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LG EXPANDS 4K ULTRA HD HOTEL TV LINE AT HITEC 2017

LG Leads Hospitality Industry's 4K UHD Transition with State-of-the-Art In-Room Technologies, Guest-Centric Solutions

TORONTO, June 28, 2017 – Leading the hospitality industry's transition to 4K Ultra HD technology, LG Electronics USA Business Solutions is significantly expanding its portfolio of 4K UHD hotel TVs, from premium to entry-level models, all with four times the resolution of Full HD TVs.

At the 2017 Hospitality Industry Technology Exposition & Conference (HITEC) here this week, LG is introducing more than 20 new 4K Ultra HD hotel TV models across seven series. Joining LG's high-end commercial OLED TV collection and Pro:Centric® Smart IPTV LED TVs is an all-new high performance LG Pro:Centric Smart set top box supporting 4K UHD video decoding and output resolution, plus an integrated 4K picture upscaler for Full HD content.

The expanded offerings address a growing interest in 4K Ultra HD across the industry and provide hotels a wide array of digital solutions perfect for enhancing the in-room guest experience, according to Michael Kosla, vice president, hospitality, LG Electronics USA Business Solutions.

“As the industry leader in hotel TVs, LG is building on the exploding consumer interest in 4K Ultra HD TVs, which is now beginning to take hold within the hospitality industry,” said Kosla. “At HITEC 2017, we're introducing LG's robust portfolio of 4K UHD in-room solutions that enable hoteliers to leverage this growing trend and enhance the guests' viewing experience.”

LG will showcase its full lineup of guest-centric technologies at its HITEC 2017 booth (#1619):

Enhanced 4K Ultra HD In-Room TV Solutions

LG's 4K UHD hotel TVs produce four times the resolution of Full HD TVs. Led by the brand-new 65-inch commercial LG OLED "Wallpaper" Hotel TV (model 65EV960H) and the 65- and 55-inch class LG OLED hotel TVs (EW960H series), LG continues to lead the commercial 4K UHD TV market with innovative OLED technology, featuring outstanding picture quality, and sleek design aesthetics. The new LG 65EV960H Wallpaper Hotel TV, which at just 3.85mm (0.15 inches) thin, becomes one with the wall. It is one of the first TVs in the world to incorporate superb Dolby Atmos audio and, when combined with LG's OLED technology, delivers outstanding visuals with perfect blacks, immersive details and vibrant colors. ([See separate news release.](#))

Complementing the new 4K UHD 65EV960H Wallpaper TV, LG is expanding its Pro:Centric Smart IPTV 4K Ultra HD LED TV lineup with the 55- and 65-inch class UV970H series and the 43-, 49-, 55-, and 65-inch class UV770H series. LG's customizable Pro:Centric Smart platform is built on LG's award-winning webOS Smart TV, enabling embedded over-the-top smart applications, content sharing and remote diagnostics and monitoring for optimal performance and ease of use.

Delivering Smart TV Capabilities to the In-Room Guest Experience

The all-new LG STB-5500 Pro:Centric Smart set-top-box is designed to elevate the in-room guest experience by supporting 4K UHD video decoding and output resolution and by offering an integrated 4K picture upscaler of Full HD content, so guests can enjoy their favorite content with more detail and color. The new set top box extends LG's Pro:Centric HTML hosting platform to UHD content, enabling partners to integrate embedded smart applications, simplified guest device connectivity and improved diagnostics features in to their hotel system offerings.

With the LG Smart Share feature guests can view content from their mobile device on their STB-5500-enabled in-room TV, and with Bluetooth Sound Sync users can listen to their favorite audio from a Bluetooth-enabled mobile device through the TVs speakers.* What's more, the set-

top-box offers an enclosure design that enables hardware expansion modules, such as a DOCISIS cable modem, to be added to the device.

Visitors to LG's booth at HITEC 2017 (June 27-29, Metro Toronto Convention Centre, #1619) will be able to experience LG's innovative commercial hospitality displays first-hand. For more information, please visit www.LGSolutions.com.

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

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. digital signage, lodging and hospitality, systems integration, 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, mobile communications, home appliances and air solutions. For more information, please visit www.LGSolutions.com.

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