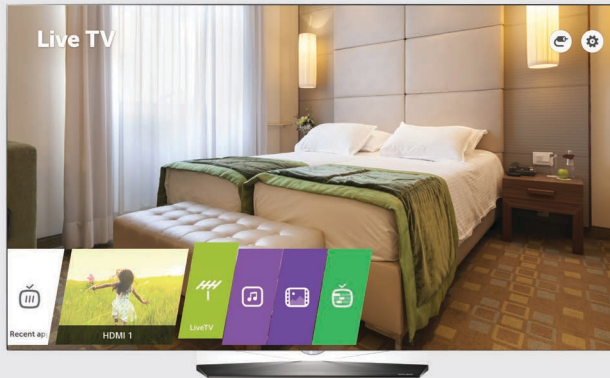


## World's First Smart OLED Hospitality TV

Dazzle your guests with the stunning picture quality of OLED, combined with LG's Pro:Centric® SMART hospitality TV technologies. The EW960H series is specially designed for hotel rooms and supports guest-centric solutions. It delivers finest details of color, supports enhanced sound technology by Harman Kardon, and offers guests an unrivaled experience.



### EW960H

- OLED TV – Blade Slim, Intense Colors, Infinite Contrast
- Pro:Centric® SMART Platform
- ULTRA HD
- Integrated Pro:Idiom® DRM Technology
- webOS Media Share Features
- Sound designed by Harman Kardon®
- HDR (High Dynamic Range) : HDR10

#### screen size

55" class (54.64" diagonal),  
65" class (64.52" diagonal)

### Key Features

## Pro:Centric® SMART

The EW960H is the latest in the line of Pro:Centric TVs that provide a unique and dedicated hotel applications hosting platform for LG's system integrators' interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guest needs. LG Pro:Centric SMART offers extended customizable tools: HTML5, Java and Flash. Using these tools, partners can optimize the TVs by editing and developing their own enhanced service design to increase the visual impact on guests.

## Pro:Idiom®

### GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT (DRM) SOLUTION

Pro:Idiom unlocks access to premium content to help ensure rapid and broad deployment of HDTV and other high value digital content.

Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite, or video on demand (VOD) services, and is intended to lower costs and reduce maintenance. This leading DRM system is embraced for its security solution, prevents illegal copying of copyrighted content.

### OLED TV

#### Blade Slim

##### Innovative reduction of thickness

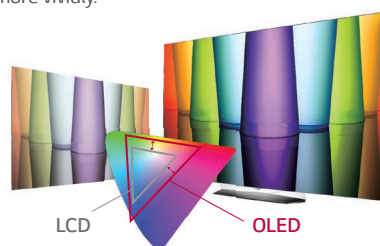
The artistic thin design of the EW960H perfectly matches and blends into any types of hotel rooms.



#### Intense Colors

##### Vibrant picture quality

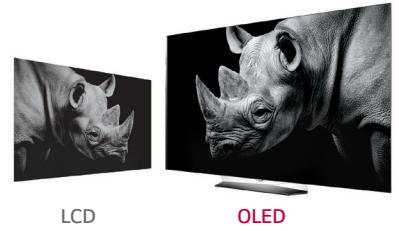
OLED hospitality TVs bring colors to life with superb accuracy. Self-lighting pixels give the TV expanded color scope, delivering finest details of color and gradation. This enables guests to enjoy content more vividly.



#### Infinite Contrast

##### Limitless contrast and deepest black

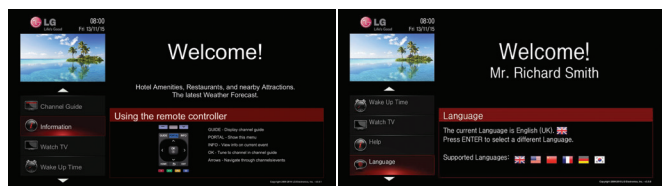
Self-lighting pixels switch off completely to reproduce black. No light bleed. Absolute black offers infinite contrast, and guests can appreciate its clarity.



# World's First Smart OLED Hospitality TV

## Pro:Centric Application

Personalize the television experience with the Pro:Centric Application (PCA), which provides guests' access to a variety of additional features, such as an interactive Electronic Program Guide, weather forecast and radar map, and customized electronic billboards for information on hotel amenities, all conveniently presented through the on-screen menus.



Welcome Page

Language Selection



Custom Billboards

EPG Option

## Free Interactive EPG Service for Pro:Centric TVs

### PLAN HIGHLIGHTS

If your property has purchased or plans to purchase LG's Pro:Centric TVs, you may qualify for a free EPG that allows guests to easily navigate TV channels and programs, just like they do at home. Participating properties must purchase and install a Pro:Centric server and supply an internet connection for daily program updates. Properties must also contract with an LG authorized partner to install and program the server to match your Free-To-Guest (FTG) Channel Map.

Free program guide service runs until December 2017, replacing the previous programming fee of \$1.50 per room per month.

Contact your LG sales representative or visit :  
[www.LG.com/us/commercial/display-discover/epg](http://www.LG.com/us/commercial/display-discover/epg)

## PCS200S HEAD END SYSTEM



Remote management functions are supported via the Pro:Centric server. The Pro:Centric Application software can be remotely added at a later date to deliver the benefits of LG's Pro:Centric Application features. (Weather, EPG, Billboards, etc)

## LG's FTG COST EFFECTIVE SOLUTION

When using LG televisions in FTG hotel installations, the Pro:Centric server (PCS200S) supports remote management of TV settings. With remote management, individual room visits are no longer required for TV configuration updates, including FTG Channel Map and FTG Installer Menu settings updates, thereby saving labor costs.

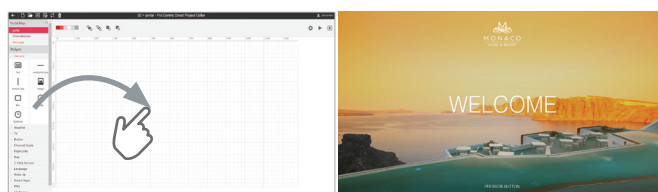
## Hotel Costs For FTG Channel Management

	Estimated Labor Costs	MSRP	Total	Savings over room visit
LG Pro:Centric TV with Pro:Centric Server		\$2,499 (PCS200S)	\$2,499	\$17,501
Other brand	\$20(est.) x 2 times per year (to update channels) x 100 rooms x 5 years		\$20,000	

MSRP subject to change. Installation not included.

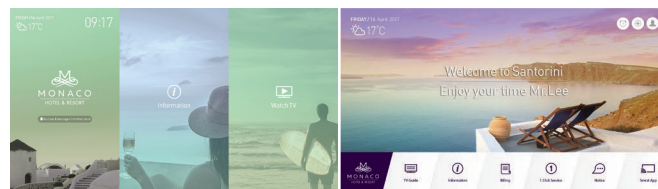
## Pro:Centric Direct Ready

Simply create your own templates and remotely manage TVs on the IP network with Pro:Centric Direct, LG's content management software. Pro:Centric Direct offers a Project Editor, along with customizable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type)\* in order to promote branding and provide useful information for guests. Its interactive features will impress guests by elevating their in-room experience. Plus, for hoteliers, not only does it offer efficient content production and management, it also maximizes advertisement effectiveness, which contributes to improving the hotel brand.



Project Editor

Theme Option (Cinematic)



Theme Option (Grid)

Theme Option (Bar)

\*Three types of templates will be available after Dec. 2016.

## Smart Connectivity

### Media Share

Guests may use LG Smart Share features, such as Wi-Fi Direct®, as well as Screen Share features, including Miracast®, WiDi, and DIAL to view content from their mobile devices on the large HD screen.

### Hospitality Magic Remote

Take control of your entertainment experience with a new level of remote control convenience. Spend less time for searching and more time for enjoying.

### Bluetooth Sound Sync (Bluetooth 3.0)\*

This feature allows guests to listen to audio from a Bluetooth-enabled mobile device through the TV's speakers.

\*Support devices for Bluetooth Sound Sync : Android (above v4.4 KitKat) / iOS based Mobile Device

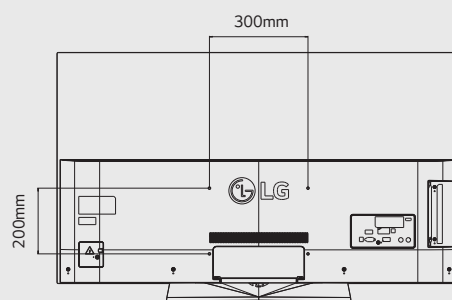
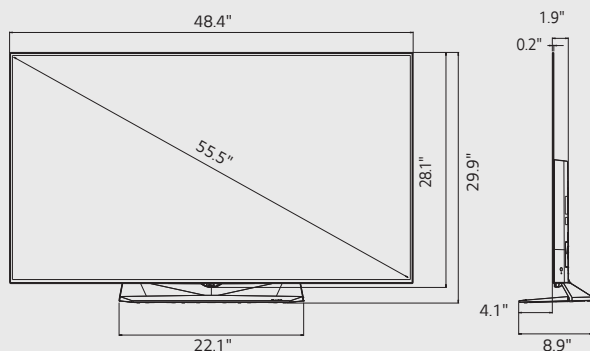
# World's First Smart OLED Hospitality TV

## Dimensions

55"

48.4" x 29.9" x 8.9"

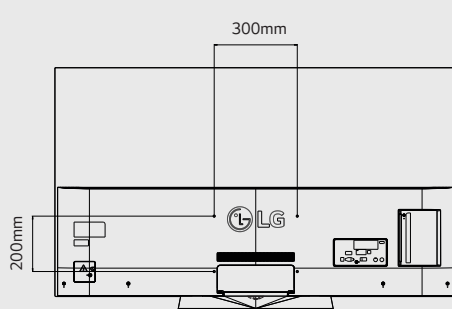
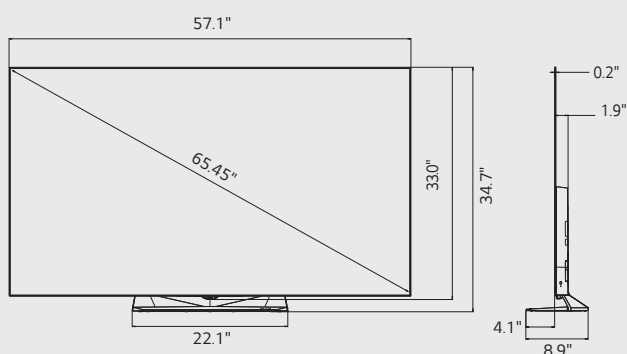
(With Stand : W x H x D)



65"

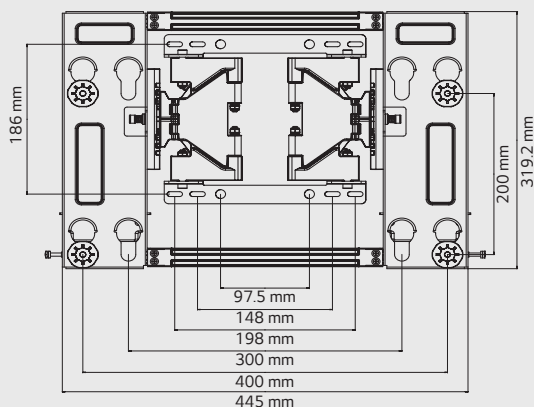
57.1" x 34.7" x 8.9"

(With Stand : W x H x D)

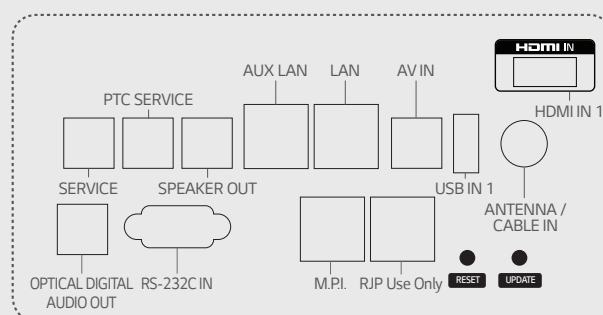


## Bracket Guide (Optional Accessory for Wall-mount Bracket)

- Model : OTW420B
- VESA (mm) : 300 x 200
- Guide spacer : MEA57131901 / MAZ63185601
- Depth (mm) : 17.0 (Max), 23.0 (Min)
- Weight (kg) : 2.7
- Tilt :  $12 \pm 2^\circ$  (Top-Bottom),  $15 \pm 2^\circ$  (Right-Left)
- Max load (kg) : 30



## Jack Panels (Rear/Side)



## Specifications

EW960H

		55	65
DISPLAY	Diagonal Size	54.64"	64.52"
	Type	OLED	
	Resolution	3,840 x 2,160 (UHD)	
	Viewing Angle Degree	120° / 120°	
	Response Time (G to G)	1 m/s	
BROADCASTING SYSTEM	Frame Rate	120 Hz	
	Analog	NTSC	
	Digital	ATSC / VSB / Clear QAM	
VIDEO	MPEG-2 / MPEG-4 H.264 DECODING	•	
	Triple XD Engine	•	
	Real Cinema 24p (3:3 Pull down)	•	
	Dynamic Color Enhancer	•	
	Aspect Ratio	• 6 modes (16:9, Original, 4:3, Vertical Zoom, All-Direction Zoom, Just Scan)	
	UHD Contents Streaming Support	USB/IP/HDMI	
	Tru 4K Upscaler	•	
	HDR	HDR10	
AUDIO	Audio Output	20W + 20W (Front 10W + 10W, Tweeter 10W + 10W)	
	Speaker System	4.0ch	
	Sound Mode	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)	
	Optical Sound Sync	•	
	Clear Voice	•	
GENERAL FEATURES	Type	Pro:Centric Smart	
	Data Streaming (IP&RF)	•	
	Pro:Centric® Application	•	
	RF	1 Tuner	
	HCAP (SDK)	GEM / Flash / HTML	
	Smart Features	Smart Share, WiDi, Miracast, Wi-Fi Direct, DIAL, Bluetooth Sound Sync, SoftAP, Web Browser, Supported Wi-Fi standards (802.11a/b/g/n/ac)	
	Management	Remote Diagnostics / EZ-Manager Wizard (for Initial Configuration)	
	Interactivity	HTNG / HDMI-CEC	
	Digital Rights Management	Pro:Idiom	
	RJP Compatibility	•	
	USB Media	Moving Picture Playback (MPEG), Picture (JPEG), Audio Codec (AC3, EAC3, AAC, Mpeg, MP3, PCM)	
	Advanced Setting Option	Auto Off / Auto Sleep, Smart Energy Saving, Motion Eye Care	
COMMERCIAL FEATURES	Anti-theft System	Kensington Lock	
		FTG Mode, Instant On, IR Out, External Speaker Out, USB Cloning, Logical Channel Map, Multi-IR Code, Intelligent Sensor	
INTERFACE	Side	HDMI In (2), USB 3.0	
	Rear	RF In, AV In, Optical Digital Audio Out, HDMI Input, USB 2.0, PC Audio Input (Sharing with AV In), RS-232C (Control), LAN Port (2), RJP Port, External Speaker Out, PTC Service Port, Service Port, MPI Port	
ACCESSORIES		Power Cable (5.9 ft.), Owner's Manual / Easy Setup Guide, Hospitality Magic Remote	
DIMENSIONS	Bezel Width (L / R, U, B) : on bezel based	8.6mm, 9.2mm, 12.3mm	10.5mm, 10.5mm, 11.0mm
	Bezel Width (L / R, U, B) : off bezel based	2.0mm, 2.0mm, 2.0mm	
	Vesa (mm)	300 x 200	
	WxHxD / weight (w/o stand)	48.4" x 28.1" x 1.9" / 35.7lb	57.1" x 33.0" x 1.9" / 49.8lb
	WxHxD / weight (with stand)	48.4" x 29.9" x 8.9" / 43.0lb	57.1" x 34.7" x 8.9" / 57.1lb
POWER	WxHxD / weight (Carton)	57.1" x 32.5" x 9.0" / 57.3lb	66.1" x 37.4" x 9.0" / 75.0lb
	Voltage, Hz	110 ~ 240V, 50/60Hz	
	Typical (Watts)	150	183
	Stand-by (Watts)	< 0.5	
STANDARD APPROVAL	Safety	UL	
	Environment	FCC	
	Etc.	RoHS, UL, NOM	
UPC		719192918481	719192918474

### PARTNERS

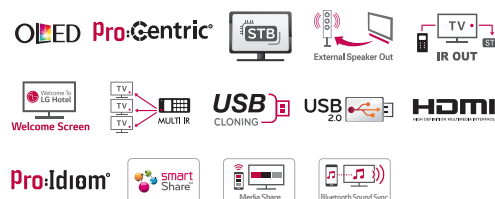


### Commercial Grade Stand

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for model 55EW960H and 65EW960H are \$33, and \$40 respectively.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 12 cents per kWh and 5 hours of use per day. For more information, visit [www.ftc.gov/energy](http://www.ftc.gov/energy)."

FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).



Download LG Commercial Display Mobile App



Apple App Store



Google Play Store

Learn more [www.lg.com/b2b](http://www.lg.com/b2b)

You Tube [youtube.com/c/LGCommercialDisplay](https://youtube.com/c/LGCommercialDisplay)

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