

A low-angle, upward-looking photograph of several modern skyscrapers against a clear blue sky. The buildings are made of glass and steel, with their surfaces reflecting the sky and each other. The perspective creates a sense of height and scale. In the bottom left corner, there are some out-of-focus, bright yellow light sources, possibly streetlights or car headlights.

L.A. Business Innovation Center

All you need to know about L.A. BIC!

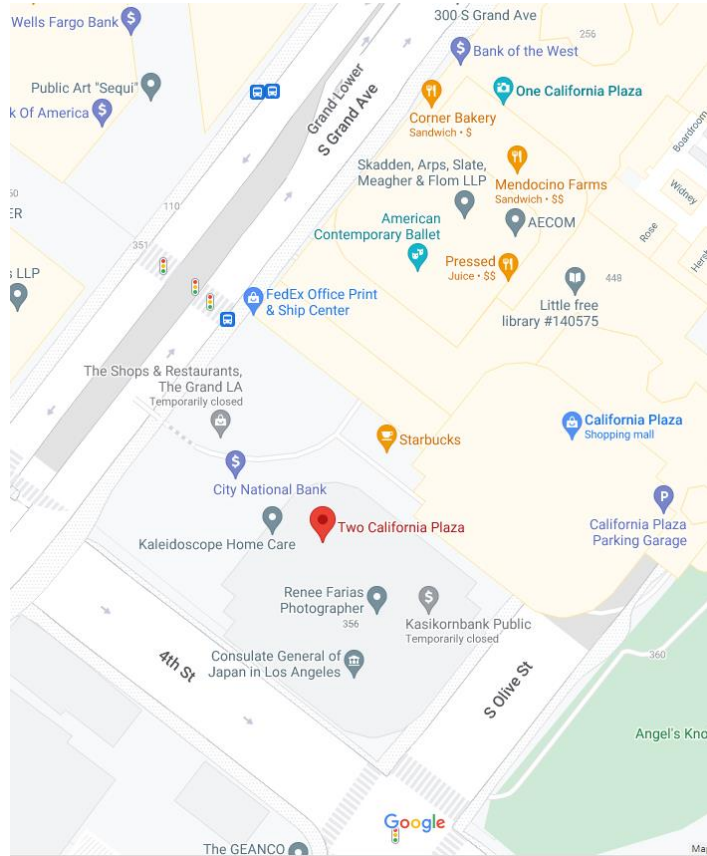
Welcome to L.A. BIC!

Address:

2Cal/City National Bank
350 Grand Ave.
Ste. 1650
Los Angeles CA, 90071

Office Phone:

(213) 407-2133



Important Info for Day-Of Visit:

- Please make sure to bring your ID as you will need it to check in with security when entering the lobby.
 - In order to visit the showroom, an L.A. BIC staff member must register you with building security.
 - The first and last name I register must match that on your ID/passport.
 - You will be given a temporary badge. Please wear during the whole duration of your visit.
- Validation
 - Please bring your validation ticket so I may validate upon departure.



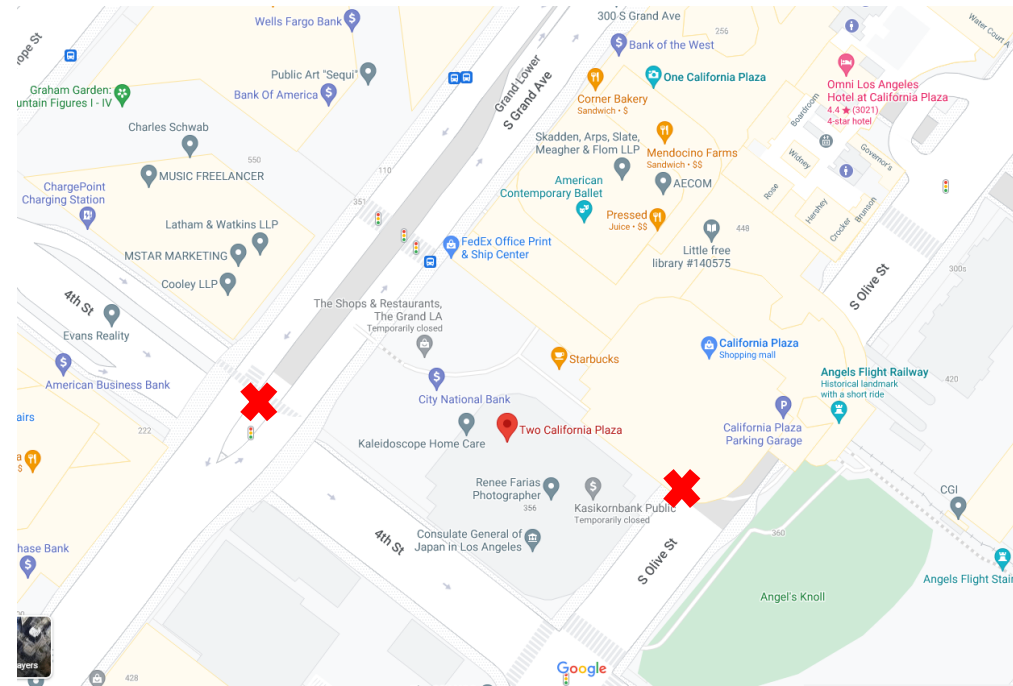
Parking

Our parking garage has 2 access points:

1. On Grand Lower & 4th St. (under Grand Ave. bridge)
2. On Olive St. (tunnel)

Please look for the lot titled '350'.

You may self-park or valet. There is no charge for valet, but tip is highly recommended.



Welcome to
LA BIC

What is the Purpose of L.A. BIC?

Purpose:

The point of L.A. BIC is to (1) see how LG's innovative products can be used & beneficial in your space, (2) get hands-on experience (3) provide a collaborative space for you to use.

We showcase:

Medical Devices
Cloud Devices
DVLED
OLED Signage & Displays
Digital Signage
Laptops
Monitors
Projectors
Collaboration Displays
Robots



Common Spaces at L.A. BIC

Available Meeting Spaces:

- Conference Room
- Educational Room
- Medical Conference Area (an open space that can be flipped with tables and chairs)
- *** If we are already booked or a larger space is needed, please tell your LG contact to reach out to Celeste for alternative options the building offers at a cost.

Kitchen

- Sink + fridge
- Light refreshments are available (water, tea, coffee)

Bathroom

- Located on our floor outside our suite



Conference Room



How to Book the Showroom – External Party

Step 1:

Use this [link](#) to submit a meeting request form (or contact your LG team member and they will coordinate with me)

Step 2:

Once I receive your request notification, I will reach out to confirm details.

Step 3:

I will then confirm that an LG team member can accompany you on your tour/visit.

Step 4:

Once an LG team member is secured, I will collect all of the guests' names and emails so to register with building security.

Step 5:

After all guests have been registered, I will send over important info to pass onto your guests.



Events at L.A. BIC

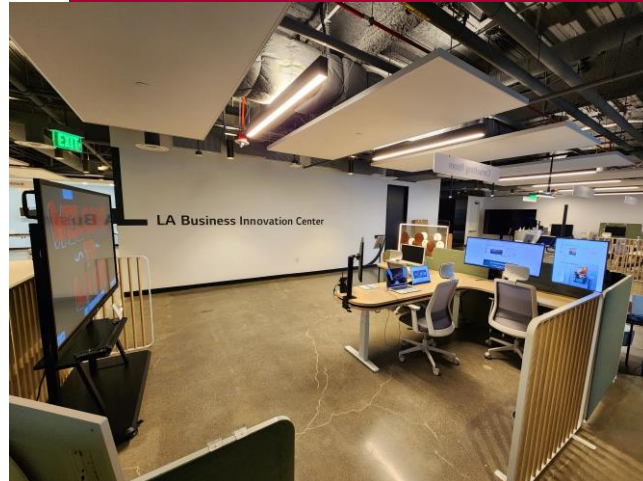
We would love to host your event here at the showroom!

Whether it be an open house or similar large-scale event, please reach out to your LG contact so we may all begin coordinating.



List of Zones at L.A. BIC

1. Lobby
2. Nurse Station
3. Back Office
4. Gram Lounge
5. Consulting Room
6. Educational Room
7. Creative Studio
8. Patient Room
9. X-ray Room
10. Reading Room
11. Operating Room
12. Future Healthcare Solutions
13. Medical Conference



Lobby

When entering the showroom, you are greeted by some of our DVLED and OLED signage & displays! Ready for you to experience firsthand.

Products:

- LG Access Control Terminal
- Residential 0.7 MAGNIT (136")
- Commercial 0.9 MAGNIT (163")
- OLED Wave/Curved OLED
- Transparent OLED Signage Panels
 - (sliding doors)

And there's more!



Other Large DVLED/OLED Displays

We have other DVLED/OLED displays around the showroom for you to see up close.

OLED Displays:

Transparent Wall Skin



Transparent OLED Kiosk

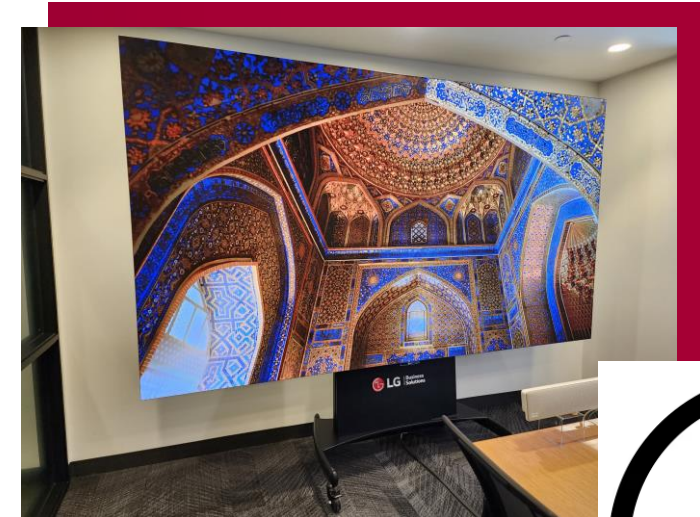


Transparent Table Display



DVLED Display:

LED 136" All-In-One



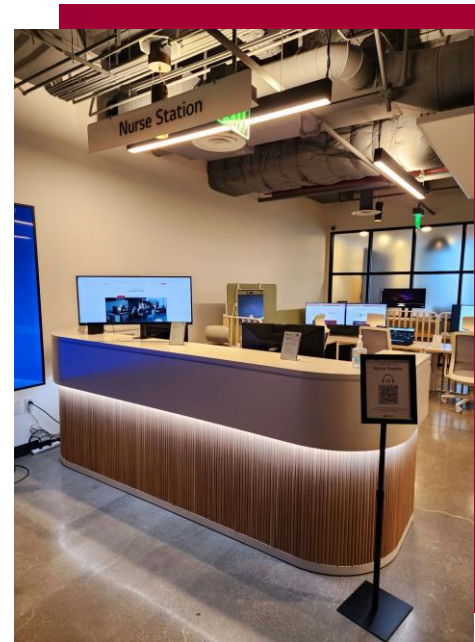
Welcome to
LA BIC

Nurse Station

After walking through the transparent doors, you come across the “Nurse Station.” This zone showcases how LG can help a hospital who is looking to improve their digital space for their staff. These devices can enhance other types of workspaces as well.

Products:

- 24” All-in-One Thin Client for Healthcare
 - Sitting on top of an Ergotron cart
- 34” Ultrawide Monitor Ergo
- Box Type Thin Client
- 27” FHD All-In-One Thin Client
- 24” FHD IPS TAA All-In-One Thin Client

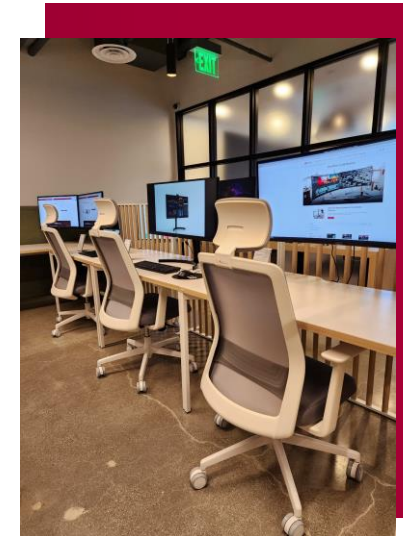
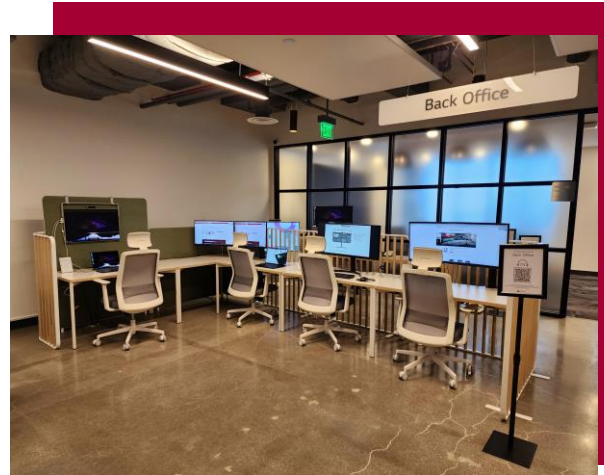


Back Office

Next stop on the tour, is the “Back Office” zone which mimics the space where administrative tasks are handled. This zone is home to various forms of LG Cloud Devices that can support all types of back offices – be it at a hospital, company office, education or government setting – all and any who are dedicated to security, mobility, and work efficiency.

Products:

- 27” Libero Monitor
- 14” LG gram (black)
- 27” QHD Dual Ergo Monitor
- 15” LG gram (black)
- 34” Ultrawide FHD All-in-One Thin Client
- 21:9 UltraWide QHD+ (38”)
- Box Type Thin Client (x3)

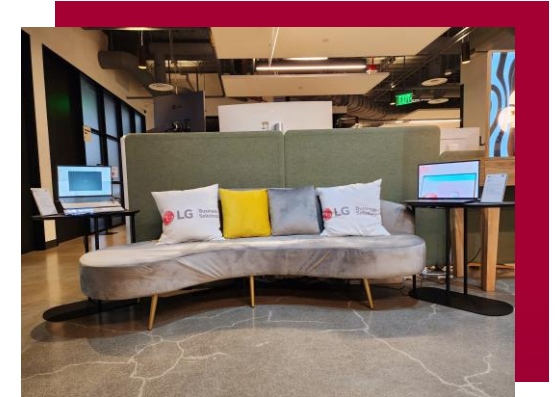
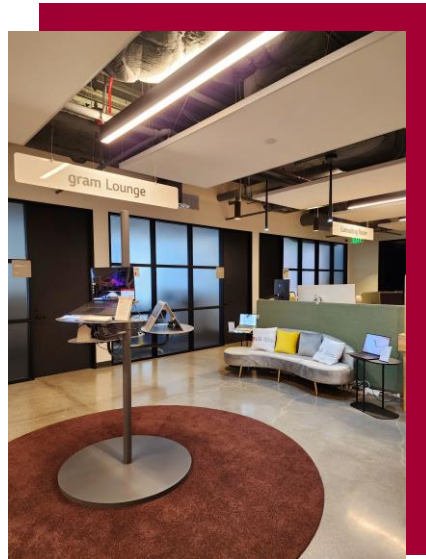


Gram Lounge

Adjacent to the last zone is the “Gram Lounge”, displaying different models of our gram laptops. The key feature here is how lightweight they are, so don’t be shy, pick one up and see for yourself!

Products:

- 17” LG gram (black)
- 14” LG gram 2 in 1 (black/touch)
- 16” LG gram 2 in 1 (silver/touch)
- 16” LG gram (black)
- 14” LG gram (silver)

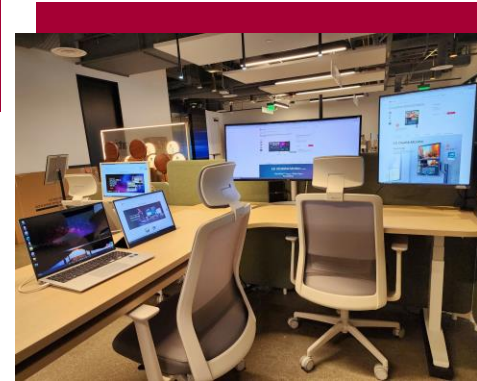
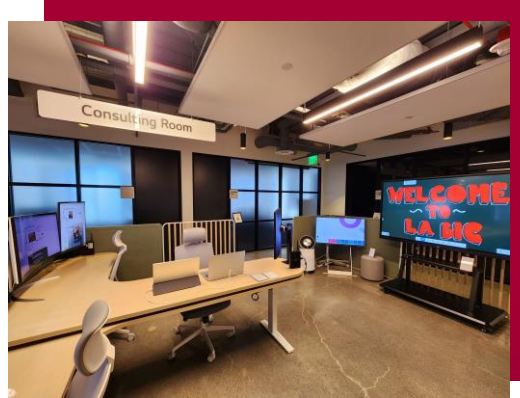


Consulting Room

The next zone is the “Consulting Room.” The array of devices here all cater to educating the patients, hence why efficiency, functionality and ergonomics are key.

Products:

- 28” Dual Up Monitor
- 39.7” Curved Ultrawide 5K2K Nano IPS Monitor
- 16” + View for LG gram Portable Monitor
- 16” Silver 16:10 WQXGA gram Laptop
- 31.5” LG UltraFine 4K UHD Monitor for Business with Ergonomic Stand
- Box Type Thin Client (3)
- 24” All-in-One Thin Client for Healthcare
- Puricare 360 degrees Single Filter Air Purifier with Clean Booster
- Multi Touch Interactive Whiteboard



Educational Room

Then we have the “Educational Room”! This room is set up to showcase how LG products can be used within a computer lab.

Products:

- 26” Ultra Wide Monitor
- gram 11CT50Q SAMPLE
- 27” IPS Multi-tasking Monitor
- 14” 2 in 1 gram
- 22” FH Monitor
- 14” Ultra PC
- 23.8” FHD Monitor with Built-in Webcam
- 16” Ultra PC



Creative Studio

This space is dedicated to all the filmmakers and editors!

It consists of some of LG's latest and superb technology, which are perfect for those seeking a more detailed and meticulous way of editing their next video or film. On a tour you will get to experience...

Products:

- UltraFine Display OLED Pro 32"
- UltraFine OLED Pro 4K Monitor 32" with Monitor Hood
- UltraFine Display 32"
- UltraFine Display OLED Pro 65"
- Densitron QC – LG Control Center



Welcome to
LA BIC

Medical Conference

This open space is dedicated to the LG ProBeam BU60PST and showcases how it can accommodate a conference space made up of 10+ people! It provides a large projected screen, high resolution, and supports DICOM.

Within this section, you will also find our Dual Filter Purifier and 86" Createboard, which are great for all conference settings!

Products:

- ProBeam BU60PST
- Puricare 360 Dual Filter Air Purifier with Clean Booster
- Createboard MultiTouch Interactive Whiteboard



Welcome to
LA BIC

Projectors

In addition to the ProBeam BU60PST, we also have the following on display:

- ProBeam BU70QGA
- ProBeam BU50NST
- ProBeam BF40QS
- PF510Qc



Patient Room

Right past the “Medical Conference” are is the “Patient Room”, which demonstrates how LG can not only be utilized by the medical staff, but the patient as well with the following products...

Products:

- Personal Healthcare Smart Touch TV Screen
- Puricare 360 Single Filter Air Purifier with Clean Booster
- 24” All-in-One Thin Client for Healthcare sitting on a cart



Welcome to
LA BIC

X-Ray Room

Next door to the “Patient Room” is the “X-Ray Room” which features our various Digital X-ray Detectors (DXD) and clinical review monitors.

Products:

- 14” Digital X-Ray Detector (white)
- 14” Digital X-Ray Detector (black)
- 17” Digital X-Ray Detector (white)
- 17” Digital X-Ray Detector (black)
- 27” 8MP Clinical Review Monitor (black)
- 27” 8MP Clinical Review Monitor (white)
- LG UHD 80 Series 50” Class 4K Smart UHD TV (Digital Signage)



Welcome to
LA BIC

Reading Room

The “Reading Room” zone is devoted to our Diagnostic Monitors. Here you will see 3 different set-ups, each sitting on top of a Redrick’s ComfortView-GLIDE workstation.

Products:

- 21” 3MP Diagnostic Monitor
- 21” 3MP Diagnostic Monitor
- 28” DualUp Monitor w/ Ergo Stand + USB Type-C
- 27” 8MP Clinical Review Monitor
- 31” 12MP Diagnostic Monitor
- 27” 8MP Clinical Review Monitor
- 32” 8MP Diagnostic Monitor



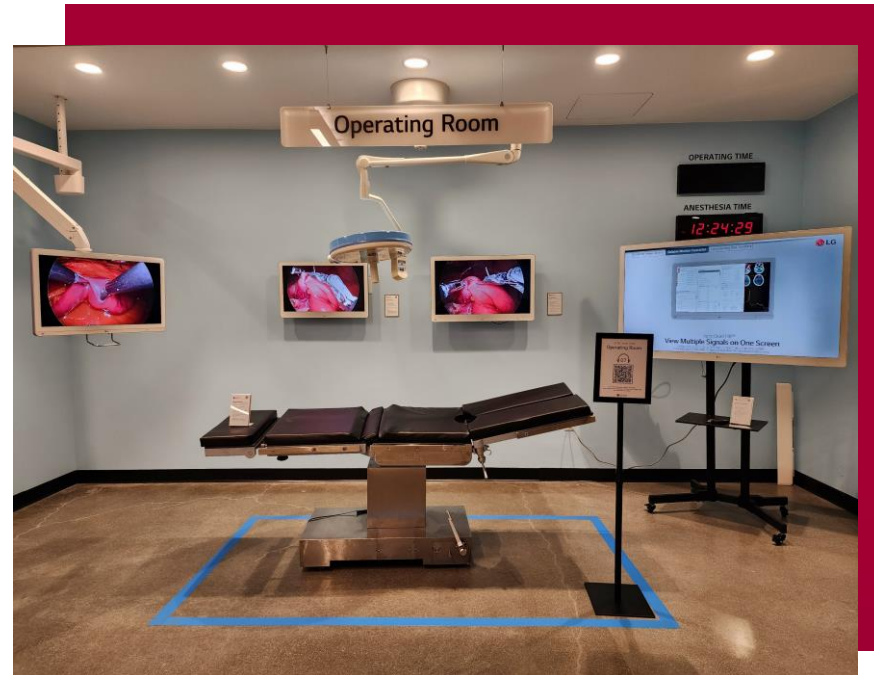
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Operating Room

Our second to last interactive zone is the “Operating Room”! Here we present a replica of such space and exhibit how LG’s Surgical Monitors fit into this demanding environment.

Products:

- 27” 4K Surgical Monitor
- 27” Full HD Surgical Monitor
- 32” 4K Surgical Monitor
- 55” Surgical Monitor
- CIOi UV-C Bot

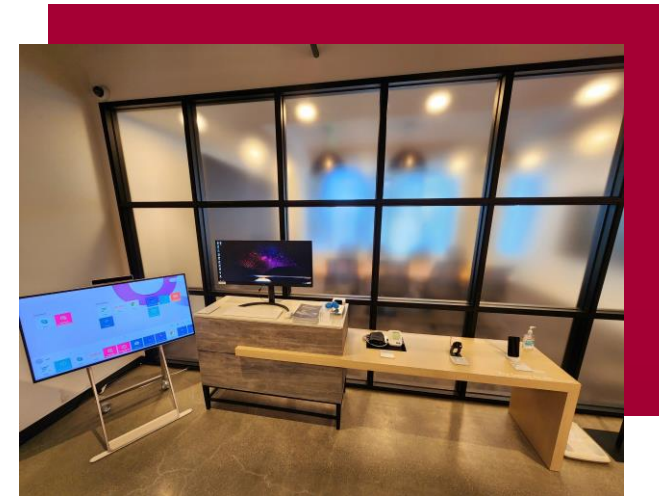
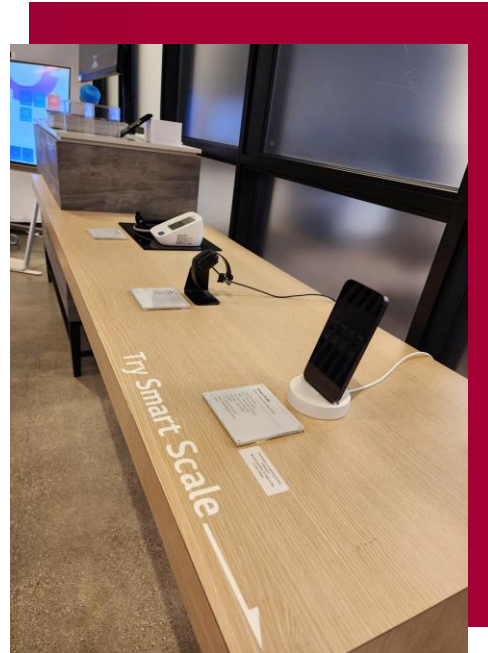


Future Medical Solutions

Within this last zone you will find an array of Smart Healthcare Solutions that are used to acquire lifelog data. Along with already existing products.

Products:

- 34" UltraWide FHD All-In-One Thin Client
- One:Quick Flex
- Smart Stethoscope + Phone
- OMRON Syphygmomanometer
- Fitbit Charge 4
- SmartScale – InBody Dial Scale

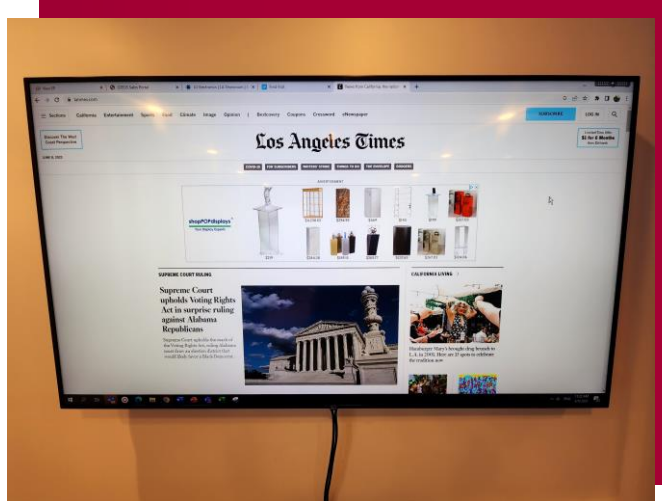


Welcome to
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Misc. Digital Signage

Below are some of our versatile digital signage solutions that can be found around the showroom:

- 55" 500nits FHD Slim Bezel Video Wall(x3)
- 32" Full HD Standard Signage Display (x2)
- 110" Digital Signage
- 86" Display

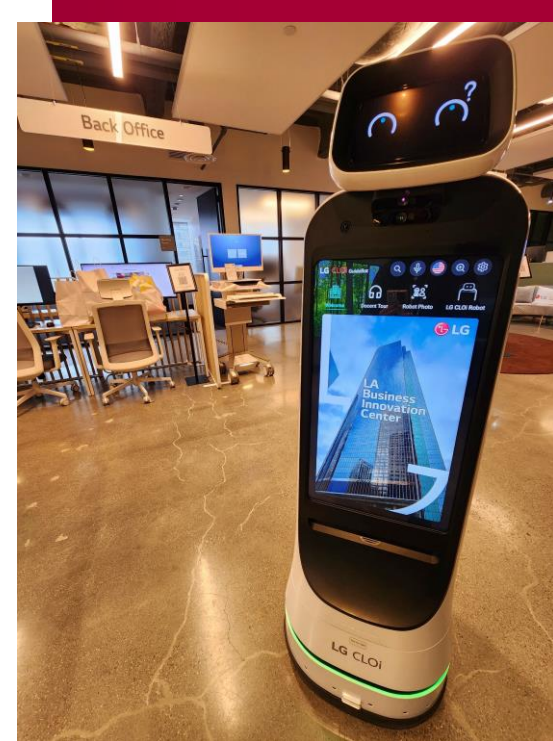
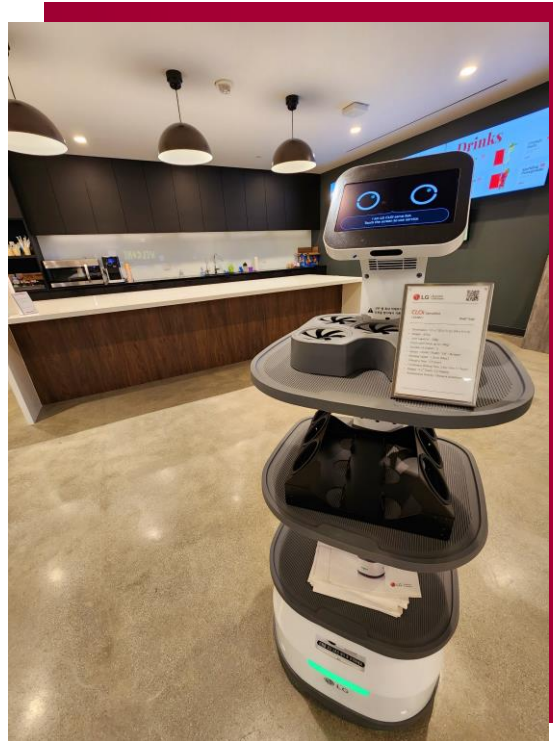


Welcome to
LA BIC

CLOi Robots

Roaming around the office, you will see our friendly:

- CLOi Guidebot
- CLOi Servebot
- CLOi UV-C Bot (stationary)



Lunch for Meetings at L.A. BIC

If you would like breakfast and/or lunch at your next meeting, below are some of our go-to options.
I will handle ordering 😊

Breakfast/Coffee:

- ❖ [Corner Bakery Café](#)
- ❖ Starbucks

Lunch:

- ❖ [Mendocino Farms](#)
- ❖ [California Chicken Café](#)
- ❖ [Firenza](#)
- ❖ Taco Truck



Food & Coffee Around L.A. BIC

If you're working out of L.A. BIC and need to grab lunch or coffee, below are available options:

Located on the Plaza Level of Our Building

- ❖ George's Greek Grill
- ❖ Earl of Sandwich
- ❖ Pressed
- ❖ Mendocino Farms,
- ❖ Saffron Indian
- ❖ Corner Bakery Café
- ❖ Salata
- ❖ Firenza Pizza
- ❖ Panada Express
- ❖ Starbucks
- ❖ All of these spots close at 3PM except Pressed & Starbucks

Located Nearby

- ❖ [Grand Central Market](#) is located behind our building Hill St.
- ❖ Blue Bottle is located behind Grand Central Market on Broadway.
- ❖ Taco Truck and miscellaneous food trucks in front of our building on Grand Ave.
- ❖ Danny Boy's Famous Original Pizza & ShakeShack are located across the street on Grand Ave.

*** You are also more than welcome to utilize these food options for work lunches as well.



Dinner & Drinks Near L.A. BIC

If you would like to go out for dinner and/or drinks below are some local DT options:

- ❖ Le Grand
- ❖ Vespaio
- ❖ Water Grill
- ❖ Joey DTLA
- ❖ District
- ❖ Karl Strauss Brewery
- ❖ Arts District Brewery + Angel City Brewery (more of a chill vibe)




Hotels Around L.A. BIC

Most Commonly Stayed At:

- ❖ Hilton Checkers Los Angeles - 535 S Grand Ave, Los Angeles, CA 90071
- ❖ Westin Bonaventure Hotel & Suites, Los Angeles - 404 S Figueroa St, Los Angeles, CA 90071
- ❖ Sheraton Grand Los Angeles - 711 S Hope St, Los Angeles, CA 90017





**Should you have any questions
regarding our L.A. Business
Innovation Center, do not hesitate
to reach out.**

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