



Guest-Centric Digital Displays for Hospitality

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The selection and design of digital displays and TVs for hotels and hospitality spaces involves much more than choosing flat-panel TVs for hotel guest rooms. You can now transform the passive guest experience into an engaged one in all parts of the venue.

The hospitality industry is ramping up display technology for the guest room. But if your hotel or hospitality venue is not putting sophisticated new display technology into lobbies, meeting spaces, exercise rooms, restaurants, and outdoor spaces, you might be falling behind. New technology tools now empower custom content, digital displays, and video walls for public spaces that transform the customer experience from that of a passive guest to that of an engaged customer—wherever they circulate in your venue.

MAKING THE GUEST FEEL BOTH AT HOME, AND EMPOWERED

Today's hospitality spaces in hotels and casinos employ technologies that enable engagement with the guest in more areas—both indoors and outdoors—than was possible just a few years ago. Including:

- Virtual concierge services

- Entrance and lobby area messaging
- Wayfinding displays
- Reader boards for special events such as conferences, weddings, and banquets
- Fitness rooms that feature digital display technology and interactive content that allow guests to engage with digital content, including fitness/exercise classes
- Restaurant displays—for ambience as well as digital menu boards
- Infotainment and advertising displays
- Outdoor displays in spaces such as pool areas, valet parking areas, and more
- Displays on casino floors.

Best practices for transforming all of these public spaces in hotels, casinos, convention centers, and other hospitality venues include architectural blending of display and digital content technology with hotel décor, transforming dated gyms into modern workout centers that excite and engage, and designing with displays that bring new form factor possibilities.





“One of the most exciting developments in hotel technology for the guest is what we see being put into fitness centers today,” says Chris Barton, National Account Manager, Hospitality Sales at LG Electronics. “Guests on both business and leisure travel now want the kind of state-of-the-art fitness/exercise rooms they have with their club membership at home—not some outdated fitness room stuck in a corner with no interactive technology. LG’s solution, working with an industry leader in content, Fitness On Demand, is a good example of that. Fitness On Demand has an app that is embedded in LG displays. So you can use an LG display starting at 65-inches, up to a large 3x3 video wall. And with LG’s webOS, the hotel does not need a lot of hardware because the media player is embedded in the display.”

Another strong trend in hospitality is architectural blending of display and digital content technology with hotel décor. Digital displays such as the new LG 86-inch Ultra Stretch Display enable you to do messaging in “line of sight.” With these kinds of digital displays, people can now interact with the content and walk

through it and around it—so, instead of being an intrusion, it becomes an integral and attractive part of the space and environment.

“At the Marriott Charlotte City Center, the public spaces of the hotel are being completely redeveloped—not just with line-of-sight, architecturally friendly solutions, but also with the design of public gathering spots that recreate the informal, ‘kitchen feel’ of home,” says Jake Benner, LG Electronics Senior National Accounts Manager, Hospitality Sales. “The hotel is spec’ing in new-generation OLED screens to accomplish that. And to blend digital content into the architecture so it doesn’t feel intrusive to the guests, the LG Stretch is being used by Marriott New York Marquis, who will install the displays in their lobbies in 2017. The ‘Stretch’ display from LG is a new form factor—it’s a very long, stretched form factor that can be used horizontally or vertically, not a typical screen ‘box’—and this is about using displays as architecture, not just as signs. It frees up the venue to really think outside the box, to engage guests, and to get them more involved in all parts of the venue.”

LG SOLUTIONS

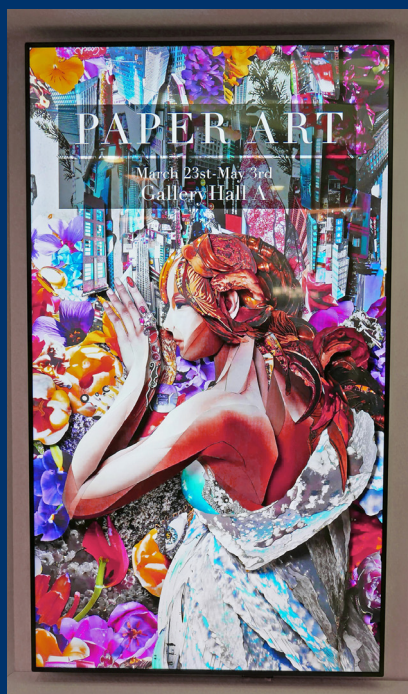
LG's industry-leading guest-centric display solutions go far beyond LG's industry-leading Pro:Centric interactive TV platform for guest rooms. Complementing its in-room solutions, LG offers a range of displays ideal for public spaces within the hotel such as lobbies, fitness centers, restaurants, meeting spaces, and outdoor areas. LG's digital signage and video wall displays offer visually stunning communication platforms that are easily installed, managed, and maintained.

LG can extend the product life cycle for its hospitality industry customers, working closely with hotel owners to install individual products that are backwards-compatible with existing infrastructures. Given the rapid-fire speed at which technology evolves, constant installation and renovation are often cost-prohibitive for hoteliers. However, by working within a framework in which hotel owners can customize installations based on property needs, LG is able to serve as a collaborative partner and keep the owner's end goal at the forefront.

Bringing the home entertainment experience to the hotel room, LG's hospitality products provide entertainment on a par with personal devices, allowing guests to view preferred content from streaming partners. And interactive public displays that communicate important information and hotel features also greet guests, eliminating wait time and enhancing the overall guest experience. This range of displays suited for public spaces complements LG's in-room solutions. LG's largest digital signage display, the 98-inch class (98.0 inches measured diagonally) 98LS95A, exemplifies LG's leadership in 4K Ultra HD display technology. This display is designed to

delight guests through an interactive and fully immersive experience. Perfect for hotel lobbies, retail environments, and video walls, LG's LV75A and LV77A displays, with their slim bezel, offer a visually stunning communication platform that is easily installed, managed, and maintained.

LG Electronics USA has also introduced OLED displays—an exciting new option for public display. The groundbreaking versatility of these displays is quickly changing the ways digital displays can be employed, providing absolute freedom from having to mount them on a wall. With their sleek, pencil-thin design, they can be customized into curved, concave, or convex forms to create display arrays that can also serve as primary architectural design elements within the space itself.



The LG 98LS95A 98" Ultra HD Display

For full descriptions of all of LG's offerings for transforming the hospitality space, go to: <http://www.lg.com/us/commercial/display-solutions/hospitality>

For the highlights of LG's new OLED offerings—the newest and most dynamic digital palette for the public space, go to: <http://www.lg.com/us/commercial/oled>

For a video of Fitness On Demand™, a smart fitness kiosk that provides world-class fitness programming, by schedule or on-demand, to reinvent your hotel fitness center, go to: https://youtu.be/_yRT8LJze3k

