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OUTLOOK IS **BRIGHT**

# Hospitality In-Room TVs Explained

AN LG WHITEPAPER FOR THE HOSPITALITY MARKET



## Introduction

Global travelers today look at hotels that feature the comforts of home - be it ordering food for delivery, planning activities according to the weather or watching the newest HD movie releases.

Hoteliers know that these amenities are of the essence to satisfy their guests, to entice them to repeat their visits and to build brand loyalty. They also realize these necessities can come at a price. Providing guests with an in-room TV with multi-functionality capabilities is not as simple as purchasing a TV off the shelf of an electronics retail store. Consumer TVs cannot be customized to deliver the hotel's branded messaging, personalized daily activity schedules or hotel amenities. They also do not have the proper security measures needed to protect both the guest and hotels on a daily basis. Hospitality TVs from LG come equipped to protect guests from a TV accidentally falling as well as protect hotels from malicious intent such as piracy of HD content or theft of an entire TV.

LG Electronics developed best-in-class encryption capabilities with built-in software that is entirely customizable to each hotelier. These capabilities protect against security concerns and are proven to be reliable.

This white paper will clearly outline the differences between consumer and hospitality TVs, explain common terminology and recommend models and screen sizes for different in-room locations.



## Time to Upgrade?

Is it time to upgrade your guest experience with the newest in-room TV technology? Have you looked at replacing these TVs and wondered why you couldn't just go to the biggest box retailer and get bulk pricing? There are a lot of big differences between consumer TVs and hospitality TVs other than price.

# LG Hospitality TVs have 120 Settings That Can be Accessed Remotely and Universally Changed Including:

- Configuring the “Start” or “Default” channel that displays as soon as the TV is turned on. Perfect to show the property’s personalized welcome message.
- Volume Limiter that sets start volume at power- up so the guests aren’t startled when they turn the TV on.
- Channel Labeling that labels channels with specific network names regardless of location in the USA.



# The Top 4 Differences Between Hospitality & Consumer TVs

## 1.

LG is superior is the industry leader in market share for one primary reason, Pro:Idiom®. Pro:Idiom is LG's leading built-in digital encryption capability designed and developed by LG's research lab Zenith Electronics. This feature is the industry's proven single best way to receive all types of premium HD content such as ESPN, CNN, Discovery Channel, as well as early release video on demand while protecting against piracy. Local stations broadcasting HD are not encrypted when received by an external antenna, but many content providers provide these services as part of a larger offering and require encryption. Consumer TVs do not support content provider protection technology like Pro:Idiom and require the extra cost and complexity of an added cable/satellite box per unit to receive these services.

## 2.

LG's hospitality TVs come with a 2-year on-site warranty service while most consumer TVs only have a 1-year parts and 90-day labor warranty that can only be serviced by an authorized provider. Along with the inconvenience of not having the technician come to your location, the repair schedule is up to the service provider. Hoteliers that expect to give every guest 5-star service will find themselves in a difficult situation knowing that the room cannot be reserved without a TV.

## 3.

Physical security is a significant concern for hotels - not only for their guests but also their property. LG's hospitality TVs include anti-theft systems such as a built-in Kensington Slot cable system; a credenza hole that locks the TV stand to the furniture; a lock-down plate that secures the TV firmly to the stand using included anti-theft mounting hardware and Key Lock to prevent guests from accessing the TV menu where picture settings can be disturbed. Consumer TVs do not have a menu lock-out feature or lock-down mechanisms included in the purchase, upping the chances for theft or accidental tipping of the TV resulting in injuries.

## 4.

Imagine managing the set-up of hundreds of consumer TVs for an entire property. Hospitality TVs support customizable configuration settings to support the broad range of content providers and entertainment delivery systems that exist in the hospitality market. They have the ability to adjust more than 120 different settings and quickly apply these adjustments to other televisions using a process referred to as "cloning." Consumer televisions don't have the ability to support the cloning of customized settings, and the cost of individually adjusting each TV is staggering. LG's hospitality TV's have a remote management system called Pro:Centric, which can update all the TV settings and software from one central location without room or even property visits.

## Pro:Idiom®

Is the industry standard for digital encryption to protect hotels from piracy and security risks for HD content. With Pro:Idiom built right into Hospitality TVs, external set top boxes are not required in order to receive scrambled HD premium programming (such as ESPN, CNN, Discovery Channel, etc.) provided the content provider is pushing out Pro:Idiom encrypted content. Note: Local stations broadcasting in HD are not encrypted without a TV.

## Pro:Centric®

Embedded applications platform which allows hoteliers to offer services such as interactive electronic program guide (EPG); customizable electronic billboards; local weather and area attractions as well as customized welcome messaging for each guest and secure access to the top streaming video providers.

## b-LAN

Backchannel Local Area Network is specific to Sonifi and is the same technology used to communicate with the head-end system found on old terminal cards (LMT-7Z9) but is now embedded into a chip inside hospitality TVs.

## HDMI

High Definition Multimedia Interface (HDMI) carries both audio and video capabilities for HD content.

## IP

Internet Protocol Method of delivering content over CAT 5 / 6 wiring.

## OLED

Organic Light Emitting Diode (OLED) is the newest in display technology. With organic materials that produce its own light and remove the need for a backlight, OLED technology is more efficient than LED.

## LED

Light Emitting Diode. Back-lit LEDs are sometimes referred to as THICK LEDs, while edge-lit LEDs are called THIN LEDs.

## MPEG4

Motion Picture Expert Group (version 4). Think of MPEG as a form of digital compression used by the satellite providers (most cable companies use MPEG2).

## VESA

Video Equipment Standards Association (used for mounting purposes).



## Recommended LG Models

GUESTROOM TV	RECOMMENDED LG MODEL NUMBER AND SCREEN SIZES	NOTES
LG OLED Wallpaper Ultra HD SMART TV with 60W sound bar	65WU960H 65"	<ul style="list-style-type: none"> <li>* Wallpaper-thin OLED TV is less than one-quarter inch thick</li> <li>* 4.2-channel 60W sound bar with Dolby Atmos™ surround</li> <li>* 4K UHD Organic LED display with infinite dynamic contrast</li> <li>* Pro:Centric® SMART technology</li> <li>* Pro:Centric® Direct Application</li> <li>* Pro:Idiom® Digital Rights Management</li> </ul>
LG OLED Ultra HD SMART TV	EU960H series 77", 65", 55"	<ul style="list-style-type: none"> <li>* 4K UHD Organic LED display with infinite dynamic contrast</li> <li>* Dolby Atmos™ surround experience</li> <li>* Sleek and stylish curved base stand</li> <li>* Pro:Centric® SMART technology</li> <li>* Pro:Centric® Direct Application</li> <li>* Pro:Idiom® Digital Rights Management</li> </ul>
Premium Ultra HD SMART TV	UU770H series 75", 65", 55", 49"  UT670H series 55", 49", 43"	<ul style="list-style-type: none"> <li>* 4K UHD display</li> <li>* Versatile Swivel Stand (UU770H series only)</li> <li>* SoftAP and Embedded b-LAN</li> <li>* Pro:Centric® SMART technology</li> <li>* Pro:Centric® Direct Application</li> <li>* Pro:Idiom® Digital Rights Management</li> </ul>
Enhanced Hospitality Ultra HD TV	UT570H series 65", 55", 49", 43"  UV560H series 65", 55", 49", 43"	<ul style="list-style-type: none"> <li>* 4K UHD display</li> <li>* 4K upscaler - upgrades FHD content to 4K</li> <li>* Embedded b-LAN (UU570H series only)</li> <li>* Pro:Centric® Direct Application</li> <li>* Pro:Idiom® Digital Rights Management</li> </ul>
Commercial Ultra HD TV	UV340H series 65", 55", 49", 43"	<ul style="list-style-type: none"> <li>* 4K Ultra HD display</li> <li>* Commercial Grade Stand (55", 49", 43" only)</li> <li>* IR Pass Through and Control with "Instant On"</li> <li>* HDR10 (High Dynamic Range)</li> </ul>
Commercial Full HD TV	LT340H series 49", 43", 32"	<ul style="list-style-type: none"> <li>* Public Display Mode</li> <li>* IR Pass Through and Control</li> <li>* Commercial Swivel Stand</li> <li>* USB Cloning &amp; USB Auto Playback+</li> </ul>



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