



# LG Hospitality:

## Stellar Accommodations for Today's Tech-savvy Guests

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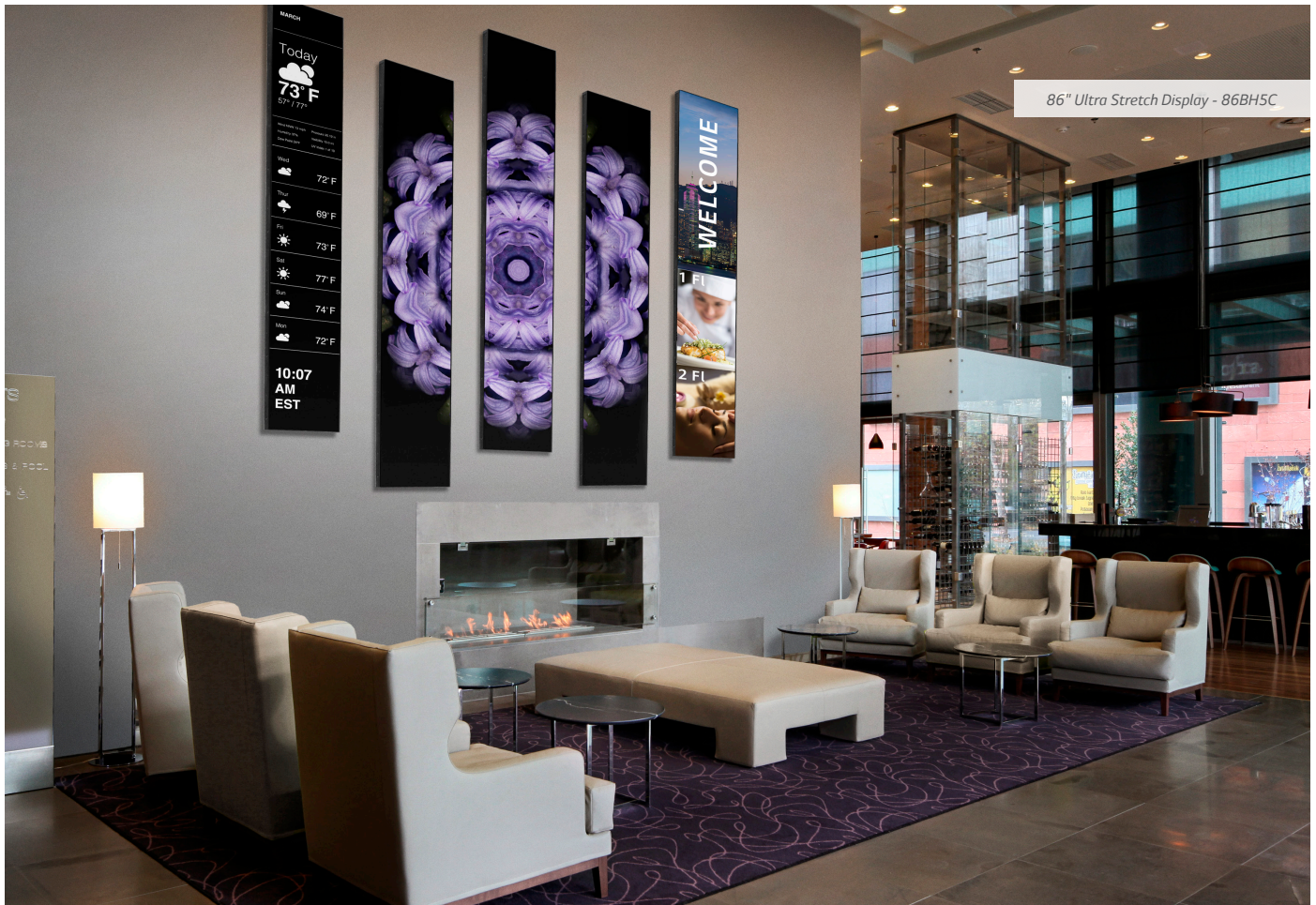
# INTRODUCTION

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Today's hotel guests are accustomed to incorporating digital technology into all aspects of their lives, from mobile phones, tablets and laptops, to smart TVs and voice-activated home assistants. They depend on display screens for information and appreciate the immediate gratification of a digital experience, and they bring this expectation with them when they travel.

To meet and exceed the expectations of digital-native guests, hotels can rely on LG, the 20-year leader in hospitality and guest-centric display solutions. LG provides hospitality solutions for in-room entertainment and cross-property digital signage, all designed to enhance the overall guest experience. LG makes it easy for hotels to serve their guests and communicate the messaging that will make their stay more enjoyable. This eBook will provide a snapshot of the guest journey through a hotel and how LG solutions can help.





## The Lobby- Make a Strong First Impression

The lobby is a hotel's face to the world. It's the first thing your guests see, and it's where digital signage can create a wow factor and help define the hotel's brand by communicating its strengths, values and services. Digital signage can make the most of opportunities for guest-driven interactivity that can result in requests for more information, reservations at the restaurant and booking of spa services. Common-area displays give the property a cutting-edge appearance and can engage guests in many ways:

- Digital wayfinding
- Hotel amenities
- Hotel events
- Local attractions
- Nearby restaurants and shops
- Transportation options
- News and television
- Dynamic advertising
- Decorative digital art



LG's commercial display solutions are designed for 18-24/7 operation and include a full suite of LCD and LG OLED displays, video walls, touch screens, razor-thin screens, curved screens and stretched screens that can be incorporated into a property-wide digital signage network and managed from a central location.

### **Show Guests the Way**

Welcome visitors and guide them with digital maps and directories. As guests make their way to and from their rooms, touch screen displays in the common areas provide a familiar interface for them to navigate through your hotel.

### **Get Them to Their Meetings on Time**

If visitors have come for a conference, small-format signage in the hallways can help get them to the right room at the right time. Manage your meeting room schedules in real time from a desktop PC, laptop, tablet or smart phone.

In the conference room, LG video walls or large-format 4K UHD displays integrate easily with

A/V technology and provide an immersive visual experience for presentations.

### **Entertain and Inform in the Restaurant or Bar**

Use LG SuperSign™ TVs for live TV shows and sports and integrate your menus, promote daily specials, announce happy hours, deliver important messaging and more. SuperSign is an easy-to-use, cost-effective digital signage solution that allows you to create and remotely monitor, manage and schedule your own signage content using a PC.

### **Offer the Best Fitness Classes in Town**

Use LG video walls, large-format 4K UHD displays or hospitality televisions to offer a variety of on-trend interactive fitness classes 24/7. LG is partnered with Fitness on Demand™, a leading delivery platform of hundreds of premium high-definition workout classes by the industry's best instructors, all at the push of a button. From strength and cardio to cycle, mind & body and dance, your guests can experience a diverse array of fitness classes at their convenience.



### Entice Them into Your Salon and Spa

Use attention-grabbing stretched displays and LG OLED wallpaper to set the ambience for a relaxing and rejuvenating escape. Include tranquil images, promote, cross-sell and upsell services, showcase the latest hair trends to inspire clients, and introduce stylists and massage therapists with short bios.

### Generate Additional Revenue with Advertising

Sell advertising space on your digital signage to inform guests about local tourist attractions, restaurants, nightclubs, car rental services and other businesses of interest.

### Create a Property-wide Signage Solution

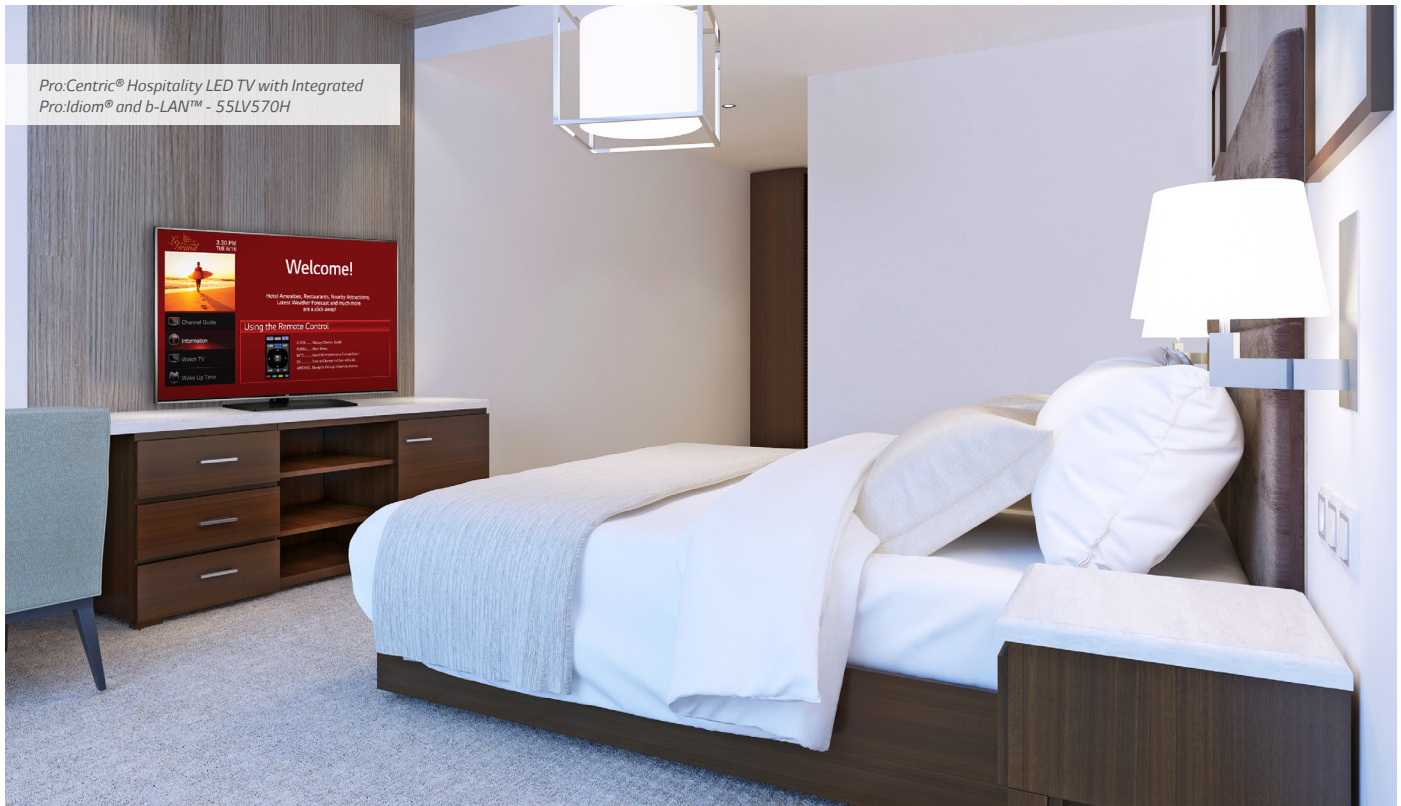
LG's webOS for Signage is an architecture that supports HTML5 and enables easy-to-build, web-based apps across multiple platforms, including iOS®, Android®, and Windows®. Using LG's software development kit (SDK), your systems integrator can construct a customized signage solution for the entire hotel.

- Eliminates the need for an external media player
- Web-centric platform
- Intuitive UX graphics
- Simple management for remote and self-diagnosis
- Easy customization



## Where to Start?

LG's hospitality market managers and application engineers understand the complexity involved with implementing a dynamic digital signage network. Let us develop a solution tailored to the specific needs of your property. Whether controlling a single screen in a lobby or multiple screens with different messaging across several buildings, LG has the right technology to impress your guests and raise the quality of their experience.



## The Guest Room- Make it an Amazing Stay They'll Remember

LG's industry-leading commercial-grade hospitality televisions are the ideal way to provide personalized services and top-quality entertainment for your guests. LG provides a vast selection of models to match hotel budgets – from basic, small-screen Full HD TVs to 75-inch, 4K Ultra HD smart TVs. For luxury suites, nothing compares to the razor-thin LG OLED Wallpaper hospitality TV, which incorporates Dolby Atmos® sound.

LG hospitality TVs include LG's Pro:Idiom® digital decryption for premium HD digital content, and support LG's Pro:Centric® system for an interactive electronic programming guide (EPG) and easy remote TV configuration and programming.

### **Provide Premium HD Content Without a Cable/ Satellite Box**

LG's Pro:Idiom digital rights management (DRM) system unlocks access to premium content to help ensure rapid and broad deployment of HDTV and other high-value digital content throughout the hotel. Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite or video-on-demand (VOD) services and eliminates the need for a cable/satellite box.

### **Give Them Apps and Lots of Extras**

LG's Pro:Centric smart hospitality televisions include embedded applications such as Hulu, Crackle and



Pro:Centric® Smart IPTV  
Premium Slim Direct LED TV with Integrated Pro:Idiom® - 55UW970H

YouTube, and offer the IP-based integration needed to deploy customized services without the need for a set-top box. Our wide platform support of HTML5, Java and Flash allows more options for systems integrators to develop rich, interactive custom applications guests will appreciate. And with built-in Wi-Fi and display sharing, your guests will be securely connected to enjoy personal content from their compatible mobile devices on their room TV.

### **Turn Non-smart TVs into Smart TVs**

Upgrade your non-smart TVs to better accommodate today's tech-centric, device-enabled guests. LG offers a Pro:Centric smart set-top box made specifically for the hospitality industry to enable advanced smart functionality and Pro:Idiom on non-smart TVs, including other manufacturers' commercial models.

### **Create Custom TV Content with Interactive Features**

LG's Pro:Centric Direct platform is based on HTML with a built-in UI design/editor that runs over an IP network. It helps hoteliers keep guests up to date on hotel activities, news, weather and other information through widgets that can be placed on the TV's home screen. Offering guests more services than ever before, the Pro:Centric Direct platform features an IP interface for two-way communication, enabling guests to:

- Place orders for room service
- Make appointments at the spa
- Interact with the concierge
- Review their portfolio and check out



# Service & Support

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Your hotel is all about service. It is built on service and you expect it from your partners. LG doesn't disappoint.

## **LG Five-Star Service**

LG's Five-Star Service is a free, specialized customer care program for hotels that ensures maximum uptime all the time. It provides a dedicated BSP (Business Solutions Partner) technician who will perform complimentary routine visits and complete necessary repairs to maintain product quality.

Benefits include:

- Routine visits and timely repairs
- Single point of contact – call your technician directly
- The technicians are specially trained to perform services in hotel environments
- Technician provides FTG (Free To Guest) software support
- New TV setup support
- Engineer visit for quality assurance
- Early detection of quality issues

## **Enhanced Service Plan (ESP)**

Available for purchase, LG's ESP protects your investment by adding extended service coverage (provided by LG) for LG commercial displays and hospitality TVs. The ESP offers various levels of service options to meet your needs.

Features include:

- Competitive ESP pricing
- Up to an extended 3 years of parts and labor protection available
- 24- or 48-hour Quick Swap (Advanced Exchange)
- No limitation on number of repairs and swaps
- LG-authorized service technicians
- Hassle-free shipping and handling
- White glove service with un/re-installation
- Service contract is fully transferrable within the United States



Pro:Centric® Smart Edge-lit LED IPTV with Integrated Pro:Idiom® and b-LAN™ - 49LX770H

TV Tuner Built-In Digital Signage - 42LX530S



Pro:Centric® Hospitality LED TV with Integrated Pro:Idiom® and b-LAN™ - 32LV570H

## Frequently Asked Questions

### What is the easiest way to set up and configure LG guest room TVs?

In a hotel, it's ideal to configure the TVs in every guest room exactly the same. This can be done via cloning the settings from one "master" TV to the others via USB flash drive, but the easiest and most efficient way is to use a centralized Pro:Centric server in the head end to push the settings out to all the TVs over the distribution network.

### What is your solution for offering Netflix in the guest rooms?

If the guest has a Netflix account, casting from their device to the TV has no security issues as nothing is stored on the TV or network. LG hospitality TVs enable display mirroring from Android devices.

### How can I enable screen casting from iOS and Android mobile devices?

Your systems integrator can provide a solution for Chrome casting from these devices using the LG Pro:Centric platform. Casting devices are plugged

into the TV and controlled via the third-party SI application to manage the guest experience. The SI will also provide the networking solution to support per-room VLAN per room so guests only access their own rooms' device.

### Are any updates performed on the TVs at the time of installation?

LG TVs feature a built-in EZ Manager which aids the installer with simple menus and steps to program a TV after the physical install. For smart TVs LG enables SIs to update TVs from a centralized server on the property so updates can be managed and inconveniencing guests, holding up room access or using excessive bandwidth can be avoided.

### Does LG offer a service for liquidating older TVs?

Yes. Your LG account manager can coordinate liquidation services through our certified hospitality partners that specialize in installing and also liquidating televisions.

# Conclusion

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When the goal is to provide a higher quality guest experience for tech-savvy travelers, it pays to partner with a brand that offers a total end-to-end solution, a vast selection of the latest products to suit any budget, and the flexibility to integrate with existing systems. From consultation and design to installation, integration, content creation/management and ongoing service/support, LG will be there for you, with a single point of contact to make your life significantly easier. **Let's work together.**



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# 2018 LG Guest Room Televisions

GUEST ROOM TVs	RECOMMENDED LG MODEL NUMBER & SCREEN SIZES	FEATURES & BENEFITS
<b>STANDARD SERIES PRO:CENTRIC "V"</b> Basic hospitality LED television for use in guest rooms. Designed for properties without Sonifi® technology.	LV560 Series 32, 40, 43, 49 & 55"	<ul style="list-style-type: none"> <li>• No <i>b</i>-LAN</li> <li>• One-pole swivel base stand</li> <li>• Has Pro:Idiom® and Pro:Centric®</li> <li>• RF / coax only</li> </ul>
<b>STANDARD TV w/<i>b</i>-LAN PRO:CENTRIC "V"</b> Basic hospitality LED television for use in guest rooms. Designed for Sonifi-equipped clients.	LV570 Series 32, 40, 43, 49, 55 & 65"	<ul style="list-style-type: none"> <li>• Includes <i>b</i>-LAN for Sonifi</li> <li>• One-pole swivel base stand</li> <li>• Has Pro:Idiom and Pro:Centric</li> <li>• RF / coax only</li> </ul>
<b>ENHANCED-PRO:CENTRIC "E"</b> Enhanced 4K UHD LED with HTML support	UV560H & UV570H Series 43, 49, 55 & 65"	<ul style="list-style-type: none"> <li>• Includes <i>b</i>-LAN for Sonifi (UV570H only)</li> <li>• One-pole swivel base stand</li> <li>• Has Pro:Idiom and Pro:Centric</li> <li>• Supports Pro:Centric Direct (HTML)</li> <li>• RF / coax only</li> </ul>
<b>BASIC PRO:CENTRIC SMART TVs</b> Cost-effective Smart TV (Wi-Fi) with FHD Resolution	LX774H Series 43, 49 & 55"	<ul style="list-style-type: none"> <li>• webOS 3.0 allows for multiple apps to be running at the same time</li> <li>• Includes <i>b</i>-LAN for Sonifi</li> <li>• One-pole swivel base stand</li> <li>• Has Pro:Idiom and Pro:Centric Smart</li> </ul>
<b>STANDARD 4K PRO:CENTRIC SMART TV</b> Smart TV (Wi-Fi) with 4K UHD Resolution No <i>b</i> -LAN connectivity	UW660H Series 43, 49, 55 & 65"	<ul style="list-style-type: none"> <li>• webOS 3.0 allows for multiple apps to be running at the same time</li> <li>• One-pole swivel base stand</li> <li>• Has Pro:Idiom and Pro:Centric Smart</li> </ul>
<b>UHD + EMBEDDED <i>b</i>-LAN PRO:CENTRIC SMART TVs</b> Top-of-the-line ULTRA-HD 4K Resolution Smart TV (Wi-Fi) with sleek look. Cinema bezel screen with enhanced audio.	UW970H Series 49, 55, 65 & 75"	<ul style="list-style-type: none"> <li>• webOS 3.0 allows for multiple apps to be running at the same time</li> <li>• Includes <i>b</i>-LAN for Sonifi</li> <li>• Has Pro:Idiom and Pro:Centric Smart</li> </ul>
<b>LG OLED TVs PRO:CENTRIC SMART</b> With cutting-edge LG OLED technology guests experience the pinnacle of picture quality and a revolutionary design.	EW960H Series 55 & 65"	<ul style="list-style-type: none"> <li>• Has Pro:Idiom and Pro:Centric Smart</li> <li>• webOS 3.0 allows for multiple apps to be running at the same time</li> <li>• 4K UHD LG OLED</li> </ul>
<b>LG OLED Wallpaper TV PRO:CENTRIC SMART</b> Razor-thin LG OLED TV incorporating Dolby Atmos® sound provides an unrivaled guest experience.	EV960H 65"	<ul style="list-style-type: none"> <li>• Has Pro:Idiom and Pro:Centric Smart</li> <li>• webOS 3.0 allows for multiple apps to be running at the same time</li> <li>• 4K UHD LG OLED</li> </ul>
<b>COMMERCIAL "LITE" TVs</b> Basic hospitality LED television designed for use in guestrooms for use with set-top boxes or where Pro:Idiom is not needed.	LV340H Series 32, 40, 43, 49 & 55"	Commercial televisions without Pro:Idiom and Pro:Centric and/or other hospitality-centric features

