

## Pro:Centric SMART

Set Top Box with integrated b-LAN

► STB-3500



### Introduction

The STB-3500 is the latest introduction to the Pro:Centric set top box family and adds integrated b-LAN for PPV system compatibility and support for a hardware expansion module. The hardware expansion module enables third party System Integrator partners to add their own modules to deliver expanded feature sets. As an example, a DOCSIS 3.0 cable modem card is offered to provide IP-over-coax network connectivity to the STB-3500.

Featuring television control interfaces of MPI, MTI and LG TLM (RS-232), the STB-3500 has the ability to interface to most commercial grade televisions currently in use. The STB-3500 can be seamlessly integrated with televisions supporting a commercial control port to add new functionality and provide system integrators a cost effective means to deliver a common user experience across multiple brands of televisions. Consumer grade televisions lacking integrated control functionality are not supported.

The STB-3500 supports the same HTML5 development environment and API (Application Program Interface) as LG's Pro:Centric IPTVs, so that the same third-party applications developed by LG's System Integrator partners can also operate on the set-top-box.

The STB-3500 has new capabilities that optimize the guest experience which include:

- An enhanced Pro:Centric webOS platform which supports multi-threading enabling it to run multiple applications simultaneously
- Bluetooth functionality that allows users to connect their personal devices to stream music
- Access to an expanded list of SMART applications, including "Over-The-Top" video services and games
- Soft Access Point to enable a guest to connect their personal devices for internet access.
- Improved mobile device pairing process for guests using Smart Mirroring.
- DOCSIS 3.0 modem upgrade option for IP over coax communications (additional head-end equipment required)

### Features

- **Pro:Centric® Smart IPTV Platform:**
  - Web Browser, Expanded list of Embedded Smart Apps
  - **Guest Connectivity:** Smart Mirroring, Wi-Fi Direct, Wi Di, Smart Share
- **Embedded Pro:Idiom® decryption for non-Pro:Idiom TV's**
- **IP Streaming and RF Tuning**
  - Integrated b-LAN for PPV/VOD support
  - Supports RF/IP content delivery
- **HD Channel Support** (up to 1080p)
- **Pro:Centric Application Support for non-Pro:Centric TVs**
  - Interactive Electronic Program Guide
  - Gold Application with branded UI and electronic billboards
  - Smart Apps launch (V3.5)
- **Interfaces:** Optical Digital Audio Out, HDMI In/Out, Composite AV IN, USB, LAN, RS-232, MPI/MTI television control interfaces
- **Rear of TV installation** (VESA pattern mounting points)
- **Accessory Kit includes:** PSU and Cables - HDMI, Control, (RS-232 and MPI/MTI), Composite AV adaptor
- **Plug-in Hardware Accessory Slot** Expansion for system integrators to provide optional features extensions to the STB-3500. DOCSIS 3.0 modem option available for IP-over-coax installations.

## SECOND SCREEN CONNECTIVITY / SHARING

The STB-3500 supports "second screen" sharing and options include Wi Di™, Wi-Fi Direct™ and Smart Mirroring technologies, which are used to pair guests' mobile devices with the STB enabling them to share and view their content on the large HD screen.

### SMART MIRRORING/WI DI



### SMART SHARE



### SMART CUSTOMIZATION

LG Pro:Centric® Smart offers SI's the ability to customize and optimize a property's TVs with interactive IP-based applications including HTML5, Java and Flash programs to provide premium hotel services.

### CUSTOM USER INTERFACE



### PRE-LOADED APPLICATIONS



**Pro:Idiom**

## GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT SYSTEM

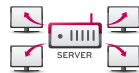
Pro:Idiom unlocks access to premium content to help assure rapid and broad deployment of HDTV and other high value digital content.

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

## REDUCED TOTAL COST OF OWNERSHIP



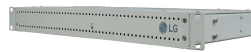
The USB Cloning feature allows you to simply copy the STB's settings onto all STB's using a USB stick, a process that is fully automated to save time without having to set each STB one by one.



Remote Manager

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

### PCS200R HEAD-END SERVER



Remote management functions are supported via the Pro:Centric server which has an agile frequency QAM or IP output. The Pro:Centric Application software is also supported via the same server to deliver the benefits of LG's Applications features (Weather, EPG, Billboards...)

Auto configuration function makes installation quick and easy with simple steps to guide the installer to set up the STB, saving time and costs.

EZ install provides an auto search and synch' function with the Pro:Centric server data channel to simplify the installation process.

## Pro:Centric Applications Platform

The STB-3500 is the latest addition to the Pro:Centric family that provides a unique and dedicated hotel application platform for hosting LG's SI (System Integrator) Partners interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guest needs.

The STB-3500 is a full IPTV platform with built-in IP video decoding supporting both IP and RF connectivity. Leveraging the Pro:Centric IPTV platform enables SI Partners to integrate their client software directly into the STB to enable control of content on LG and other manufacturers commercial televisions.

The STB-3500 supports embedded Wi-Fi for streaming of content to the Television or back channel communications.

The STB-3500 also includes remote diagnostic tools for partners to manage their systems and monitor the STB's on the network by the head-end or cloud based server for maintenance and admin purposes.

The STB-3500 can also host the LG Pro:Centric Free-to-Guest Application and deliver this to non-Pro:Centric televisions, enabling such features as the interactive electronic programme guide and digital billboards to view information on the property's amenities.

## PRO:CENTRIC APPLICATIONS PLATFORM



Main Welcome Portal



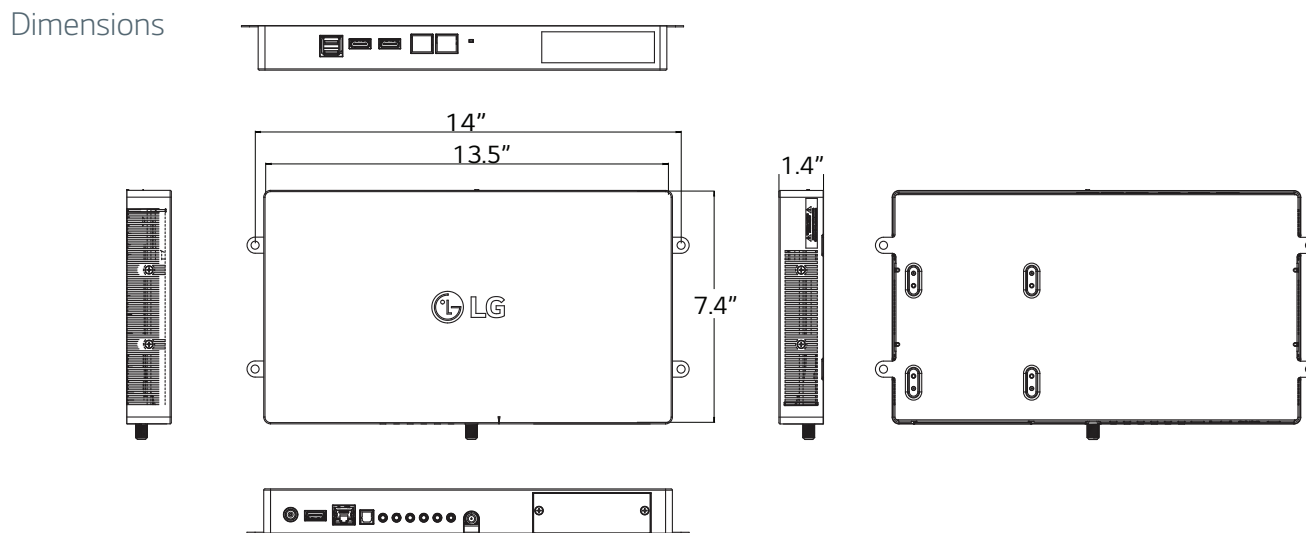
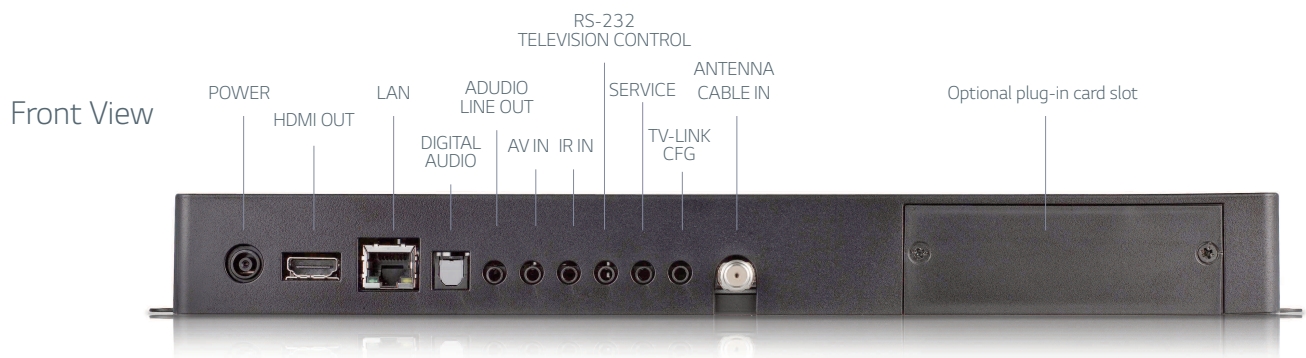
Channel Guide  
Simple Channel List: Select the broadcast logo to watch your selected TV program



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.



POWER SUPPLY



HDMI CABLE



COMPOSITE A/V CABLE



DISPLAY CONTROL CABLE (RS232)



DISPLAY CONTROL CABLE (MPI/MTI)























# Pro:Centric SMART

## Set Top Box with b-LAN

▶ **STB-3500**

GENERAL SPECIFICATION	MODEL	STB-3500
	Dimensions	14" x 1.4" x 7.9"
	Weight (w/o package)	2.47 lbs
	Weight (with package)	4.96 lbs
BROADCASTING SYSTEM	Analog	Yes (NTSC)
	Digital	Yes
VIDEO	Triple XD Engine	Yes
	Output Resolution	720p/1080p/1366 x 768
AUDIO	Optical Sound Sync	(SPDIF)
SPECIAL FEATURES	Pro:Centric	Yes (Smart)
	Hybrid Streaming (IP & RF) MultiCast/HTTP Data Carousel	Yes
	Pro:Centric Application	Yes (PCA3.0)
	RF	Yes (1 Tuner)
	HCAP (GEM/FLASH/HTML) Service Carousel (TLX)	GEM / Flash / HTML
	HCAP Input device driver support	Yes(USB Mouse, USB Keyboard, Magic Remote, USB Camera, Remote App)
	Auto Configuraiton	Yes (EZ-Manager)
	Remote Diagnosis	Yes (IP)
	Multicast/Unicast ready	Yes
	IP Streaming	Yes (RTSC, HLS, SNMP UDP/MultiCast, USB Port/Video Streaming support (Smartshare) (IGMPv3 SSM Support)
	Commercial Smart UX (Smart Home / Input)	Yes
	Commercial Smart Home	Yes
	APP(PC Smart)	Yes (Commercial CP/Apps)
	Web Browser	Yes
	Smart Share	Yes
	DLNA(Movie/Photo/Music)	Yes (Smart share)
	WiDi (PC to TV)	Yes
	Miracast (Mobile to TV)	Yes (Smart mirroring)
	Wi-Fi Direct	Yes
	Prodiom	Yes
	Instant ON	Yes
	WOL/WoWLAN	/-
	Wi-Fi	Yes (Built-in)
	Soft Access Point	Yes
	Hotel Mode	Yes (Installer Menu)
	IR Pass-Through	Yes (MPI Jack/RS232)
	Audio Line Out (3Pin Phone Jack)	Yes
	RJP Interface	Yes (HDMI-CEC)
	RJP Compatibility	Yes (Teledapt, G-Link)
	USB	USB2.0
	Moving Picture Playback (SD/HD/Plus HD)	Yes (Divx)
	Picture	JPEG
	Audio Codec	AC3(Dolby Digital), EAC3, AAC, Mpeg, MP3, PCM
	USB Cloning	Yes
	One Channel Map / Logical Channel Map	Yes
	Multi IR Code	Yes
	Auto Off / Auto Sleep	Yes
	Video Mute	Yes
	Smart Energy Saving (Auto Power Off)	Yes
	Card slot Ready	Yes (Module slot & 12V/1A out)

INTERFACE	MODEL	STB-3500
	TV Display Control RS-232 (RJ12)	Yes
	TV Display Control MPI/MTI (RJ12)	Yes
	HDMI In	Yes
	USB 2.0	Yes (2)
	Power	Yes
	Tuner	Yes (w/b-LAN)
	External IR (3Pin Phone Jack)	Yes
	PTC Service (3Pin Phone Jack)	Yes
	AV In (4Pin Phone Jack)	Yes
	Audio Line Out (3Pin Phone Jack)	Yes
	Digital Audio Out (Optical)	Yes
	LAN Port	Yes
	HDMI Out	Yes (1)
	TV link Configuration (phone jack type)	Yes
REQUIRED LISTING (CERTIFICATION)	Safety	UL
	EMC	FCC
	ETC	RoHS, cUL, NOM, Energy Star 4.1
ACCESSORY	Adapter	Yes
	Cable	HDMI, MPI/MTI, RS232, AV gender
POWER	Voltage, Hz	100 ~ 240V, 50/60Hz
	Typical (Watts)	20.5W
	Stand-by	0.5W
REMOTE JACK PANEL COMPATIBILITY	 	
SYSTEM INTEGRATOR COMPATIBILITY	                 	
LG COMMERCIAL TV COMPATIBILITY	<ul style="list-style-type: none"> <li>All LG hotel TVs with the MPI interface support are proven interoperable with the STB-3500, apart from the LP1 and LX3 models.</li> <li>All Commercial Lite models with RS.232 interface.</li> <li>Contact LG APD if you have compatibility issues with any LG commercial TV models.</li> </ul>	
NON-LG AND OTHERS COMPATIBILITY	<ul style="list-style-type: none"> <li>Commercial hotel TVs supporting the MTI/MPI interface should be compatible with the STB-3500, but it is the System Integrators responsibility to perform verification testing using a sample TV prior to deployment or customer commitment. Issues found should be reported to LG APD.</li> </ul>	

