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The Hospitality Show 2025 | Booth #1237

LG EXPANDS INTEGRATED CASTING CAPABILITY TO HUNDREDS OF THOUSANDS OF EXISTING HOTEL TV DEVICES

*Free Firmware Update Enables Systems Integrators to Manage Google Cast Rollout
On Earlier-Generation LG Pro:Centric® webOS™ 5 Hotel TVs and Smartboxes*

DENVER, Oct. 23, 2025 — Expanding its leadership in hotel TVs with built-in casting capability, [LG Electronics USA](#) has announced a firmware upgrade that will bring Google Cast™ functionality to hundreds of thousands of earlier-generation Pro:Centric Smart hospitality TVs and set-top-boxes. LG, which was the first to offer hotel TVs with integrated casting support for both Google Cast™ and Apple AirPlay, will highlight the expanded casting functionality at The Hospitality Show 2025, Oct. 26-28, in the Colorado Convention Center in Denver.

With these 2020-2023 webOS 5 Pro:Centric televisions – specifically US670H, US770H, UR770H series models, plus the STB-6500 smartbox – already deployed in hotels nationwide, this free upgrade allows hoteliers to deliver guest casting capabilities without adding external devices or replacing their existing televisions. Importantly, LG has designed the firmware upgrade to be quick and seamless. Systems integrator partners can deploy the update with minimal effort, no extended downtime, and no disruption to guest services – eliminating the operational headaches often linked to traditional firmware updates.

“The availability of this new firmware upgrade underscores LG’s ongoing commitment to protect the investment our customers make in LG display technology and solutions,” said Jake Benner, Senior Director of Hospitality at LG Electronics USA’s B2B division. “We believe our ability to extend Google Cast functionality to previous generation hotel TVs is unique and likely to be unmatched by other manufacturers.”

Google Cast functionality integrated into LG smart hotel TVs allows users to stream content like movies, videos, music, and photos wirelessly from their Android or iOS devices to the hotel TV screen. Users can simply scan a QR code to connect to the service and select their room number within the app on their phone or tablet to cast content, using their device as a personalized remote. AirPlay casting support already is available on previous LG webOS 5 and current webOS 23 Pro:Centric smart hotel TV models.



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LG Pro:Centric is a comprehensive platform that creates and manages content for LG hospitality commercial TVs, for a flexible, personalized in-room experience. It offers a range of solutions, including SI partners in-room entertainment apps; Pro:Centric Cloud for remote management and content delivery; Pro:Centric Direct for on-premises content management and customization; and Pro:Centric Stay for vacation rental properties, streamlining operations and enhancing guest engagement.

“Our goal is to make hotel guest experiences smarter and simpler,” Benner said. “This free firmware upgrade adds Google Cast to existing webOS 5 Pro:Centric TVs, so hotels can offer seamless in-room streaming while protecting their technology investments and ensuring smooth operations for staff and guests alike.”

LG is highlighting the future of guest room entertainment and hotel operations at The Hospitality Show 2025, Oct. 26-28, at the Colorado Convention Center, Denver, in Booth #1237.

For more information on LG hospitality solutions, click [here](#). For high-res images, click [here](#).

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About LG Electronics USA

LG Electronics USA 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's U.S. Media Entertainment Solution B2B division delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60-billion from consumer electronics, home appliances, HVAC solutions and vehicle components. For more information, please visit www.LGSolutions.com. Stay up to date with @LGforBusinessUSA on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).

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