

# LG's "Over The Top"

Smart Applications



Images are simulated.

**LG Pro:Centric<sup>®</sup> SMART**



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## OTT Smart Applications for Commercial Use




































































LGE supports a number of “Over The Top” or internet based applications on its Commercial Pro:Centric Smart TV Platform (HTML/Web OS). These are made available to LG’s customers (hotel properties) via its System Integrator (SI) partners who are responsible for delivering and supporting the end solution containing these applications to their hotelier customers.

The business terms for using these applications varies by Content Provider and type of service offered – some are free to use, others require guest or property subscriptions. This document describes all of the

available applications and the basic license requirements for both hotelier customers and SI partners to help them choose which applications they would like to offer the guest and the necessary business/licensing terms.

The following applications are supported on the LG Pro:Centric Smart Platform and listed by category of service. Note, that not all apps are available on every model, but as a ‘rule of thumb,’ all television models support the same apps if they are the same version of Web OS.

# OTT Smart Applications for Commercial Use

INFORMATION APPS		
	AccuWeather is a free weather forecasting service and is an embedded app available to all without any licensing restrictions.	 
	Google Maps is a map and location service, is an embedded app available to all without any licensing restrictions. [Being removed from latest models and software versions].	 
	Web Browser – LG offers a web browser service on the platform for guest use and is free to use without restriction. Browser History is cleared from the television under SI control.	 
	Free USA Today news app	 
	Free European new apps.	 
OTT VIDEO APPS		
	Korean English News and K-Pop channel. Free to all, no license restrictions and no account required.	 
	YouTube video service is an embedded app which is available to all without any licensing restrictions.	 
	The app provides a version of the YouTube service oriented towards children and is available as a free embedded app.	 
	HBO GO is available as a free embedded app to properties that subscribe to the HBO premium TV channel package. No guest sign-up or account is required on the TV and guests can access to all the HBO library. The hotel brand is required to contract with HBO.	 
	Hulu is available as a free embedded app to all properties without restriction in the U.S. only. The guest is required to have a Hulu account or they can sign up for a Free Trial period. The SI is responsible for guests' credential clearance via the PMS interface check in/out notification or hcac call.	  
	Crackle is an Ad-based free service offered by Sony Studios and is available as a free embedded app to all properties without restriction in the U.S. only. No guest login credentials are required.	 
	Netflix is available as a free embedded app to Marriott branded properties only on the STB-5500. In addition, two Netflix-selected SIs have access to the app outside of the Marriott brand (globally) on the STB-5500 and specific Web OS 3.5 IPTV models. The guest is required to have a Netflix account or they can sign up for a Free Trial period. The SI is responsible for guests' credential clearance via the PMS interface check in/out notification or hcac call and meeting the Netflix-specific requirements for data collection and reporting, branding, logo placement, and remote control launch button.	  
	Filmbox Live is an embedded video app offering live feeds of its TV channels and instant access to its on-demand catalogue. Guest subscription account required and is a paid service.	 
	SONIFI In Theater Movies App – SONIFI's robust Video On Demand library is now available as an app for your iTV platform. The guest accesses the In Theater Movies App via the in-room TV and requires a valid credit card on file with the hotel - which is verified through the PMS interface. Revenue earned through purchases are shared between SONIFI and the hotel property. Other SI's can license this App through SONIFI by contacting Matt Coplan at 605-988-1768 or at MCoplan@sonifi.com	  
	Showtime is available as a free web app to hotel brands that subscribe to the Showtime App service. No guest sign-up or account is required and guests can enjoy free instant access to stream an extensive collection of content. The hotel brand is required to contract with Showtime.	 
	Rent or buy movies to watch on your in-room TV. Stream new releases and favorite movies. Embedded App that requires guest account. The SI is responsible for guests' credential clearance via the PMS interface check in/out notification or hcac call.	  
MUSIC STREAMING APPS		
	Pandora is a free, personalized internet radio/music web app. Guest needs to access their account, so credential clearance is required. SI is required to license the app direct with Pandora and will be assigned a unique URL for their use.	  
	iHeart Radio is a free audio streaming service and is a web app requiring URL launch via hcac and embedded browser. No special license terms are required, free for all.	 
	Deezer is an Internet-based music streaming service and an embedded app. Guests can sign up to a free account and there are premium paid services available also. Credential clearance required.	  
GAME APPS		
	- 2048, Genius Memory, 4 in a row, Balda, Parking Panic - Only offered on WebOS 4.0 models.	 
OTHER		
	With FitnessOnDemand, guests' can instantly stream hundreds of premium fitness videos from the comfort of their room, choosing from on-trend workout options featuring the leading fitness brands and formats including yoga, cardio, strength, HIIT and more – all requiring no equipment.	  

There are two types of applications available on LG's platform - either "Embedded" apps or "Web" apps. Embedded Apps are what ships with the TV/STB and the app is developed by LG and the CP to reside on the TV and be launched via a third party SI Partner Entertainment System App. Web Apps are where the app resides in the cloud or internet, and the TV launches a browser to a predefined URL with associated security credentials to access the service.

OTT Apps can be accessed and launched by a guest within LG's Pro:Centric Application GUI assuming the server is licensed and configured correctly. Also, third party SI Partner Apps can launch the embedded apps via a menu placement within their user interface, which initiates the launch via the Pro:Centric hcap API (Application Program Interface). The SI can select which apps are enabled or not (on behalf of the hotelier) via the Pro:Centric Admin Client or API.

If an App requires entering of personal credentials of a guests' account (e.g. HULU, Netflix) the TV will erase these at power-off along with any browser history.

Alternatively, where an SI has a Property Management System (PMS) interface, this can be overridden and a check in/out event can be used to clear the credentials - meaning the TV will retain the guests' credentials during the period of their stay.

LG always recommends an SI is used by the hotel to manage the deployment, presentation and support of OTT Apps as they have the resources and technical skill to address issues such as network bandwidth provisioning, PMS interfacing, IP networking, television programming, application management and support. In addition, they will have the necessary business terms or License Agreements in place with LG.

All of the Applications supported on LG's Platform are licensed and certified for use in a commercial hospitality environment, e.g. in a hotel room and operating on either an LG smart TV or STB Pro:Centric platform.