

## PRESS RELEASE

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#### BUILDING

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**CHICAGO, Aug. 6, 2015** – LG Electronics USA is connecting architects, building engineers and designers with true-life examples of how advances in commercial air conditioning and display technology helped transform an iconic landmark building into a 21<sup>st</sup> century hotel.

This week at the historic Chicago Motor Club building – an Art-Deco landmark built nearly 100 years ago and now reborn as a LEED-certified Hampton by Hilton hotel – LG conducted private tours of the property's rooftop and guestrooms for a unique behind-the-scenes look at the technology behind the property's renovation.

LG's "Living Case Study: Innovative HVAC Application in a Landmark Hotel" highlighted the Multi V™ IV Heat Recovery system, ductless Art Cool™ Mirror in-room units and the AC Smart IV thermostat, all of which were installed during the renovation. LG also demonstrated its Art Cool™ Gallery air conditioner and industry-leading hotel TVs featuring the Pro:Centric® interactive platform.

Kevin McNamara, vice president and general manager for LG Electronics USA's air conditioning business, called the project "a unique opportunity to transform a landmark-status building into a modern, functioning hotel." First and foremost, it was imperative that the renovated building maintain its original appearance and its status in National Register of Historic Places, he explained.

A major challenge in the renovation was to install a heating and air conditioning system that would allow the Chicago Motor Club building to maintain its architectural integrity, while also serving a practical purpose in the building's new role as a hotel – providing the ultimate in guest comfort. It was also essential that any HVAC equipment installed in the Chicago Motor Club building address installation challenges due to limited interior and rooftop space and offer conditioning options that efficiently respond to Chicago's exceptionally cold winters.

"That's where LG technology shines. Our goal was to honor the building's historic architecture and at the same time, usher it into the modern day. With innovative air conditioning and in-room TV solutions, LG did just that," said McNamara

Today, the Chicago Motor Club building, located steps off of Chicago's famous Magnificent Mile, is the Hampton Inn Chicago Downtown, a 17-story hotel that houses 143 guest rooms.

Working with Bill Hoch, regional sales engineer, LG Electronics USA Commercial Air Conditioning Systems, Midwest Applied Solutions oversaw the installation of the LG Multi V IV system currently in-use at the hotel: an updated, efficient heating and cooling system that reflects the enhanced values of the historic downtown hotel without disturbing or disrupting the building's iconic – and protected – architecture.

The LG Multi V IV outdoor units on the roof of the Chicago Motor Club building provided outstanding installation flexibility and were easily installed for minimal visibility in addition to providing optimal guest comfort. "These particular units feature LG Vapor Injection Technology, which allows for maximum heating performance in cold climates, like winters in Chicago," said Hoch, who led the Living Case Study tours.

In each guestroom, the sleek, contemporary mirrored finish of the LG ductless Art Cool™ Mirror unit complements the stylized Art Deco décor of the hotel. These indoor units maintain very low sound levels (as low as 23 dBA), making them among the most desirable indoor units in the industry, said Hoch.

To manage and monitor all of these units, LG's AC Smart IV central controller communicates with all of the LG indoor units, offering building management the added convenience of managing and adjusting all devices with one centralized system.

Complementing LG air conditioning solutions in enhancing the guest experience for Hampton by Hilton guests are LG hotel TVs, noted Mike Kosla, vice president, hospitality commercial displays, LG Electronics USA. "As the industry leader in hotel TV technology, we're proud of our role in bringing this iconic property into the 21<sup>st</sup> century," he said.

The Hampton Inn Chicago Downtown selected LG's 42-inch class LG LY570H series hotel TVs with the Pro:Centric platform. It features an interactive Electronic Program Guide that enables guests to easily navigate TV channels and electronic billboards for guests to view hotel amenities on the TV. Pro:Centric also offers a bevy of Internet-delivered content from leading LG industry partners, including Rhapsody, Crackle, Vtuner and YouTube – making access to in-room entertainment seamless.

The ENERGY STAR® certified LG 42LY570H TVs installed in the LEED-certified Chicago Motor Club building deliver lower power consumption along with improved contrast ratio and picture brightness, Kosla explained.

For more information about the complete portfolio of LG air conditioning systems featured in "LG's Living Case Study: Innovative HVAC Application in a Landmark Hotel," please visit [www.lghvac.com](http://www.lghvac.com).

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#### About LG Electronics USA Air Conditioning

The LG Electronics USA Air Conditioning Systems business is based in Alpharetta, Ga. A 2015 ENERGY STAR® Partner of the Year-Sustained Excellence, LG is a leading player in the global air conditioning market, manufacturing both commercial and residential air conditioners and providing total sustainability and building management solutions. From consumer and individual units to industrial and specialized air conditioning systems, LG provides a wide range of products for heating, ventilating and air conditioning. LG Electronics USA Inc. based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$56 billion global force and technology leader in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.lghvac.com](http://www.lghvac.com).

**About LG Electronics USA Commercial Displays**

The LG Electronics USA Business-to-Business commercial display division serves 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 Home Electronics Business-to-Business 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 \$56 billion global force in consumer electronics, mobile communications, home appliances and air solutions. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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