |

MSRP subject to change. Installation not included.
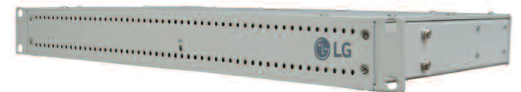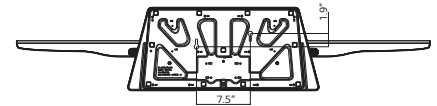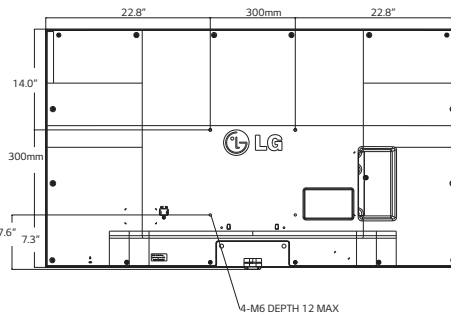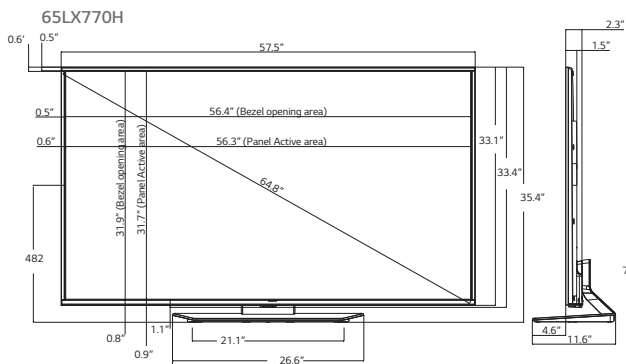
### PCS200R
**HEAD-END SYSTEM**

Remote management functions are also 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 Applications features (Weather, EPG, Billboards...)
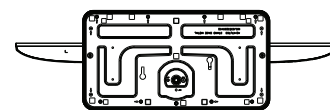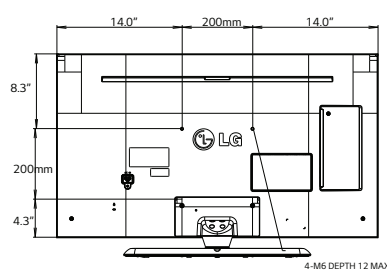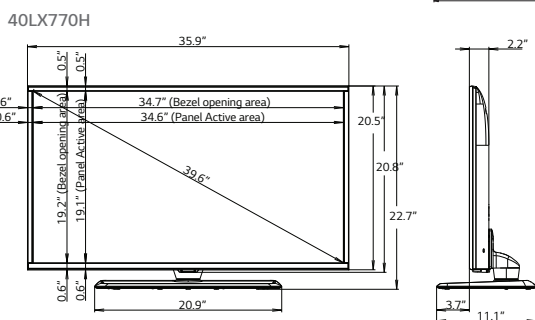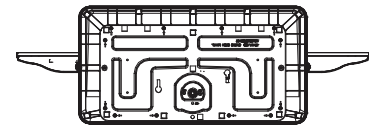
### FMA-LG102
**Free-To-Guest Management Appliance (FMA)**

LG's Free-To-Guest Management Appliance delivers the FTG Channel Map to the guest rooms, via the hotel's RF distribution.

## 65LX770H



0.6" 0.5" 57.5"
2.3"
1.5"
0.5" 56.4" (Bezel opening area)
0.6" 56.3" (Panel Active area)
33.1"
33.4"
35.4"
31.9" (Bezel opening area)
31.7" (Panel Active area)
64.8"
482
0.8" 1.1"
0.9"
21.1"
26.6"
4.6" 11.6"

22.8" 300mm 22.8"
14.0"
300mm
7.6" 7.3"
LG
4-M6 DEPTH 12 MAX

1.9"
7.5"
* 65" base is different from other sizes

## 55LX770H



0.5" 0.4" 48."9"
1.5"
47.8" (BEZEL OPENING AREA)
47.6" (PANEL ACTIVE AREA)
0.5"
.6"
28.2"
28.5"
30.7"
26'7.8" (PANEL ACTIVE AREA)
27.0" (BEZEL OPENING AREA)
24.8"
5.2" 12.8"

18.5" 300mm 18.5"
9.1"
300mm
7.3"
LG

8.3"
4.5"
8.5"

## 49LX770H



43.5"
2.2"
1.5"
0.4" 0.5"
0.5" 42.5" (Bezel opening area)
0.6" 42.3"(Panel Active area)
25.2"
25.5"
27.6"
23.9" (Bezel opening area)
23.8" (Panel Active area)
48.7"
0.6" 0.7"
24.8"
5.2" 12.8"

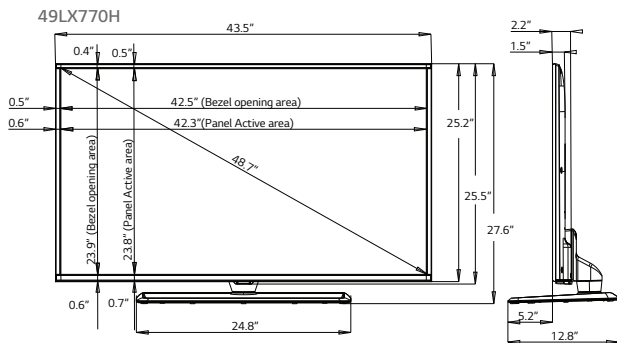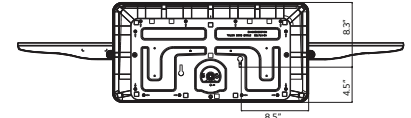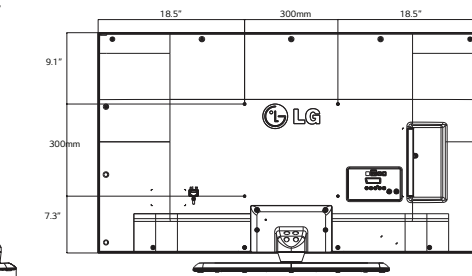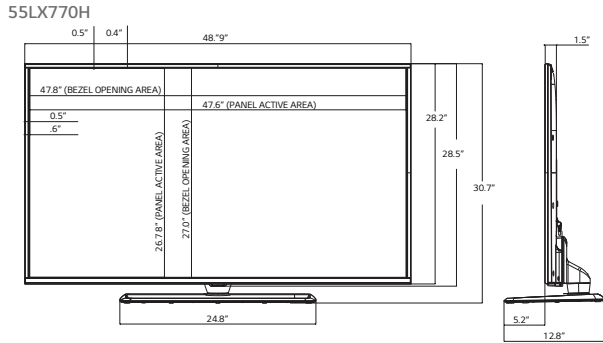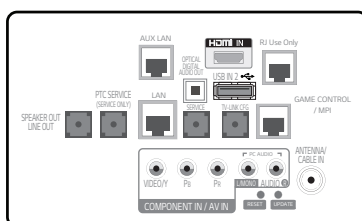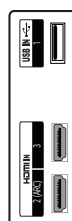15.9" 300mm 15.9"
6.1"
300mm
7.3"
LG
4- Ø8

7.5"
1.9"

## 43LX770H



38.3"
37.2"
37.0"
2.2"
1.5"
0.4"
0.5"
0.6"
22.3"
21.0"
20.8"
42.6"
24.6"
13.6"
0.6" 0.7"
24.8"
5.1"
12.8"

15.2" 200mm 15.2"
6.7"
200mm
7.7"
LG
4-MS DFPH
12 MAX

## 40LX770H



35.9"
2.2"
0.5" 0.5"
0.6" 34.7" (Bezel opening area)
0.6" 34.6" (Panel Active area)
20.5"
20.8"
22.7"
19.2" (Bezel opening area)
19.1" (Panel Active area)
39.6"
0.6" 0.6"
20.9"
3.7" 11.1"

14.0" 200mm 14.0"
8.3"
200mm
4.3"
LG
4-M6 DEPTH 12 MAX

**REAR JACK PANEL**



AUX LAN
OPTICAL DIGITAL AUDIO OUT
HDMI IN
RJ Use Only
USB IN 2
PTC SERVICE (SERVICE ONLY)
LAN
SERVICE
TV-LINK CTG
GAME CONTROL / MPI
SPEAKER OUT LINE OUT
VIDEO/Y  Pb  Pr
PTC AUDIO
L-MONO  AUDIO  R
ANTENNA/ CABLE IN
COMPONENT IN / AV IN
RESET  UPDATE

**SIDE JACK PANEL**



USB IN
HDMI IN
(AV)

**Anti-Theft System**



The Anti-theft system provides security to prevent TVs theft. Consisting of a Kensington Lock, a Credenza and Lock Down Plate.

### Reinforced Metal Stand
• 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, not on 65"



### Lock Down Plate with Credenza Hole
• Lock the TV firmly to the TV stand for added security and help deter theft.
(Mounting plate, security bolts, nuts and screws are included)

# LX770H Pro:Centric SMART

## Edge-lit LED IPTV with Integrated Pro:Idiom and b-LAN ™

**HOSPITALITY**

| Model | Class |
|---|---|
| ▶ 65LX770H | 65" class (64.53" diagonal) |
| ▶ 55LX770H | 55" class (54.64" diagonal) |
| ▶ 49LX770H | 49" class (48.7" diagonal) |
| ▶ 43LX770H | 43" class (42.8" diagonal) |
| ▶ 40LX770H | 40" class (39.6" diagonal) |

| PANEL | MODEL | 65LX770H | 55LX770H | 49LX770H | 43LX770H | 40LX770H |
|---|---|---|---|---|---|---|
| | Size | 65" class (64.53" diagonal) | 55" class (54.64" diagonal) | 49" class (48.7" diagonal) | 43" class (42.8" diagonal) | 40" class (39.6" diagonal) |
| | Resolution | 1920 x 1080 (FHD) | | | | |
| | Dynamic Contrast Ratio | 1,000,000:1 | | | | |
| | Static (Panel) Contrast Ratio | 1,400:1 | 1,200:1 | | | 4,000:1 |
| | Viewing Angle | 178°/178° | | | | 176°/176° |
| | Response Time | 8ms (G to G) | 9ms (G to G) | | 8ms (G to G) | 9.5ms (GtoG) |
| | Frame Rate | 240Hz | 60Hz | | | |
| BROADCASTING SYSTEM | Analog | NTSC | | | | |
| | Digital | ATSC, VSB, Clear QAM | | | | |
| VIDEO | Triple XD Engine | Yes | | | | |
| | Dynamic Color Enhancer | Yes | | | | |
| | Real Cinema 24p | Yes (3:3 pull down) | | | | |
| | Aspect Ratio | 5 modes (16:9, Just Scan, Set By Program, 4:3, Zoom) | | | | |
| AUDIO | Audio Output | 10W + 10W | | | | |
| | Speaker System | 2.0 ch | | | | |
| | Sound Mode | 6 modes (Standard, News, Music, Cinema, Sport, Game) | | | | |
| | Smart Sound Mode | Yes | | | | |
| | Optical Sound Sync | Yes | | | | |
| | Wireless Sound Sync | Ready | | | | |
| | apt-X codec | Yes | | | | |
| | Sound Expansion | Yes | | | | |
| | Sound Optimizer | 3 modes (Off, Wall-Mount Type, Stand Type) | | | | |
| | Clear Voice | Yes | | | | |
| FEATURES | Pro:Centric Smart | Yes | | | | |
| | Hybrid Streaming | Yes (IP & RF) HTTP Data Carousel | | | | |
| | RF | 1 Tuner | | | | |
| | HCAP | GEM / Flash / HTML | | | | |
| | HCAP Input Driver Support | USB Mouse, USB Keyboard, Magic Motion Remote, USB Camera, Remote App | | | | |
| | Auto Config SP | Ez-Manager | | | | |
| | Remote Diagnosis | Yes | | | | |
| | Multicast/Unicast Ready | Yes | | | | |
| | IP Streaming | UDP/Multicast, Smart Share (IGMPv3 SSM Support) | | | | |
| | SNMP | Yes | | | | |
| | Comm Smart UX | Yes (Smart Home / Input) | | | | |
| | Pro:centric | Commercial CP/Apps | | | | |
| | Web Browser | Yes | | | | |
| | Magic Motion Remote | Yes | | | | |
| | Remote App Compatibility | Yes | | | | |
| | Smart Share | Yes (RTSP, HLS, USB Video Streaming) | | | | |
| | DLNA | Yes | | | | |
| | WiDi/Screen Share | Yes | | | | |
| | Miracast | Yes | | | | |
| | Wi-Fi Direct | Yes | | | | |
| | DIAL | Yes | | | | |
| | HDMI-CEC | Yes | | | | |
| | HTNG-CEC | Yes | | | | |
| | Pro:Idiom | Yes | | | | |
| | Instant ON | Yes | | | | |
| | b-LAN | Yes | | | | |
| | Wi-Fi | Built-in | | | | |
| | Soft AP | Yes | | | | |
| | Installer Menu | Yes | | | | |
| | IR Pass Through | Yes (MPI Port) | | | | |
| | External Speaker Out | Variable/Fixed/Line Out, 3.5mm, Stereo, Single ended Type (GND) 1W with 8Ω | | | | |
| | RJP Interface | RJ-45,HDMI | | | | |
| | RJP Compatibility | Teleadapt (RJ-45, HDMI CEC), G-Link (HDMI-CEC) | | | | |
| | USB | USB 2.0 | | | | |
| | Picture | JPEG | | | | |

| FEATURES | MODEL | 65LX770H | 55LX770H | 49LX770H | 43LX770H | 40LX770H |
|---|---|---|---|---|---|---|
| | Moving Picture Playback | Divx HD | | | | |
| | Audio Codec | AC3 (Dolby Digital), E-AC-3, AAC, MP3, PCM | | | | |
| | USB Cloning | Yes | | | | |
| | Logical Channel Map | Yes | | | | |
| | Multi IR Code | Yes | | | | |
| | Welcome Screen | Yes (Splash Image) | | | | |
| | Auto Off / Auto Sleep | Yes | | | | |
| | Smart Energy Saving | Yes | | | | |
| | Motion Eye Care | Yes | | | | |
| | Bluetooth Sound Sync | Yes | | | | |
| | Kensington Lock | Stand | | | | |
| | Credenza/Security Screw Hole | Yes | | | | |
| | Lock Down Plate | Yes | | | | |
| | Comm Grade Stand | Yes (Except 65") | | | | |
| SIDE | HDMI In | 2 | | | | |
| | USB | 1(2.0) | | | | |
| REAR | RF In | 1 | | | | |
| | AV In | 1 Composite (Sharing with Component In) + Audio (L/R) | | | | |
| | Component In | 1 Y,Pb,Pr + Audio (L/R) | | | | |
| | Digital Audio Out | 1 (Optical) | | | | |
| | HDMI | 1 | | | | |
| | USB | 1 (2.0) | | | | |
| | PC Audio Input | 1 (Sharing with Component Audio in) | | | | |
| | Service | 1 (3.5mm Jack) Service Only | | | | |
| | LAN Port | 2 | | | | |
| | RJ | 1 | | | | |
| | Speaker Out / Line Out | 1 (3.5mm RJ-45 jack) | | | | |
| | PTC Service | 1 (3.5mm Jack) | | | | |
| | TV-Link CFG | 1 (3.5mm Jack) | | | | |
| | Game Control / MPI Port | 1 (RJ-12) | | | | |
| POWER | Voltage, Hz | 100 ~ 240V, 50/60Hz | | | | |
| | Typical | 60.7W | 48.7W | 44W | 35.8W | 33.2W |
| | Standby | < 0.5W | | | | |
| CERTIFICATION | Safety | UL, FCC, RoHS, cUL, NOM, ENERGY STAR 7.0 | | | | |
| DIMENSIONS | VESA® | 300mm x 300mm | | | 200mm x 200mm | |
| | Bezel Width On (L/R, U, B) | 16.1mm, 15.1mm, 21.8mm | 15.1mm, 12.7mm, 17.8mm | 15.1mm, 12.7mm, 17.8mm | 14.9mm, 12.5mm, 17.6mm | 15.5mm, 12.8mm, 16.3mm |
| | Bezel Width Off (L/R, U, B) | 13.6mm, 12.6mm, 19.3mm | 12.6mm, 10.2mm, 15.3mm | 12.6mm, 10.2mm, 15.3mm | 12.6mm, 10.2mm, 15.3mm | 14.5mm, 11.8mm, 15.3mm |
| | Swivel Angle | N/A | ±20° (±45° / 90° with option) | | | |
| | WxHxD (with Stand) | 57.5"x35.4"x11.6" | 48.9"x30.7"x12.8" | 43.5"x27.6"x12.8" | 38.3"x24.6"x12.8" | 35.9"x22.7"x11.1" |
| | Weight | 75.0lbs | 46.5lbs | 39.2lbs | 30.0lbs | 22.9lbs |
| | WxHxD (w/o stand) | 57.5"x33.4"x2.3" | 48.9"x28.5"x2.2" | 43.5"x25.5"x2.2" | 38.3"x22.3"x2.2" | 35.9"x20.8"x2.2" |
| | Weight | 63.5lbs | 39.0lbs | 31.7lbs | 22.5lbs | 16.5lbs |
| | WxHxD Packing | 60.9"x38.2"x6.3" | 52.4"x32.0"x6.0" | 47.1"x29.9"x6.4" | 41.3"x25.8"x5.6" | 42.1"x24.0"x6.4" |
| | Weight | 90.4lbs | 55.3lbs | 46.3lbs | 35.1lbs | 27.1lbs |
| ACCESSORIES | Remote Type | S-Con / Magic Motion RCU (sold separately) | | | | |
| | Power Cord | Power cord (5.8') | | | | |
| | Manual / ESG | Simple Book | | | | |
| OTHER | Warranty | 2-Year Limited Warranty Parts/Labor/Backlight \| Extended warranty options are also available | | | | |
| | UPC | 719192 917934 | 719192 917927 | 7 19192 91791 0 | 7 19192 91790 3 | 7 19192 91789 7 |

**REMOTE JACK PACK COMPATIBILITY (RJP):** G-LINK, teleadapt

**COMPATIBLE INTERACTIVE SYSTEMS (SEPARATE SET-TOP BOX MAY BE REQUIRED):** SONIFI, BULK TV & INTERNET, acentic, GuestTek, HOIST LOCATEL, m.com, at:visions, NEVOTEK, WORLD•CINEMA, INDEPENDA, ACUTEK SOLUTIONS, infovalue, tangerine, Exceptional Innovation, ALLIN, DirectStreams, Quadriga, SmarTV

www.LG.com/us/commercial

**LG Business Solutions**