

Five Questions Every Senior Living Facility Should Ask About Resident-Room TVs



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INTRODUCTION

The new generation of seniors has become more tech savvy and most all are familiar with computers, the Internet and smartphones. In senior living facilities, we're seeing a shift from the "old folks' home" of yesterday to a revitalized active aging living community that accommodates a more youthful and engaged audience. Today's seniors are more than ready to take advantage of the features of an advanced commercial-grade HDTV.

A successful commercial-grade television in senior living communities has one of the most positive impacts to resident satisfaction the community can provide. A Smart TV can engage residents with reminders of social activities, medications and fitness, and provide entertainment.

Technologies and features, installation, maintenance and support are all major concerns when purchasing TVs for senior living facilities. But not having technical expertise can sometimes lead to shying away from asking the questions or realizing the benefits and cost savings. The good news is LG can make things easy. Here are the answers to five questions important to senior living communities.



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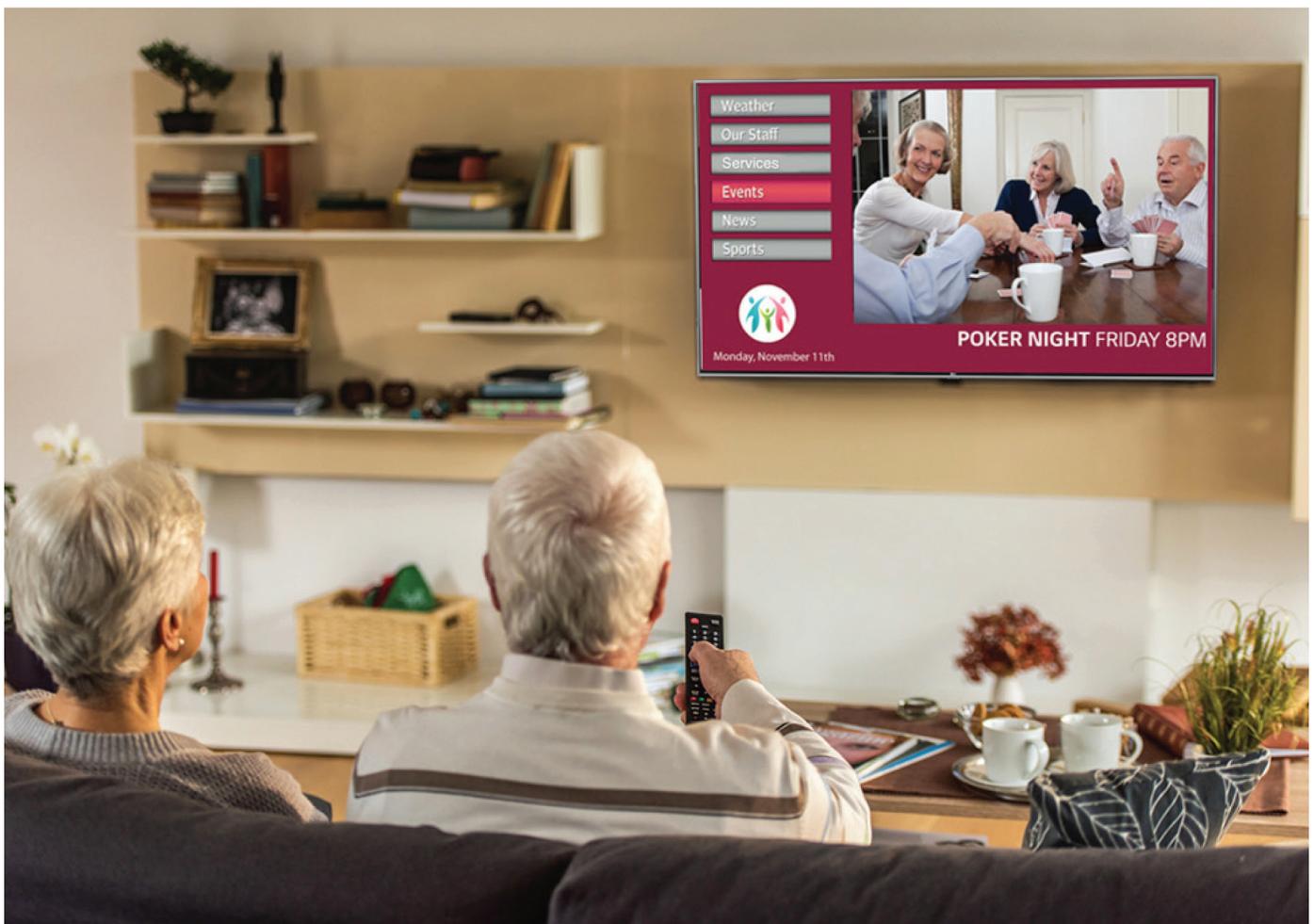
What Types of TVs for Senior Living Facilities Are There and What Does LG Offer?

LG is the industry leader in commercial-grade hospitality/healthcare TVs built for use in senior living facilities and resident rooms. We provide an expansive range of models to offer the facility maximum options to match all budgets—from basic, small screen size Full HD commercial televisions, up to 75-inch 4K ultra-slim integrated smart TVs.

LG's cost-effective Pro:Centric® TVs offer facilities a wide variety of LED screen sizes (32" to 65") in FHD and UHD display resolutions. These TVs support the Pro:Centric

system, which can display a fully interactive EPG (Electronic Programming Guide) to enable residents to easily find their favorite TV programs, facility activities, menus and much more, along with remote TV configuration and programming management to minimize support costs for the facility.

For facilities where design and features are more important and residents are offered fully interactive entertainment systems, and IPTV, the ideal choice would be LG's Pro:Centric smart TV models supporting third-





party system provider applications (without the need for external hardware), embedded smart apps and device pairing. LG offers three tiers of smart IPTV models to provide the facility a range of options with UHD HDR (high dynamic range) screens, LED or LG OLED display panels, and slim ‘high-end,’ ultra-slim or wallpaper cabinet design packages. Smart IPTVs offer a lower total cost of ownership compared to the two-piece set-top box alternatives and only require two connections in the room – power and Cat 6 cables.

Please refer to the back page/appendix for a summary of LG’s hospitality/healthcare TV model series and their applications.

Also, LG offers a Pro:Centric smart set-top box made specifically for the hospitality/healthcare industry to enable smart functionality on non-smart TVs, including other manufacturers’ commercial models. Facilities now have the ability to very economically upgrade their non-smart TVs to better accommodate today’s device-enabled residents with integrated entertainment applications available from LG’s wide variety of systems integrator partners.

Note that some facilities have found out the hard way that consumer-grade televisions are not the right choice for their communities. Consumer TVs do not offer the features required for HD channel compatibility, easy installation and maintenance, and optimum performance within the resident rooms and overall facility.

LG Hospitality/Healthcare TV Benefits

LG hospitality/healthcare TVs include Pro:Idiom® digital decryption, eliminating the need for a cable/satellite box to view premium High Definition channel content. The TVs also include a variety of anti-theft systems for secure mounting and offer the ability to set-up all TVs at once via LG’s Pro:Centric server.

LG hospitality/healthcare TVs offer big benefits to systems integrators in that one software line of code works on all products—no need to maintain different lines of codes. LG’s systems integrator partners verify that their software works on the latest LG hospitality/healthcare TVs prior to production release, and the new TVs are backwards compatible to work with legacy products the facility may be currently using.

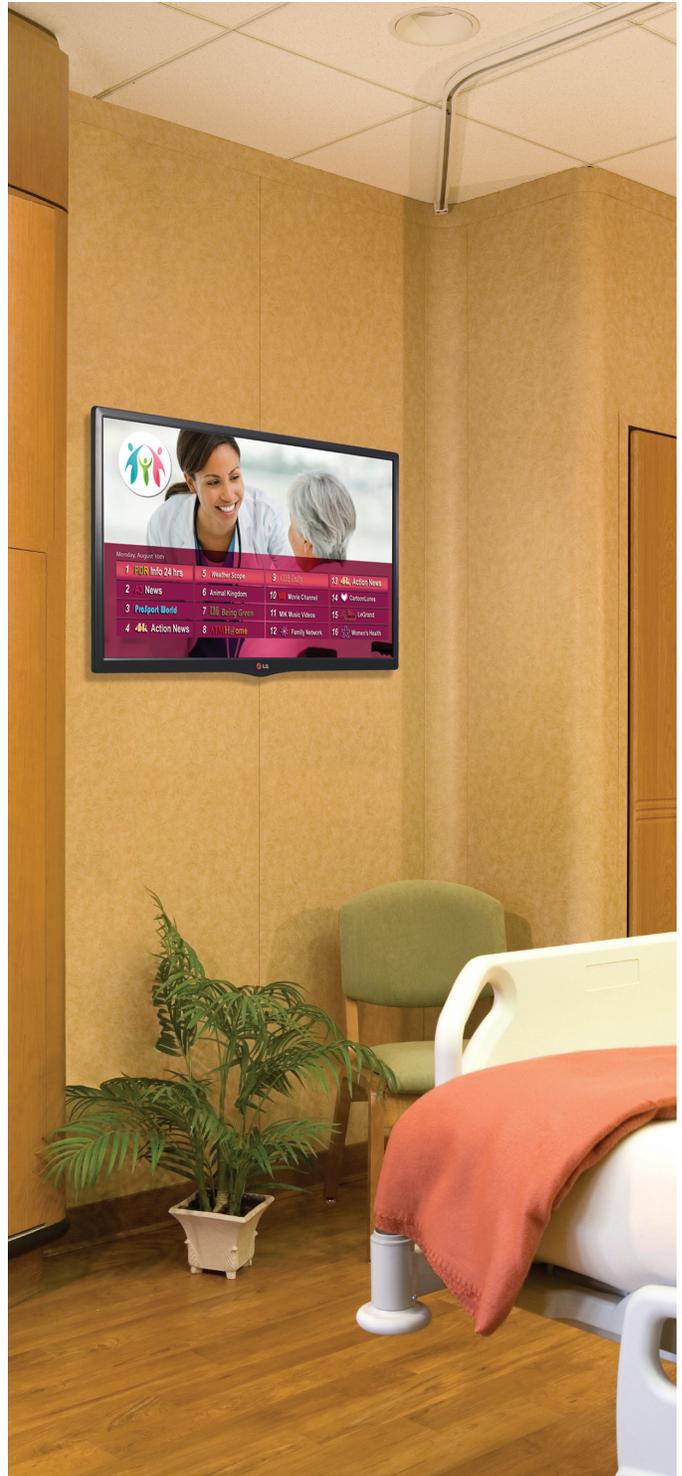
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What Is Required to Install and Maintain LG TVs in LTC and Senior Living Facilities?

Typically, senior housing facilities do not have staff assigned for managing televisions, so it is very important to have highly reliable product backed up by strong support for when/if things do go wrong, and the tools built into the television to make tasks simple and efficient. With LG hospitality/healthcare TVs, installation and maintenance are both simple and efficient when using LG's Pro:Centric server installed at the facility's head end equipment room. LG provides the necessary tools and technical training to third-party installers and integrators, so that they have the skills to directly support the facility - hundreds of TVs can be installed in a matter of days, and post-installation changes and maintenance can be made remotely from the server via the cloud and sent to the TVs automatically without disturbing the staff and residents.

It's ideal to configure the TVs in every room exactly the same. This can be done by cloning the settings from one TV to the others via a USB flash drive, but the more 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 (coax) network.

Content providers may change their channel line-ups from time to time, so to avoid having blank channels, the TVs must be reprogrammed with the new channel map. When the TV is turned off, it downloads the updated settings in a couple of minutes and it's done. With LG Pro:Centric, it really is that simple and a significant cost savings over time.



What Capabilities Does LG's New Pro:Centric Direct Provide?

LG recently introduced its new HTML version of the Pro:Centric system, called Pro:Centric "Direct." Pro:Centric Direct enhances the residents' experience on their in-room TV. Residents are presented with a branded user interface on the television and can view digital information on amenities such as restaurants, pubs, fitness centers and activities; check on the daily weather or use the interactive EPG to select their favorite sitcom or find the premium movie channels.

Residents can also access their favorite applications such as Netflix, HULU and Crackle via the smart TV, or connect their mobile device for screen sharing and playing audio files.

For systems integrators, Pro:Centric Direct offers a comprehensive HTML UI (User Interface) Editor, along with customizable widgets and multiple theme templates for creating a unique resident-user experience and express the facility's brand identity and individuality.

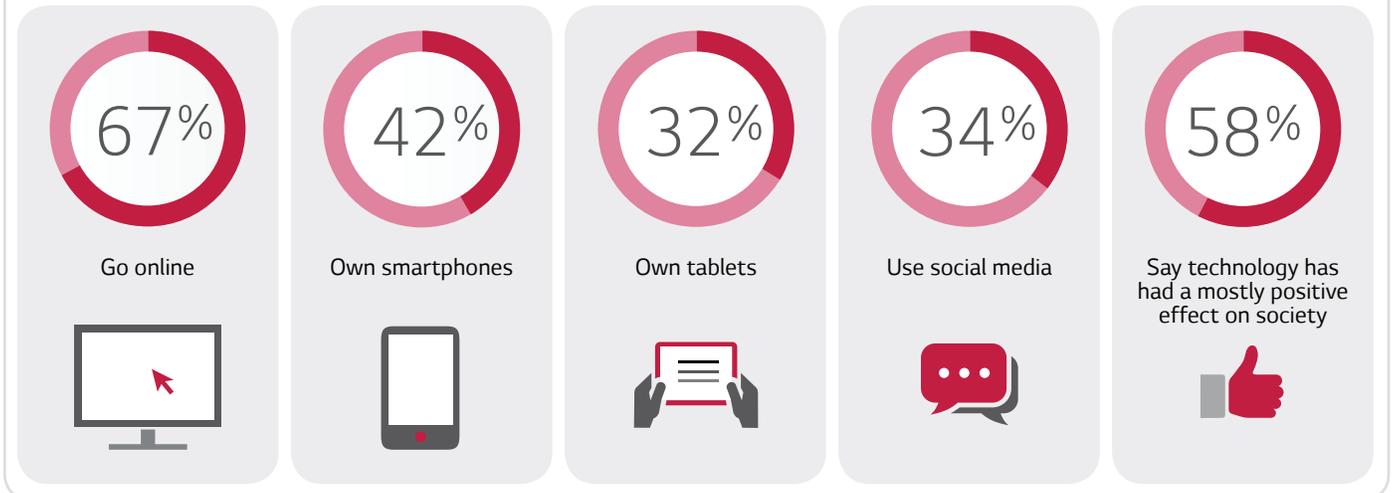
Pro:Centric Direct supports IP networks for two-way communications, enabling interactive offerings for the resident such as booking salon services and other appointments, signing up for recreational activities, scheduling special assistance, chauffeured transportation and more, all from the comfort of their room using their LG TV. In addition, ticker messaging and individual or group messages can be sent to the resident's TV.

LG Is an Innovator, Not a Follower.

- LG's Pro:Idiom is a leading hospitality industry technology for digital decryption of TV and VOD signals.
- Pro:Centric and Pro:Centric Direct are LG exclusives.
- LG introduced the world's first OLED hospitality grade television with the EW960H 55/65" Pro:Centric smart IPTV. LG OLED is renowned for perfect black, intense color and infinite contrast - the pinnacle of picture quality.
- LG developed the MPEG 4 QAM tuner, an industry standard for commercial TVs. When used with Pro:Idiom it enables the TVs to receive and decode the encrypted channels without a cable or satellite box.
- LG's IPS (In-Plane Switching) LCD screen technology provides an ultra-wide angle of view where the picture can be seen without color and brightness degradation.

Senior Statistics

Today's senior citizens (65+)*



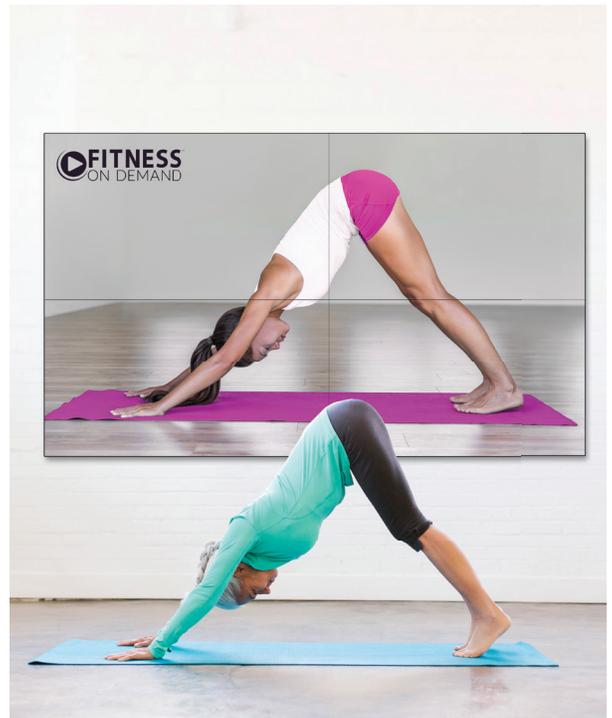
*Pew Research Center 2017

LG and Senior Fitness

Exercise is vital for seniors, and as little as 15 minutes per day of moderately heart-pumping exercise can be very beneficial. About 30 minutes is an official target, in addition to at least two sessions per week of muscle-strengthening activity.

LG is partnered with Fitness on Demand™, a leading delivery platform of hundreds of premium virtual fitness classes, to help make this easy for senior living facilities. The programs are shown on LG hospitality/healthcare TVs, digital signage or video walls, depending on fitness center size. A senior living facility's fitness director can select programs that are challenging enough for active older adults while offering levels that are safe enough for everyone.

The LG/Fitness on Demand solution enables senior living facilities to offer fitness classes 24/7, to better accommodate a diverse community of seniors and enable them to work out and enjoy life on their own schedule.



4

What Do Facilities Need for the Public Areas: TVs or Digital Signage?

We always recommend commercial-grade digital signage displays for public areas. These displays are engineered for durability in demanding environments and long hours of operation, with expandability and integration options, wide viewing angles, tamper-resistant control locks, touchscreen capabilities and horizontal or vertical mounting.

Unlike the resident-room TVs, digital signage typically would not be run on the Pro:Centric server. Instead, it can run on LG's webOS™ for Signage platform. WebOS for Signage is a web-based platform that enables high-quality content creation and remote management, while eliminating the need for media players and onsite servers. With webOS for Signage all you need is an Internet connection.

LG and its partners can provide service and support to ensure a seamless digital signage deployment, and we offer a vast array of commercial displays to accommodate any need.

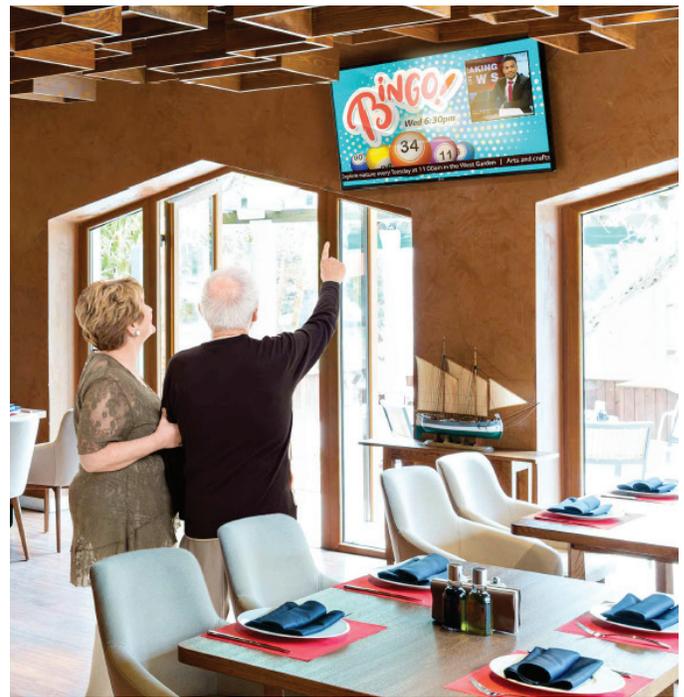
Single displays, available in sizes up to 98-inches, are being used for wayfinding, news and community information, entertaining content, emergency notifications, hobby videos and mind/body enrichment classes, menu boards, information about the facility, promotion of amenities and special events, and as advertising for local attractions.

Multi-screen video walls are often used for live TV and movies in dining halls and lounge areas, virtual workout instruction in fitness centers, conference room presentations and even as digital art to beautify lobbies and other public areas.



SuperSign® TV displays are often used in cafes, restaurants and pubs. These displays have built-in TV tuners and include LG's SuperSign software with 74 content templates as well as a blank slate. The SuperSign platform is typically used for static information, such as a menu that can be integrated into a live TV feed.

For higher-end facilities, LG stands head and shoulders above the rest with the revolutionary LG OLED curved, dual-sided and Wallpaper displays, Ultra Stretch wide-format LCD displays, and transparent LED film. These jaw-dropping displays can blend into the environment or transform it in ways never before possible, to set the brand apart from the competition.



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What Kind of Service and Support Does LG Offer Facilities?

We believe the best TVs and digital signage should have the best support. And LG's Five-Star Service program doesn't disappoint. LG's Five-Star Service program covers major metropolitan areas and provides the facility with a dedicated LG-employed technician as a single point of contact. LG is the only commercial display manufacturer that has factory-authorized/certified commercial technicians out in the field; and the company's RTAT (repair turnaround time) continues to be under three days. What's more, LG is the only company for TVs and digital signage that offers preventive maintenance service where the technician will make routine visits to the facility to greet the staff, answer questions, check product performance and do whatever is required to maintain product quality.

As a backup, LG offers a 1-800 service number in the event the technician is completely booked or the facility is outside the Five-Star Service area. In that case the local or regional authorized LG service center will dispatch a technician, coordinated with LG's warranty division. If the

job calls for a warranty replacement, LG provides a timely turnaround. We also support out-of-warranty service at a \$150 flat rate for most model series and repairs (exclusion for panel replacement), offering accurate diagnosis, 90-day warranty on parts and labor, and original LG parts.

LG's Five-Star Service program covers LG hospitality/healthcare TVs plus digital signage displays, as well as LG commercial air conditioning and LG kitchen appliances in the facility.



Conclusion

Regardless of their size, senior living and LTC facilities can benefit greatly from the latest LG hospitality/healthcare televisions and digital signage. We've started the conversation with this eBook, but let's continue it. Give us a call and we will evaluate your needs and create a solution that will bring a high return on investment with a low total cost of ownership. Best of all, we guarantee easy installation, integration and management, plus comprehensive support in ways no other manufacturer can. **Just Picture It.**

Let's work together to create amazing experiences for seniors.

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2018 LG Senior Living/LTC Televisions

TVs	RECOMMENDED LG MODEL NUMBER & SCREEN SIZES	FEATURES & BENEFITS
STANDARD SERIES PRO:CENTRIC "V" Basic hospitality/healthcare LED television for use in resident rooms. Designed for facilities without Sonifi® technology.	LV560H Series 32, 40, 43, 49 & 55"	<ul style="list-style-type: none"> • No <i>b</i>-LAN • One-pole swivel base stand • Has Pro:Idiom® and Pro:Centric® • RF/coax only
HOSPITAL GRADE PRO:CENTRIC TVs FHD TVs designed specifically for the healthcare industry. Convenient for patients and hospital staff.	LV570M Series 24, 28, 32 & 43"	<ul style="list-style-type: none"> • Safe and convenient usage • UL Hospital Grade Listed • Has Pro:Idiom and Pro:Centric • Easy management
HOSPITAL GRADE PRO:CENTRIC SMART TVs Smart TVs designed specifically for the healthcare industry. Convenient for patients and hospital staff.	LV760M Series 24, 28 & 32"	<ul style="list-style-type: none"> • Safe and convenient usage • UL Hospital Grade Listed • Has Pro:Idiom and Pro:Centric • Smart Share & Wi-Fi Built In
BASIC PRO:CENTRIC SMART TVs Cost-effective Smart TV (Wi-Fi) with FHD Resolution	LX774H Series 43, 49 & 55"	<ul style="list-style-type: none"> • webOS 3.0 allows for multiple apps to be running at the same time • Includes <i>b</i>-LAN for Sonifi • One-pole swivel base stand • Has Pro:Idiom and Pro:Centric Smart
COMMERCIAL "LITE" TVs Basic hospitality/healthcare LED television designed for use in resident rooms 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/healthcare-centric features

