
A Standard Smart Hotel TV with Pro:Centric Smart

UU660H

Enhance guests in-room experience and hotel brand image with the interactive smart solution, Pro:Centric SMART. The UU660H series offers Ultra HD Display, Customizable Apps, and hospitality content management software, Pro:Centric which enables you to create customized content easily. Also, its smart connectivity capabilities including SmartShare, SmartScreen, Bluetooth Sound Sync, as well as integrated Pro:Idiom DRM technology provide enhanced guests' in-room entertainment and convenience, in secure way.

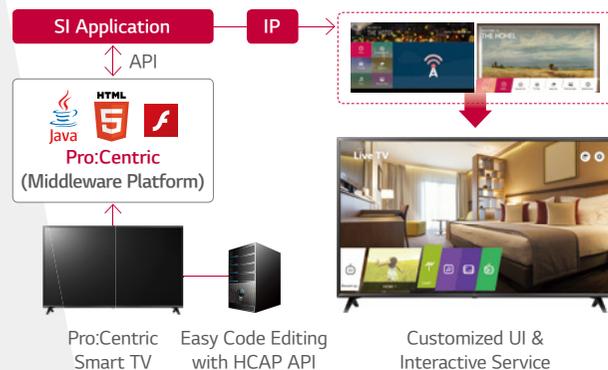


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Pro:Centric Smart Application Platform

Pro:Centric Hotel Management Solution

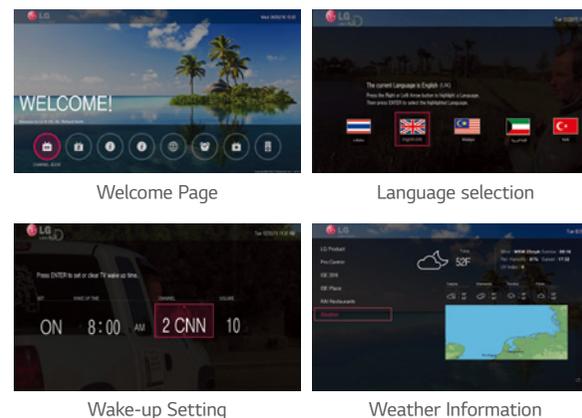
Pro:Centric SMART is optimized for customizing hospitality services for hotel brands and guests through an IP & RF infrastructure. With its high picture quality, sophisticated design and advanced connectivity functions, it upscales in-room entertainment and increases convenience through implementation of high-end technology.



* Customized UI may be little different.

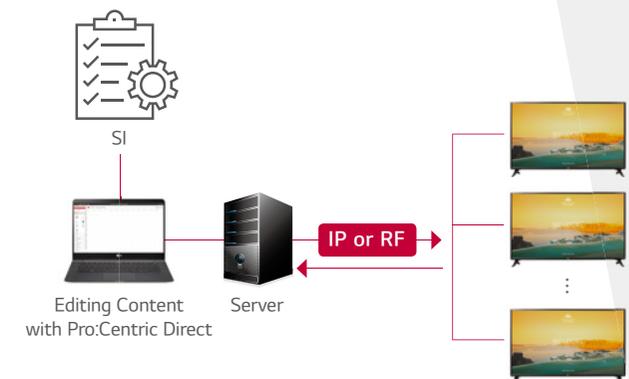
Pro:Centric Server Application

You can now differentiate your hotel with our customizable templates and pages which can be specialized for your property. Pro:Centric provides you a solution that is easily customizable for your business.



Pro:Centric Direct Solution

Pro:Centric Direct is a hotel content management system that supports simple editing tools and provides various solutions such as 1-click service and IP-network-based remote management. With the solution, users enable to design UI easily and provide customized service while managing TV efficiently.



* Actual UI may be little different.

* When PCS400R and PCD 2.0 are used, it is able to have PCD feature even in RF infrastructure. However, to have interactive services in RF infrastructure, Wi-Fi is required (RF+Wireless Infrastructure is needed).

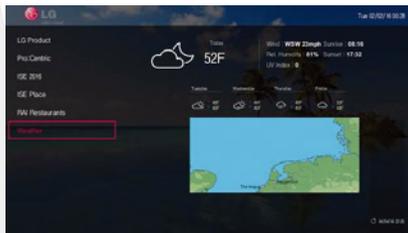
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Pro:Centric V Hotel Management Solution

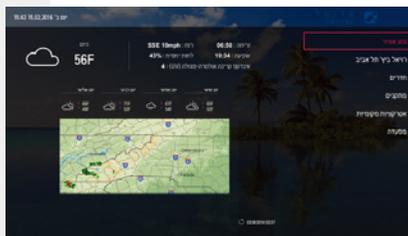
Pro:Centric V provides comprehensive solutions in RF infrastructure. Through the Pro:Centric Server and App, hoteliers are able to customize their settings and deliver information on hotel facilities and wake-up call services, weather forecasts and other messages to guests, all while reinforcing the hotel's brand image.

Multi Languages

39 languages including Hebrew, Arabic and Farsi, and language alignment are supported, making your guests' stay a more comfortable one.



Right Alignment (Hebrew, Arabic, Farsi)



Left Alignment (36 languages)

Basic & Easy Templates

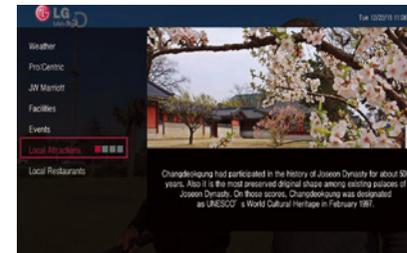
Pro:Centric Application (PCA) provides one Basic & Easy Template, making a total of three templates, that customers can select according to their preference.



Welcome image of PCA

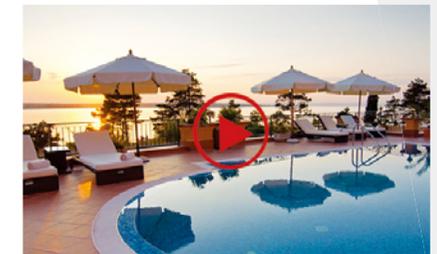
Customizable Template & Page

Choose an alternative look & feel template based on your preference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool. (Max 15pages / section Available)



Multi Channel Spooling

Operation of up to 8 hotel channels (22 sub-channels) can offer various information and added services.



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Value Added Features

Smart TV by LG WebOS 4.0

This is LG Smart TV with WebOS 4.0. Explore the latest LG Smart TV features, and discover TVs that deliver innovative technology, remarkable clarity, and true-to-life colors.



webOS

* Actual In-screen image may be little different.

Smart Clock

This Visualized app-based clock provides information on current local time and times from around the world in smart way.



* Actual In-screen image may be little different.

Facility Virtual View

Guests may see the Hotel facility or room they stay through 360 VR or Panorama view contents.



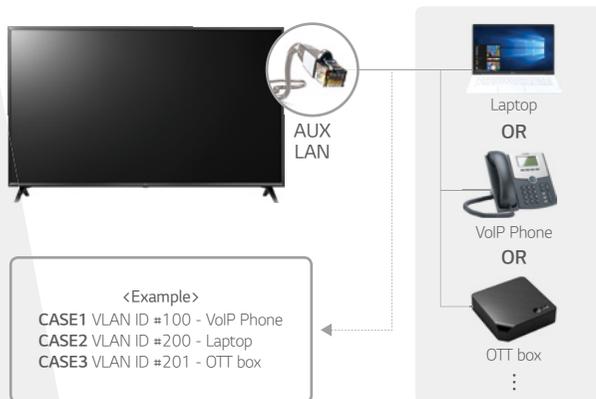
* All pictures shown below are for illustration purpose only (for a better understanding). Actual device and screen may differ.
* Contents have to be uploaded by Hotel

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Value Added Features

LAN out with VLAN (Virtual LAN) ID

Enhance the connectivity experience by overcoming space constraint. This feature enables users to manage a virtual LAN via LAN out Function to set ID for each device in the TV menu.



- * AUX LAN (LAN out) ID : Set a VLAN ID to be assigned to external devices connected to the LAN out port.
(a AUX LAN is used for assigning a VLAN ID)
- * VLAN ID : Create separate Virtual LAN group with ID (tagging).

New Quick Menu (2.0)

You can enjoy LG's simple home menu solution. It provides editable welcome message, date/time and other frequently used menus in the form of bar. These can be all set with a remote control or USB, and guests are able to easily access the menus they want improving satisfaction of their stay.



4 Templates

Voice Recognition

New Voice Recognition feature enables guest to easily control LG TV. This Smart Interaction may be manipulated by TV native control and Server based control.



- * TV native Control
- * Server Based control
- * Magic Motion Remote is required(sold separately)

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Hospitality Features

SmartShare

SmartShare allows users to share content more easily and quickly. It also searches for the content they want in order to share it more easily and accurately, there by simplifying the process of sharing between various devices.



ScreenShare

Connect a smartphone or a laptop PC to TV via a Wi-Fi Direct connection. The TV will display the device's screen, and users can share their content and memories together.



Bluetooth Sound Sync

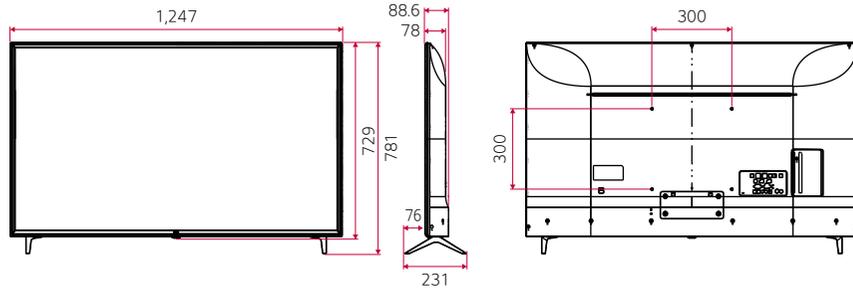
Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers via Bluetooth connection.



* Support devices for Bluetooth Sound Sync : Android (above v4.4 KitKat)
/ iOS based Mobile Device

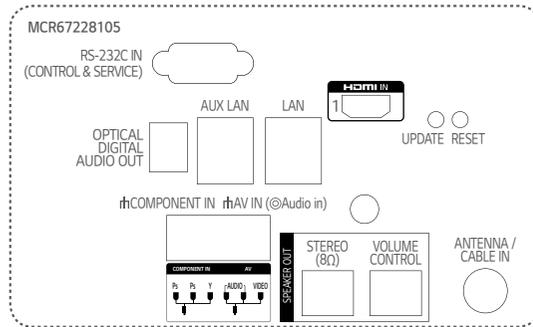
Dimension (unit: mm)

55"



Connectivity (Signage Box)

55"



MEZ66590595



* Dimensions & Jack Panels (Read/Side) may differ from the above image, so please reach LG salesteam to ensure before order.

Specifications

55UU660H

PANEL	Screen Size	55"
	Backlight Type	LED (Direct)
	Resolution	3,840 x 2,160 (4K UHD)
	Brightness (cd/m ²)	450
	Dynamic Contrast Ratio (Dynamic MCI (Hz))	1,000,000:1
	Static (Panel) Contrast Ratio	1,200:1
	Viewing Angle (H x V)	178 x 178
BROADCASTING SYSTEM	Response Time (G to G, ms)	6
	Analog	• (PAL-M/N / NTSC-M)
	Digital	•
VIDEO	Terrestrial	ISDB-T
	XD Engine	•
	Aspect Ratio	• 5 modes (16:9, Original, 4:3, Vertical Zoom, All-Direction Zoom)
AUDIO	HDR 10 / HDR Dolby Vision	• / -
	Audio Output	10W + 10W
	Speaker System	2.0 ch
	Sound Mode	• 6 Modes (Standard / Cinema / Clear Voice III / Sports / Music / Game)
	Clear Voice	• (Clear Voice III)
	Adaptive Sound Control	•
HOSPITALITY SOLUTION	One Touch Sound Tuning	•
	Audio Channel	•
	Solution Type	Pro:Centric (Smart, V, Direct)
	Data Streaming (IP & RF)	•
	RF	• (1 Tuner)
	HCAP (GEM/FLASH/HTML)	GEM / Flash / HTML5
	※ Service Carousel (TLL/XML)	PCA 3.8
Pro:Centric Application (version)	Pro:Idiom (S/W Type)	
SMART FEATURE	DRM	Pro:Idiom (S/W Type)
	SMART FEATURE	webOS 4.0, Commercial Smart Home, Quick Access, Voice Recognition, Web Browser, Pre-loaded App, SDP Server Compatibility (Commercial), Magic Remote Compatibility (Consumer), Soft AP, WiFi (bandwidth), Screen Share (Miracast), Smart Share (DLNA), DIAL, Bluetooth Audio Playback, LG Sound Sync / Bluetooth, Mobile Connection Overlay, Music Player
FUNCTION	FUNCTION	EzManager, USB Cloning, Wake on RF, WOL (Magic packet only), SNMP, Diagnostics, SI Compatible (TV Link Interactive), HTNG-CEC (1.4), HDMI-CEC (1.4), IR Out, Multi IR Code
HOSPITALITY FEATURE	HOSPITALITY FEATURE	Hotel Mode, Welcome Screen, Insert Image, External Speaker Out, Instant On, V-Lan Tag, RJP Interface, RJP Compatibility, Clock (World Clock / Alarm), 360 Viewer, Auto Off / Sleep Timer, Smart Energy Saving, Motion Eye Care, Healthcare Headphone Mode (for Hospital), Sigange BEACON (for Corporate/Retail)
JACK INTERFACE	Set Side	HDMI In, USB 2.0 (2)
	Set Rear	RF In, AV In, Component in (YPbPr-Video), Digital Audio Out (Optical), HDMI / HDCP Input (2.0), RS-232C (Control & Service), RJ45 (2), External Speaker Out, 2 (Spk-out 1, 0.01-2W Vol. Control 1)
MECHANIC	Vesa	300 x 300 mm
	W x H x D / weight (with stand)	1,247 x 781 x 303 mm / 16.9kg
	W x H x D / Weight (without stand)	1,247 x 729 x 78 mm (SPK : 88.6) / 13.7kg
	W x H x D / Weight (Packing)	1,360 x 860 x 207 mm / 22.5kg
POWER (UNIT : WATTS)	Voltage, Hz	100 - 240V, 50/60Hz
	Max	152.2 W
	Typical	126.9 W
	Energy saving (Min/Med/Max)	93 W / 68 W / 43 W
Stand-by	0.5 W ↓	

* Specifications are subject to change without notice, so please reach LG salesteam to ensure before order.



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LG C-Display+
Mobile App

Google Play Store

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- www.youtube.com/c/LGCommercialDisplay
- www.facebook.com/LGInformationDisplay
- www.linkedin.com/company/LGInformationDisplay

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