42" CLASS (42.0" DIAGONAL) **42LG700H**

37" CLASS (37.0" DIAGONAL) **37LG700H**

32" CLASS (31.5" DIAGONAL) **32LG700H**

Pro:Centric™ LCD Widescreen HDTV with Applications Platform

NEW! LG's EXCLUSIVE Pro:Centric APPLICATIONS PLATFORM

ENERGY STAR 3.0 AND RoHS COMPLIANT
LG's first Pro:Idiom model that is Energy Star® 3.0 Compliant

EcoSmart™
Intelligent Sensor
Dynamic Power Savings
Static Power Savings

MPEG-2/MPEG-4 H.264
DECODING

HD VOD PPV ENCRYPTION
Integrated Pro:Idiom

USB CLONING

NATIVE DISPLAY RESOLUTION
1366 x 768

BUILT-IN TUNER
ATSC/NTSC/QAM Clear Tuner

DYNAMIC CONTRAST RATIO
100,000:1

LG's EXCLUSIVE XD ENGINE®

CLEAR VOICE

SPLIT SCREEN
Tuner for Picture and Picture

AUTO-SENSING REMOTE JACK PACK
(RJP) COMPATIBLE

OPTIONAL SECURITY SCREWS INCLUDED

INVISIBLE SPEAKER SYSTEM

2 HDMI™ V1.3 INPUTS WITH HDCP

2-YEAR LIMITED WARRANTY
parts/labor

NOTE: If using DIRECTV®'s Free-To-Guest, an additional card may be required.

www.LGcommercial.com

LG
Life's Good

WHEN IT'S GREEN.

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our LG700H televisions have technologies to reduce power consumption and in return increase **cost savings** per room. We've also placed limits in the amounts of harmful materials used in these televisions.

EcoSmart
- Intelligent Sensor - Continually monitors room light conditions to automatically optimize the picture quality for a more enjoyable viewing experience, which can help save energy.
- Dynamic Power Savings - Using built-in algorithms, TV will automatically reduce the power consumption based on incoming video, while maximizing picture performance.
- Static Power Savings - Picture brightness level can be set at the preferred power consumption level to reduce power and increase energy savings.

- **RoHS Compliant** - Meets directive on restriction of hazardous substances.
- **Energy Star 3.0 Compliant** - Meets current reduction requirements of energy consumption.

APPLICATION   ACCESSORIES

Pro:Centric
Interactive Guestroom Experience

An industry leading Pay-Per-View (PPV) compatible television to include an embedded applications platform, LG's new LG700H series allows hoteliers to customize the in-room experience. Pro:Centric provides an easy way for the LG700H series to interface with interactive program guides, games and internet data feeds, as well as applications designed to connect guests to hotel services such as room service menus, spa services and golf course scheduling.
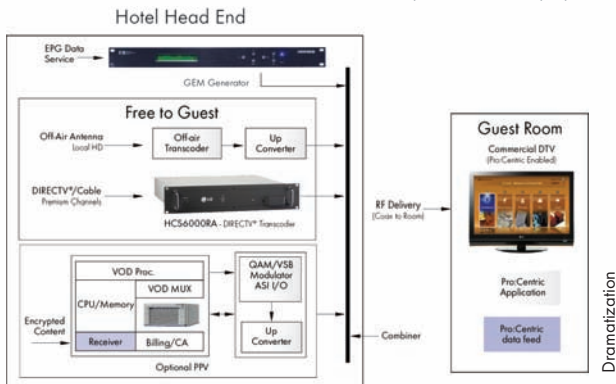
Electronic Program Guide

Pro:Centric PLATFORM*

*May require optional software, hardware, third party subscription service/contract, and customization at an additional cost.

Pro:Centric SYSTEM OVERVIEW (example for illustrative purpose only)

Dramatization

FREE-TO-GUEST CARD

HCS1410
FREE-TO-GUEST CARD

Works with Pro:Idiom TVs with MPI™ card slot. Will allow viewing of HD secured Pro:Idiom encrypted content from Pro:Idiom licensed Cable or Satellite providers. Will not work with Free-To-Guest Management Appliance.

LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

For Free-To-Guest hotel installations, when using LG's LMT7Z7 Free-To-Guest MPI card plus LG's Free-to-Guest Management Appliance (FMA), virtual channel mapping and other adjustments can be made from the centralized head-end FMA system. This is an added value of time savings and therefore cost savings in labor charges by not having to go room to room for a change of settings.

HOTEL COSTS FOR FREE-TO-GUEST CHANNEL MANAGEMENT (OVER 5 YEARS)

	Labor Costs	LMT7Z7 card price	*FMA MAP price	Total	Savings over other brand
Other brand	$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years			$20,000	
LG Pro:Idiom TV with LMT7Z7 card plus FMA	$20 (est.) x once (to install card in set) x 100 rooms	$39 x 100 rooms	$1,999	$7,899	$12,101

* FMA MAP price subject to change.

FREE-TO-GUEST MANAGEMENT APPLIANCE

FMA
HEAD-END SYSTEM

Manages channel line-up changes, channel label changes, designates a startup channel, and can set the time/date, and broadcast that information to all the terminals on a regular basis. Also, enables Pro:Idiom tuning for Pro:Idiom encrypted content. Works in conjunction with FMT7Z7 card.

FREE-TO-GUEST CARD

LMT7Z7
FREE-TO-GUEST CARD

Works with Pro:Idiom TVs with MPI card slot. Will allow viewing of HD secured Pro:Idiom encrypted content from Pro:Idiom licensed Cable or Satellite providers. Works with FMA system. Will work with Pay-Per-View systems if needed in the future.
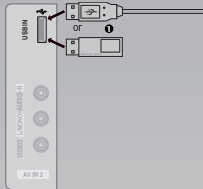
XD® ENGINE

SHARPER

BRIGHTER

CLEARER

WITHout | WITH
Dramatization

WITHout | WITH
Dramatization

Six distinct processes contribute to picture improvement. LG's XD Engine takes the low resolution of analog signals to near HD levels by improving brightness, contrast, detail and enhancing color as well as reducing signal noise.

USB CLONING
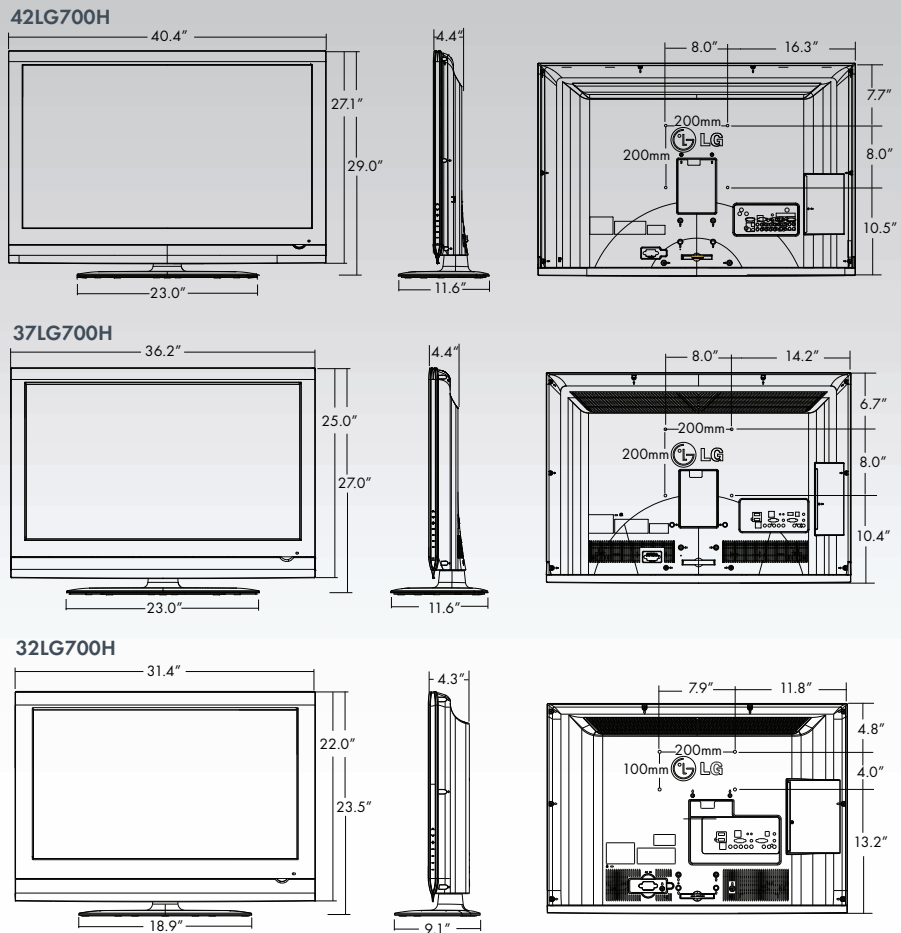

Pro:Idiom®

DIGITAL RIGHTS MANAGEMENT SYSTEM

The Pro:Idiom system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for both of these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.
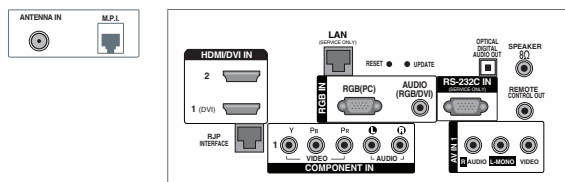
MPEG-4 TECHNOLOGY

(Moving Picture Experts Group) MPEG-4 decodes and delivers high-definition programming it receives via satellite. The advanced coding system is compatible with national and local HD channels, along with digital HD channels currently launched by DIRECTV. LG built this technology into its LG700H series TVs to deliver pure HD without the need for an external box*.

Certain functions, such as Pay-Per-View, may require a set-top box.
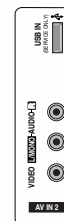
DIMENSIONS

42LG700H

40.4″ — 27.1″ — 29.0″ — 23.0″ — 4.4″ — 11.6″ — 8.0″ — 16.3″ — 200mm — 200mm — 7.7″ — 8.0″ — 10.5″

37LG700H

36.2″ — 25.0″ — 27.0″ — 23.0″ — 4.4″ — 11.6″ — 8.0″ — 14.2″ — 200mm — 200mm — 6.7″ — 8.0″ — 10.4″

32LG700H

31.4″ — 22.0″ — 23.5″ — 18.9″ — 4.3″ — 9.1″ — 7.9″ — 11.8″ — 200mm — 100mm — 4.8″ — 4.0″ — 13.2″

REAR JACK PANEL

SIDE JACK PANEL

42LG700H 42" CLASS (42.0" DIAGONAL)

37LG700H 37" CLASS (37.0" DIAGONAL)

32LG700H 32" CLASS (31.5" DIAGONAL)

SPECIFICATIONS

PANEL

LCD Panel Type	42" (42LG700H)
	37" (37LG700H)
	32" (32LG700H)
Display Area	42.0" diagonal (42LG700H)
	37.0" diagonal (37LG700H)
	31.5" diagonal (32LG700H)
Dynamic Contrast Ratio	100,000:1
Contrast Ratio	1100:1
Native Display Resolution	1366 × 768
Maximum Computer Resolution (RGB)	XGA (1024 x 768)
Brightness	500 cd/m²
Lamp Life	60,000 hours (approx.)
Viewing Angle (HxV)	178°x 178°
Response Time	8ms (max)

VIDEO

Built-In Tuner	ATSC/NTSC/QAM Tuner
Electric Program Guide	Available with opt. software/hardware/service
Comb Filter	3D Digital
Color Temperature	Cool, Normal, Warm, User
3:2 Pull Down Cinema Correction	Yes
Aspect Ratio Adjustment	6 Modes
Picture Status Mode	8 Modes (Intelligent Sensor, Vivid, Standard, Cinema, Sports, Game, Expert 1, Expert 2)
EZ Picture Selection Mode	5 Modes (daylight, normal, nighttime, user1, user2)
XD Engine	Yes
Blue/Black Stretcher	Yes
Auto Flesh Tone	Yes
XD Color (Active Color Management)	Yes
All Format Converter	1080i/720p/480p/480i~768p
Enhanced Video	Yes
DLTI (Digital Luminance Transient Improver)	Yes
DCTI (Digital Color Transient Improver)	Yes
Decoder Formats	MPEG-2/MPEG-4 H.264 (full HD real time decoding, AC-3 decoding)

AUDIO

Audio Power	20W (10W x 2)
Speaker System Details	4 (2 exciter + 2 woofer)
SRS TruSurround XT™	Yes
Clear Voice	Yes
Invisible Speaker System	Yes
Dolby Digital Decoder	Yes
Bass/Treble/Balance	Yes
EZ SoundRite (Auto Volume Limiter)	Yes
EZ Sound/Sound Selection Mode	5 Modes (Standard, Music, Cinema, Sports, Game)
Mute	Yes
Mono/Stereo/SAP	Yes

INPUTS/OUTPUTS

RF In	1 (ATSC/NTSC)
HDMI V1.3	Inputs 2
RGB In (PC/DTV Input)	1 (Rear for PC RGB)
Composite Video & Audio L/R In	1 Rear/1 Side
Digital Audio Out (Optical)	1
PC Audio In (RGB/DVI with adaptor)	1
Component HD/DVD & Audio L/R In	1
Speaker Out	1RS-232C Input 1(service only)
RS-232C Input	1 (service only)
Remote Control Out (IR)	1

RJ45 for RJP Interface	1
LAN (RJ-45)	1 (service only)
USB	1 Side (Cloning and service only)
MPI™ (RJ11) Slot Interface	1

REQUIRED LISTINGS

UL, c-UL, NOM	Yes
Energy Star 3.0 Compliant	Yes
RoHS Compliant	Yes

SPECIAL FEATURES

Integrated Pro:Idiom	Yes
Intelligent Sensor	Yes (on/off)
Brightness Optimization	Yes (on/off) in Standard, Sports, and Game modes
Calibration Mode	Yes
Commercial Installation Menu	Yes
Picture-in-Picture/Split Screen	Yes (1 tuner)
Swap	Yes (RF/AVI/AV2 at Sub)
Function Menu	Yes
Channel Labeling	Yes
TV Link Protocol	Yes
RJP Plug&Play Support	Yes
Discrete IR Codes	Yes
Trilingual Menus	English/Spanish/French
Manual Clock	Yes
Sleep Timer, On/Off Timer	Yes
Flashback (Quick View)	Yes
Parental Control w/V-Chip	Yes
Auto Manual Programming	Yes
Closed Captions	Yes
Universal Remote w/batteries	Yes
Optional Cloning Programmer Remote	LT2002

CABINET

Dimensions with Stand (W×H×D)	40.4" x 29.0"x11.6" (42")
	36.2" x 27.0" x 11.6" (37")
	31.4" x 23.5" x 9.1" (32")
without Stand (W×H×D)	40.4" x 27.1 " x 4.4" (42")
	36.2" x 25.0" x 4.4" (37")
	31.4" x 22.0" x 4.3" (32")
Packaging (W×H×D)	52.4" x 30.4" x 10.1"(42")
	40.0" x 35.0" x10.0" (37")
	38.8" x 26.2" x 3.6" (32")
Weight with Stand	49.4 lbs (42")
	41.0 lbs (37")
	37.3 lbs (32")
Weight without Stand	43.4 lbs (42")
	34.6 lbs (37")
	33.1 lbs (32")
Weight with Packaging	65.0 (42")
	55.1 (37")
	39.2 (32")
Cabinet Style	Table Top (Invisible Speaker System Design)
Security Screws	Yes (attaches stand to neck)
LED Power Button	On (blue), Stand by (red)
Stand to Desk Mountable	Yes
Table Stand Included	±90° Swivel
Power Cord Length	9 ft.
Color	High-Gloss Black
VESA Standard Mount Interface	200mm x 200mm, M6 (42", 37")
	200mm x 100mm, M4 (32")

UPC

42LG700H	7 19192 17459 7
37LG700H	7 19192 17458 0
32LG700H	7 19192 17457 3

POWER

Power Source	100~240V 50/60Hz
Power Consumption (typ.) with Power Saving Modes Disabled	185W (42"), 151.5W (37"), 104W (32")
EcoSmart (Access features through installer menu)	
Intelligent Sensor	Yes
Dynamic Power Savings	Yes
Static Power Savings	Yes

SERVICE/LIMITED WARRANTY

Limited Warranty (Parts/Labor)	2 Years

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All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.