

FOR IMMEDIATE RELEASE**LG ELECTRONICS ENHANCES DISPLAY CONNECTIVITY THROUGH ‘CRESTRON CONNECTED’ CERTIFICATIONS**

LG Brings Added Compatibility and Convenience to Commercial Displays with Crestron Connected Program

LINCOLNSHIRE, Ill., March 8, 2017 – More than 50 commercial displays from LG Electronics have earned Crestron Connected® certification for enhanced control system compatibility.

By joining forces with Crestron Electronics, LG has created a broad portfolio of digital signage monitors designed to provide customers a higher level of integration convenience and reliability. To date, eight series of LG digital signage displays available worldwide – in 32- to 65-inch class sizes – are certified as Crestron Connected. Other models are undergoing certification testing.

Clark Brown, vice president, digital signage, LG Electronics USA Business Solutions, said, “Crestron Connected certified LG products will both help further strengthen our relationships with end-customers and advance compatibility and usability throughout the industry for state-of-the-art, fully customizable technologies.”

The Crestron Connected certification further enhances LG’s presence in the corporate, retail, government, higher education and hospitality markets, all of which use professional AV controls. As these sectors continue to evolve – with increasing requirements for simple-to-use products, seamless integration, reliable solutions and network connectivity – LG has the solutions they need, Brown explained.

As part of the Crestron Connected program, LG is embedding Crestron control software into its commercial displays, which allows certified partners to natively connect, communicate and monitor activity from one central location. Because each display can be connected directly to the Crestron Network and recognized as a native Crestron device, customers will be able to seam-



lessly monitor and manage their LG displays through any web-enabled computer or mobile device without the use of an external control system. LG commercial displays also can show emergency messaging from Crestron controls.

“Together, LG and Crestron are transforming the digital signage market,” said Robert Bavolacco, Program Manager, Crestron Electronics, a market leader in automated and integrated control systems. “Crestron’s seamless workflow among audio visual equipment, environmental accessories and IT technologies set the Gold Standard for control interoperability, perfectly complementing LG’s leadership in display technologies.”

The Crestron Connected certification program covers seven AV vertical market categories: digital signage, projectors, monitors, audio/video receivers and flat-panel TVs. Products with Crestron Connected software can connect simply to enterprise networks through a standard Ethernet cable, Wi-Fi, or Crestron’s infiNET EX® Wireless Gateway.

For more information on LG’s Crestron Connected certified commercial displays, please visit <http://www.lg.com/us/business/commercial-display/certifications/crestron-certified-products>.

**Crestron Connected certified LG series as of March 2017: LV340, SM5C, SM5KC, UH5C, LS75C, LS73C, SM3C, LS73D.*

###

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, systems integration, lodging and hospitality, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$48 billion global force in consumer electronics, home appliances and mobile communications. For more information, visit www.LGSolutions.com.

Media Contacts:

LG Electronics USA

John Taylor
847 941 8181



www.LG.com
www.LGolutions.com

john.taylor@lge.com

Kim Regillio
847 941 8184
kim.regillio@lge.com

Re' Kleinbard
212 880 5398
Re.Kleinbard@lg-one.com

Crestron Electronics

Ron Epstein
800 237 2041 x10469
repstein@crestron.com