

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

The LX774H is a cost-effective Smart IPTV model series, offering an edge-lit LED display with a slim bezel design. This series supports the Pro:Centric® SMART application platform, as well as Media Share features and integrated Pro:Idiom® technology. The LX774H models also have an embedded b-LAN™ module.



### LX774H

- Pro:Centric® SMART Full HD IPTV
- Integrated Pro:Idiom® DRM Technology
- webOS & Media Share Features
- Commercial Swivel Stand

#### screen size

43" (42.6" diagonal), 49" (48.7" diagonal),  
55" (54.6" diagonal)

## Key Features

### Pro:Centric® SMART

The LX774H 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. Using these tools, partners can optimize the TVs by editing and developing their own enhanced service design to increase the visual impact on guests.

### Pro:Idiom®

#### GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT (DRM) SOLUTION

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

## Media Share Features

### Smart Share

LG Smart Share® allows guests to use the TV to access video, image, and music shared by devices connected to the same Access Point as the TV.



### Screen Share

Screen Share enables screen sharing with a Miracast® or Wireless Display (WiDi) capable device (e.g., a laptop with Intel® hardware).



### Bluetooth Sound Sync (Bluetooth 3.0)

Bluetooth Sound Sync allows guests to listen to audio from a Bluetooth-enabled mobile device through the TV's speakers.

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



### SoftAP

SoftAP enables the TV to function as a 2.4 GHz wireless access point for up to five devices.



### DIAL

DIAL (Discovery and Launch) allows guests to play selected application media on the TV from a device with DIAL capability. The device may be used to cast any application for which a TV-compatible application has been created/selected.



### Pre-loaded Apps

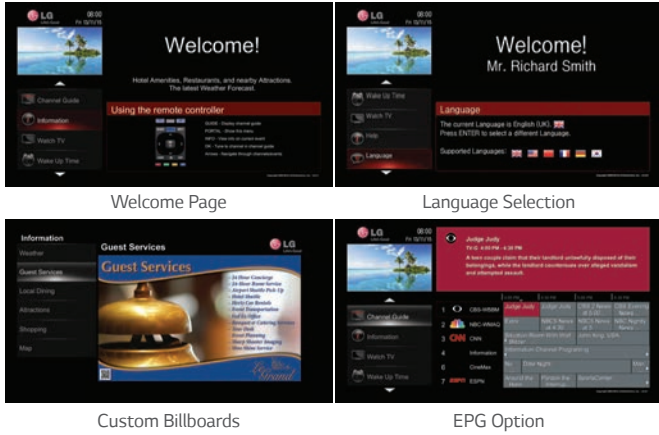
Guests can be served with bandwidth-worry-free pre-loaded applications, including Accuweather, Crackle, HULU, Web Browser, and YouTube (other applications may be added in the future, subject to licensing terms.)



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## Pro:Centric Application

Personalize the television experience with the Pro:Centric Application (PCA), which provides guests' access to a variety of additional features, such as an interactive Electronic Program Guide (EPG), weather forecast and radar map, and customized electronic billboards for information on hotel amenities, all conveniently presented through the on-screen menus.



## Free Interactive EPG Service for Pro:Centric TVs

### PLAN HIGHLIGHTS

If your property has purchased or plans to purchase LG's Pro:Centric TVs, you may qualify for a free 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 Map.

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: [www.LG.com/us/commercial/display-discover/epg](http://www.LG.com/us/commercial/display-discover/epg)

### LG's FTG COST EFFECTIVE SOLUTION

When using LG televisions in FTG hotel installations, the Pro:Centric server (PCS200S) supports remote management of TV settings. With remote management, individual room visits are no longer required for TV configuration updates, including FTG Channel Map and FTG Installer Menu settings updates, thereby saving labor costs.

### Hotel Costs For FTG Channel Management

	Estimated Labor Costs	MSRP	Total	Savings over room visit
LG Pro:Centric TV with Pro:Centric Server		\$2,499 (PCS200S)	\$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	

MSRP subject to change. Installation not included.

### PCS200S HEAD END SYSTEM

Remote management functions are 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 Pro:Centric Application features (Weather, EPG, Billboards, etc.).



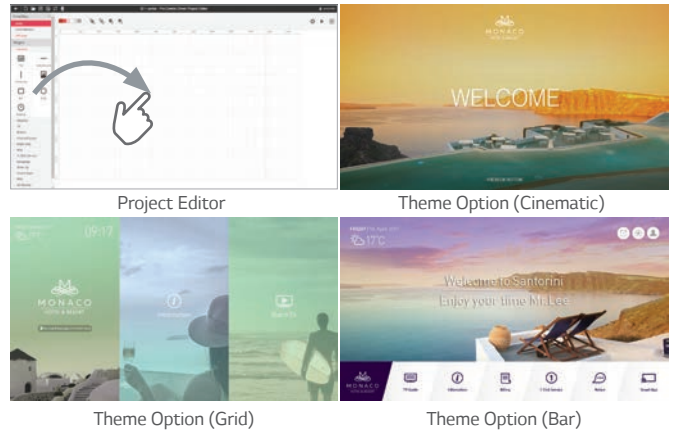
### FMA-LG102

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 system.



## Pro:Centric Direct Ready

Simply create your own templates and remotely manage TVs on the IP network with Pro:Centric Direct, LG's content management software. Pro:Centric Direct offers a Project Editor, along with customizable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type) in order to promote branding and provide useful information for guests. Its interactive features will impress guests by elevating their in-room experience. Plus, for hoteliers, not only does it offer efficient content production and management, it also maximizes advertisement effectiveness, which contributes to improving the hotel brand.



## Others Hospitality Features



### Welcome Screen

Have a warm greeting message with a hotel name and its logo on the TV when it is turned on. The welcome screen leaves a favorable impression of the hotel on guests.



### External Speaker Out

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



### Instant On

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



### USB Cloning

Clone all commercial TVs with astonishing speed and ease. The USB Cloning feature allows you to simply copy and transfer TV settings from a designated Master TV to all Target TVs using a USB memory device.

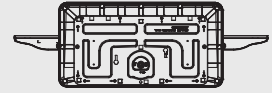
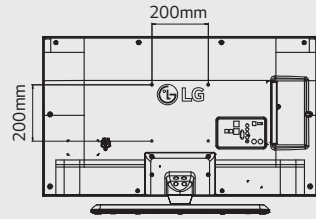
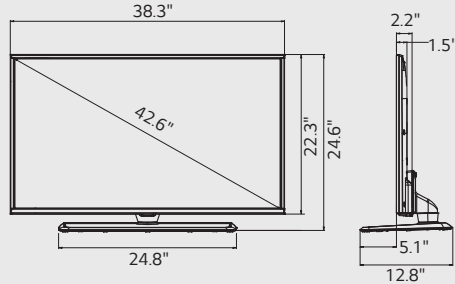
# Edge-lit LED IPTV with Integrated Pro:Idiom<sup>®</sup> and b-LAN<sup>™</sup>

## Dimensions

43"

38.3" x 24.6" x 12.8"

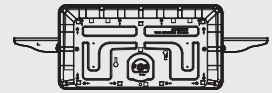
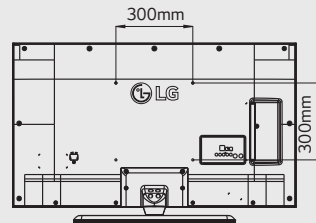
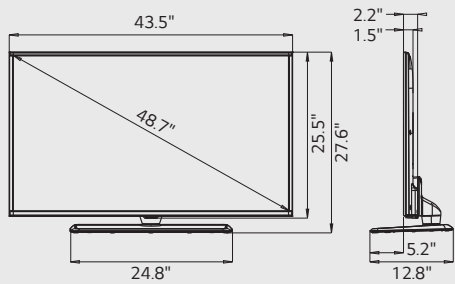
(With Stand : W x H x D)



49"

43.5" x 27.6" x 12.8"

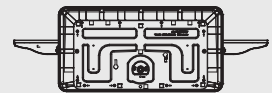
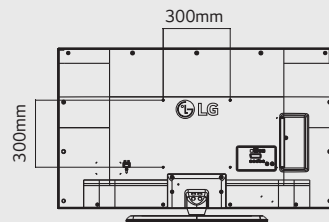
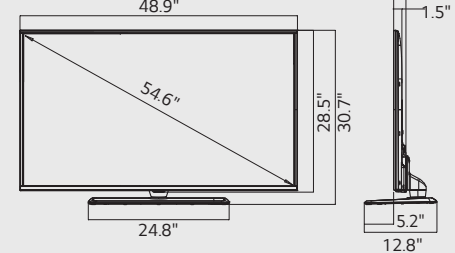
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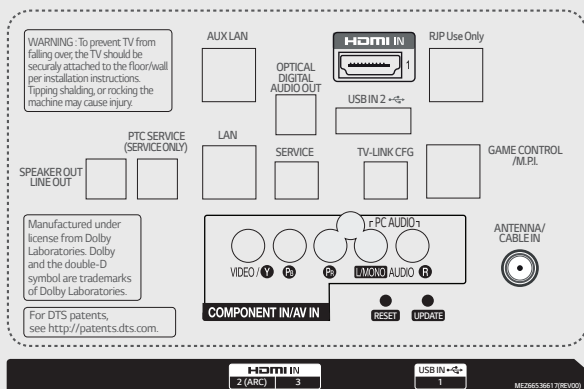
55"

48.9" x 30.7" x 12.8"

(With Stand : W x H x D)



## Jack Panels (Rear/Side)



## Anti-Theft System



### Kensington Lock

- LG Hotel TVs are protected by the reliable Kensington Lock solution.



### 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.



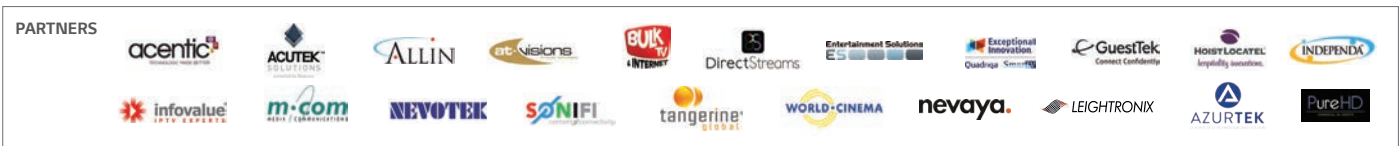
### Lock Down Plate with Credenza Hole

- Lock the TV firmly to the credenza for added security and help deter theft. (Mounting plate, security bolts, nuts and screws are included.)

# Specifications

LX774H

		43	49	55
DISPLAY	Diagonal Size	42.6"	48.7"	54.6"
	Type	Edge LED		
	Resolution	1,920 x 1,080 (FHD)		
	Dynamic Contrast Ratio	1,000,000:1		
	Static Contrast Ratio	1,200:1		
	Viewing Angle Degree	178° / 178°		
	Response Time (G to G)	8m/s		9m/s
	Frame Rate	60Hz		
BROADCASTING SYSTEM	Analog	NTSC		
	Digital	ATSC / VSB / Clear QAM		
	MPEG-2 / MPEG-4 H.264 DECODING	•		
VIDEO	Triple XD Engine	•		
	Real Cinema 24p (3:3 Pull down)	•		
	Dynamic Color Enhancer	•		
	Aspect Ratio	• 6 modes (16:9, Original, 4:3, Vertical Zoom, All-Direction Zoom, Just Scan)		
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0ch		
	Sound Mode	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)		
	Optical Sound Sync	•		
	Wireless Sound Sync	•		
	Pro:Centric®	•		
GENERAL FEATURES	Type	Pro:Centric Smart		
	Hybrid Streaming (IP&RF)	•		
	Pro:Centric Application	•		
	RF	2 Tuner		
	HCAP (SDK)	GEM / Flash / HTML		
	Smart Features	Smart Share, WiDi, Miracast, Wi-Fi Direct, DIAL, Bluetooth Sound Sync, SoftAP, Web Browser, Magic Remote (Optional), Supported Wi-Fi Standards (802.11a/b/g/n/ac)		
	Management	Remote Diagnostics / EZ-Manager Wizard (for Auto Configuration)		
	Interactivity	HTNG / HDMI-CEC		
	Digital Rights Management	Pro:Idiom		
	RJP Compatibility	•		
COMMERCIAL FEATURES	USB Media	Moving Picture Playback (MPEG), Picture (JPEG), Audio Codec (AC3, EAC3, AAC, Mpeg, MP3, PCM)		
	Advanced Setting Option	Auto Off/ Auto Sleep, Smart Energy Saving, Motion Eye Care		
	Anti-theft System	Kensington Lock, Credenza/Security Screw Hole, Lock Down Plate, Commercial Grade Stand		
		Welcome Screen (Splash Screen), FTG Mode, Instant On, IR Out, External Speaker Out, Public Display Mode, USB Cloning, Logical Channel Map, Multi-IR Code		
		HDMI In (2), USB 2.0		
INTERFACE	Side	HDMI In (2), USB 2.0		
	Rear	RF In, AV In (Sharing with AV In), Component Audio In, Optical Digital Audio Out, HDMI Input, USB 2.0, PC Audio Input (Sharing with Component Audio In), LAN Port (2), RJ45, External Speaker Out, TV Link Configuration, PTC Configuration, MPI Port		
ACCESSORIES Power Cable (5.9 ft.), Owner's Manual / Easy Setup Guide				
DIMENSIONS	Bezel Width (L / R, U, B) : on bezel based	14.9, 12.5, 17.6 (mm)	15.1, 12.7, 17.8 (mm)	15.1, 12.7, 17.8 (mm)
	Bezel Width (L / R, U, B) : off bezel based	12.6, 10.2, 15.3 (mm)	12.6, 10.2, 15.3 (mm)	12.6, 10.2, 15.3 (mm)
	Vesa (mm)	200 x 200	300 x 300	300 x 300
	WxHxD / weight (w/o stand)	38.3" x 22.3" x 2.2" / 22.5lbs	43.5" x 25.5" x 2.2" / 31.7lbs	48.9" x 28.5" x 2.2" / 39.0lbs
	WxHxD / weight (with stand)	38.3" x 24.6" x 12.8" / 30.0lbs	43.5" x 27.6" x 12.8" / 39.2lbs	48.9" x 30.7" x 12.8" / 46.5lbs
POWER	Voltage, Hz	100 ~ 240V, 50/60Hz		
	Typical (Watts)	56.3	57.4	67.3
	Stand-by (Watts)	< 0.5		
STANDARD APPROVAL	Safety	UL		
	Environment	FCC		
	Etc.	RoHS, UL, NOM		
UPC	719192919709	719192919679	719192919686	

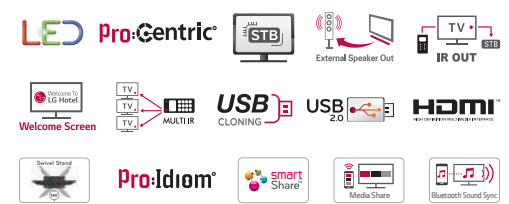


### Commercial Grade Stand

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for model 43LX774H, 49LX774H and 55LX774H are \$15, \$14, and \$17 respectively.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 12 cents per kWh and 5 hours of use per day. For more information, visit [www.ftc.gov/energy/](http://www.ftc.gov/energy/)"

FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).



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