

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 build brand loyalty. But they also realize these necessities can come at a price. Providing in-room entertainment and multi-functionality from a TV is not as easy as purchasing a TV off the shelf of an electronics retail store. These consumer TVs do not have the security needed to protect the guest from a TV accidentally falling resulting in injury, or malicious intent such as piracy of HD content or even theft of the TV. Even so-called SMART TVs offered in the consumer sector cannot be customized to deliver the hotel's branded messaging, personalized daily activity schedules or other hotel amenities.

LG Electronics developed best-in-class encryption capabilities into their Hospitality TV's that protect against these concerns, are proven to be reliable, and have built-in software that is entirely customizable to the hotelier.

This white paper will go over 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 guests' experience to the newest in-room TV technologies? Have you looked at replacing these TVs and wondered why you just couldn't go to the biggest box retailer and get bulk pricing? What you need to know is there is a big difference between consumer TVs and hospitality TVs than price.





CNN

ESPN.com

Discovery
CHANNEL™

The Top 4 Differences Between Hospitality & Consumer TVs

1. LG is superior to every other hospitality TV manufacturer and is the industry leader in market share for a 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, proven in the industry as the single best way to receive all types of premium HD content such as ESPN, CNN, Discovery Channel, as well as early release window video on demand. 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. Consumer models have a 1-year parts and 90-day labor warranty, and you have to take the unit to a service provider authorized by the manufacturer. 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 be 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 their property. LG's hospitality TVs includes 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 and have no 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 what could be hundreds of consumer TVs for the entire property. Hospitality TVs support customizable configuration settings to enable them 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 then quickly apply these to other televisions using a process referred to in the industry as "cloning". Consumer televisions don't have the ability to support cloning of customized settings and the cost of individually adjusting each TV along with trying to time when to do this as not to interrupt a guest's stay 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 visits or even visiting the property.





Some of the 120 different features that can be accessed remotely and universally changed are:

- a. Configuring the "Start" or "Default" channel that displays as soon as the TV is turned on in the room. Perfect to show the properties personalized welcome message.
- b. Volume Limiter that sets start volume at power-up as not to startle the guest when they turn the TV on.
- c. Channel Labeling that labels channels with specific network names regardless of location in the USA.



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"> * Wallpaper-thin OLED TV is less than one-quarter inch thick * 4.2-channel 60W sound bar with Dolby Atmos™ surround * 4K UHD Organic LED display with infinite dynamic contrast * Pro:Centric® SMART technology * Pro:Centric® Direct Application * Pro:Idiom® Digital Rights Management
LG OLED Ultra HD SMART TV	EU960H series 77", 65", 55"	<ul style="list-style-type: none"> * 4K UHD Organic LED display with infinite dynamic contrast * Dolby Atmos™ surround experience * Sleek and stylish curved base stand * Pro:Centric® SMART technology * Pro:Centric® Direct Application * Pro:Idiom® Digital Rights Management
Premium Ultra HD SMART TV	UU770H series 75", 65", 55", 49" UU670H series 65", 55", 49", 43"	<ul style="list-style-type: none"> * 4K UHD display * Versatile Swivel Stand (UU770H series only) * SoftAP and Embedded b-LAN * Pro:Centric® SMART technology * Pro:Centric® Direct Application * Pro:Idiom® Digital Rights Management
Enhanced Hospitality Ultra HD TV	UV570H series 65", 55", 49", 43" UV560H series 65", 55", 49", 43"	<ul style="list-style-type: none"> * 4K UHD display * 4K upscaler - upgrades FHD content to 4K * Embedded b-LAN (UU570H series only) * Pro:Centric® Direct Application * Pro:Idiom® Digital Rights Management
Commercial Ultra HD TV	UV340H series 65", 55", 49", 43"	<ul style="list-style-type: none"> * 4K Ultra HD display * Commercial Grade Stand (55", 49", 43" only) * IR Pass Through and Control with "Instant On" * HDR10 (High Dynamic Range)
Commercial Full HD TV	LV340H series 55", 49", 43", 40", 32"	<ul style="list-style-type: none"> * Public Display Mode * IR Pass Through and Control * Commercial Grade Stand * USB Cloning & USB Auto Playback+

Pro:Idiom: Think of this as digital encryption. No external set top boxes are required in order to receive scrambled HD premium programming (such as ESPN, CNN, Discovery Channel, etc.) providing 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.

b-LAN: Backchannel Local Area Network. The same technology used to communicate with the head-end system found on the old terminal cards (LMT-7Z9) is now embedded into a chip inside the lodging television. Only Sonifi (formally LodgeNet) uses b-LAN.

HDMI: High Definition Multimedia Interface (HDMI carries both audio & video)

IP: Internet Protocol Method of delivering content over CAT 5 / 6 wiring. (CAT is short for category)

OLED: Organic Light Emitting Diode. The newest in display technology that is more efficient than LED because it uses organic materials that produce its own light, removing the need for a backlight.

LED: Light Emitting Diode (Some LEDs are back-lit. These are sometimes referred to as THICK LEDs and some LEDs are edge-lit, these are THIN LEDs.)

MPEG4: Motion Picture Expert Group (version 4) Think of MPEG as a form of digital compression. This is used by the satellite providers (most cable companies use MPEG2)

VESA: Video Equipment Standards Association (used for mounting purposes)



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消防安全
FIRE SAFETY



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