Enhance guests in-room experience and hotel brand image with the interactive smart solution, Pro:Centric SMART. The LU661H series features SDK Tools, Pre-loaded Apps, and hospitality content management software, Pro:Centric SMART/V/Direct, which enables you to create customized content. Also, its smart connectivity capabilities including SmartShare, SmartScreen, Bluetooth Sound Sync provide enhanced guests’ in-room entertainment and convenience.

LU661H (Egypt only)
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A Standard Smart Hotel TV with Pro:Centric Smart
LU661H

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 upcales in-room entertainment and increases convenience through implementation of high-end technology.

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.

Welcome Page
Language selection
Wake-up Setting
Weather Information

* Actual UI may differ
* When PCS400R and PCD 2.0 are used, it is able to have PCD feature even in RF infrastructure, Wi-Fi is required (RF+Wireless Infrastructure is needed).
A Standard Smart Hotel TV with Pro:Centric Smart
LU661H

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.

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.

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 15 pages / section Available)

Multi Channel Spooling
Operation of up to 8 hotel channels (22 sub-channels) can offer various information and added services.
A Standard Smart Hotel TV with Pro:Centric Smart
LU661H

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, thereby 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
A Standard Smart Hotel TV with Pro:Centric Smart
LU661H

**Hospitality Features**

**EzManager**
EzManager provides convenient installation function that helps to set up Pro:Centric TV settings automatically without extra effort of configuration. Auto-installation requires 1–3 minutes while manual installation requires 3–5 minutes.

**Instant on**
The high speed loading system enables users to enjoy content immediately after turning on the TV.

**TV Link Interactive**
LG Protocol through RS-232 allows communication between TV and SI interface box, eventually giving smart service and more contents to Hotel guests.

**Smart Solution**
Control via RS232 or HDMI
IR out

<table>
<thead>
<tr>
<th>Guest Benefit</th>
<th>Hotelier Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience with one Remote controller</td>
<td>Hotelier can use Smart service with legacy Set top box</td>
</tr>
</tbody>
</table>

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

* We provide two protocol for SI solution (HTNG-CEC and TVLink)
**A Standard Smart Hotel TV with Pro:Centric Smart**

**LU661H**

**Hospitality Features**

**External Speaker Out**
Enhance the entertainment experience by adding an additional speaker. Guests listen to and control the TV audio from anywhere in the business areas, including restrooms.

**Multi IR**
Multi IR function eliminates the remote control signal interference between TVs in multiple dwelling beds. This system will work using the same LG TV model.

**Pro:Idiom**
Prevent any illegal copying of content by the widely used DRM (Digital Right Management).
**Dimension (unit: mm)**

49"

- 1,110
- 690
- 70.5
- 81.1
- 72
- 300
- 875
- 353

43"

- 977
- 630
- 71.7
- 80.8
- 200
- 303
- 85.3

**Connectivity**

49"

- RS-232C IN (CONTROL & SERVICE)
- H/D OUT
- LAN
- COMPONENT IN
- AUDIO IN (Audio in)
- SPEAKER OUT
- VOLUME CONTROL
- VIDEO
- COMPONENT AUDIO
- USB IN
- CTRL/USB IN (2)
- MCR67228102

43"

- RS-232C IN (CONTROL & SERVICE)
- H/D OUT
- LAN
- COMPONENT IN
- AUDIO IN (Audio in)
- SPEAKER OUT
- VOLUME CONTROL
- VIDEO
- COMPONENT AUDIO
- USB IN
- CTRL/USB IN (2)
- MCR67228102

* Dimensions & Jack Panels (Read/Side) may differ from the above image, so please contact LG salesteam to verify before ordering.
## Specifications

### 49LU661H (Egypt only)

<table>
<thead>
<tr>
<th>Panel</th>
<th>49&quot;</th>
<th>43&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inch</strong></td>
<td>49&quot;</td>
<td>43&quot;</td>
</tr>
<tr>
<td><strong>Backlight Type</strong></td>
<td>LED (Direct)</td>
<td>LED (Direct)</td>
</tr>
<tr>
<td><strong>Resolution</strong></td>
<td>1,920 x 1,080 (FHD)</td>
<td>1,920 x 1,080 (FHD)</td>
</tr>
<tr>
<td><strong>Brightness (cd/m²)</strong></td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td><strong>Dynamic Contrast Ratio (Dynamic MCI (Hz))</strong></td>
<td>1,000,000:1</td>
<td>1,000,000:1</td>
</tr>
<tr>
<td><strong>Static (Panel) Contrast Ratio</strong></td>
<td>1:100:1</td>
<td>1:100:1</td>
</tr>
<tr>
<td><strong>Viewing Angle (H x V)</strong></td>
<td>178 x 178</td>
<td>178 x 178</td>
</tr>
<tr>
<td><strong>Response Time (G to G, ms)</strong></td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

### Broadcasting System

- Analog: (PAL/SECAM)
- Digital: •

### Video

- **XD Engine**: •
- **Aspect Ratio**: (16:9, Original, Full, Wide, 3:4, Vertical Zoom, All Direction Zoom)
- **HDR 10 / HDR Dolby Vision**: -
- **Audio Output**: 10 W + 10 W, 2.0 ch
- **Sound Mode**: (Standard, Cinema, Clear Voice III, Sports, Music, Game)
- **Clear Voice**: -
- **Dolby Atmos**: -
- **Adaptive Sound Control**: -
- **Audio Channel**: -

### Hospitality Solution

- **Data Streaming (IP & RF)**: •
- **H/CAP (EM/FLASH/HTML5)**: •
- **Solution Type**: Pro:Centric (Direct, Smart, V)
- **DRM**: Prolem

### SMART Feature

- **webOS 3.5, Commercial Smart Home, Web Browser, Pre-loaded App, SDP Server Compatibility, Magic Remote Compatibility, Soft AP Wi-Fi (ac), Screen Share (Miracast), Smart Share (DLAN), DIAL, Bluetooth Audio Playback, LG Sound Sync, Bluetooh**

### Function

- **EditManages, USB Cloning, Wake on RJ, RJ, SNMP, Diagnostics, SL Compatible (TV Link Interactive), HTMI-CEC**, -

### Hospitality Features

- **Hotel Mode / PDM / Installer Menu, Lock Mode (Limited), Welcome Screen, Insert Image, One Channel Map, External Speaker Out, Instant On, V-Lan Tag, RJ45 Interface, RJ45 Compatibility, Auto Off / Sleep Timer, Smart Energy Saving, Motion Eye Care, Hybrid Caption**

### Jack Interface

- **Set Side**: HDMI In 2.0, USB 2.0 (2), CI Slot
- **Set Rear**: HDMI In 2.0, USB 2.0 (2), CI Slot, RF In (2), AV In (Phone Jack Type)
- **W x H x D / Weight (with stand)**: 1,110 x 705 x 303 / 14.5 kg, 977 x 630 x 80 / 11.2 kg
- **W x H x D / Weight (without stand)**: 1,110 x 650 x 81.3 / 11.3 kg, 977 x 575 x 80.8 / 8.0 kg
- **W x H x D / Weight (Packaging)**: 1,296 x 779 x 171 / 17.2 kg, 1,143 x 860 x 175 / 13.9 kg

### Power

- **Voltage, Hz**: 100 – 240V, 50/60Hz
- **Max**: 114.2
- **Typical**: 89.5
- **Energy Saving (MBV/Med/Max)**: 716 / 492 / 269
- **Stand-by**: 0.3

*Specifications are subject to change without notice, so please contact LG sales team to verify before ordering.*