

LG ELECTRONICS SHOWCASES 4K ULTRA HD AND PRO: CENTRIC PLATFORM ENHANCEMENTS AT HITEC 2016

New Guest-Centric Solutions Expand Best-in-Class Lineup of Hotel TVs, Digital Signage Displays

NEW ORLEANS, June 22, 2016 – Leading the 4K Ultra HD revolution for hotels, LG Electronics USA Business Solutions is demonstrating its state-of-the-art hospitality solutions portfolio, including a vast line-up of guest-centric technologies for a superior consumer experience, at the 2016 Hospitality Industry Technology Exposition & Conference (HITEC).

At the forefront of new LG hospitality solutions this year are the world's first OLED TVs designed specifically for hotel rooms. These razor-thin 55- and 65-inch class hotel TVs combine the stunning picture quality of OLED – perfect blacks, intense colors and infinite contrast – with LG's industry-leading hotel TV technologies. Additional new OLED commercial displays, LG's Dual-view Flat and Dual-view Curved Tiling models, are ideal for digital signage installations in hotel lobbies, fitness centers and other public spaces.

In addition to its high-end commercial OLED collection, LG offers a full portfolio of products specifically designed for the hospitality space including commercial 4K Ultra HD hotel TVs enhanced with LG's Pro:Centric[®] interactive TV platform and the Pro:Idiom[®] digital rights management system, as well as new approaches to in-room automation solutions.

“LG Electronics is revolutionizing technology for the hospitality industry, fueled by our 4K UHD leadership, evolving designs and innovative solutions,” said Richard M. Lewis, LG Electronics USA's vice president, B2B research and technology.

“As the leader in hospitality TVs, LG is focused on delivering cutting-edge solutions, like our brand-new commercial OLED displays, to create unparalleled guest experiences. Another example is our new Pro:Centric-based room automation system that allows guests to control lighting and temperature through the in-room TV,” he said.

Visitors to LG’s HITEC booth (#1125) will be able to experience first-hand a number of innovative new LG guest-centric technologies and hotel digital signage solutions:

4K Ultra HD In-Room TV Solutions

LG’s new 4K UHD hotel TVs, with four times the resolution of Full HD TVs, lead LG’s robust selection of cutting-edge display solutions optimized for the hospitality industry. Addressing the growing hospitality industry interest in Ultra HD, LG is leading the way with new commercial 4K UHD TVs that combine new industrial designs with outstanding picture quality.

Models in LG’s premium 4K Ultra HD UX970H and UW660H series support interactive services. These Pro:Centric Smart IPTV LED TVs are among the most flexible hotel TVs in the industry, and are available in a variety of screen sizes ranging from 49- to 79-inch class sizes (from 48.5 to 80.1 inches diagonal).

Also supporting interactive services is the Full HD LX770H Pro:Centric Smart IPTV series with full-array LED backlighting in 40- to 65-inch class sizes (39.6- to 64.53-inches diagonal). LG’s LX570H series of edge-lit LED TVs – available in 32-, 40-, 43-, 49-, 55- and 65-inch class sizes (31.55-, 39.5-, 42.51-, 48.5-, 54.64-, and 64.53-inches diagonal) – also features the RF-based Pro:Centric platform with support for Java and Flash based applications.. Features include improved contrast ratio and picture brightness along with lower power consumption in a more economical package, as well as Support for embedded b-LAN for Pay-Per-View and Free-To-Guest system interoperability, integrated Pro:Idiom digital rights management and MPEG2/ MPEG4 (H.264) decoding for viewing of premium HD channels.

Open Architecture Room Automation

LG is bringing the connected home experience to the hotel room with its “open architecture” approach to in-room automation, which offers hoteliers a number of benefits including expanded platform choices, reduced costs and more flexibility.

At HITEC, LG is demonstrating how the powerful yet user-friendly Pro:Centric platform can be used to control lighting, temperature and even lock and unlock the hotel room door – all via the TV remote control. And, unlike proprietary “closed” automation systems, LG’s Pro:Centric interface is designed to work with a variety of third-party room automation systems.

4K Ultra HD Signage Displays

Exemplifying LG’s leadership in 4K Ultra HD display technology is another brand new product for 2016 – the unique 86-inch Ultra Stretch Signage (model 86BH5C), an ideal solution for an array of installations in hotels and conference centers. The signage display, which measures just over seven feet long, features immersive 4K UHD resolution for displaying dynamic content, an amazing 58:9 bar-type display and LG’s Picture-by-Picture technology, which allows the user to divide the rectangular signage in up to four seamless screens in landscape or portrait installations.

Also for hotel public areas, LG’s VH7B Direct Backlit LED Display is redefining the video wall category with its unprecedented thin even bezel, measuring only 0.9 mm thin, and available in 49- and 55-inch class sizes. The series can connect seamlessly with other displays to create a powerful and impactful image for an immersive experience that’s certain to capture any viewer’s attention. The video wall series features a high-performance system-on-a-chip (SoC) which works with LG’s webOS for signage platform to lower the cost of ownership by eliminating the need for an external player. Each display features LG’s In Plane Switching (IPS) panel technology to ensure accurate color saturation and contrast, even at wide viewing angles, that results in an unparalleled picture quality.

Visitors to LG's booth at HITEC 2016 (June 21-23, Ernest N. Morial Convention Center, #1125) will be able to experience first-hand LG's commercial displays for the hospitality industry.

About LG Electronics USA Business Solutions

LG Electronics USA Business Solutions serves commercial display customers in the U.S. lodging and hospitality, digital signage, 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 \$49 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2015 ENERGY STAR Partner of the Year-Sustained Excellence. For more information, please visit www.LGSolutions.com.

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