Pro:Centric® Smart IPTV

The LX770H Series is a cost effective Smart IPTV model series offering an edge-lit LED display with a slim bezel design and supporting the Pro:Centric Smart applications platform, which includes Smart Share, Smart Management, Pro:Idiom® & b-LAN™ support.

Media Share features: Smart Share, Screen Share, Bluetooth Sound Sync, SoftAP, DIAL, Pre-loaded applications

PRE-LOADED APPLICATIONS

Pre-loaded applications include: Accuweather, Crackle, HULU, Rhapsody, Pandora, Web Browser, and YouTube (other applications may be added in the future, subject to licensing terms).

SMART SHARE

The LX770H is designed for “second screen” support and options includes DIAL, WiDi, Wi-Fi Direct® and Miracast® technologies, which are used to pair guests mobile devices with the TV enabling them to share and view their content on the large HD screen.

BLUETOOTH SOUND SYNC (BLUETOOTH 3.0)

By bluetooth connection between a mobile device and commercial TV, Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers.

* Support devices for Bluetooth Sound Sync: Android(Above v4.4 Kitkat) / iOS based Mobile Device

OTHER HOSPITALITY FEATURES

- Present your guests with a greeting message or hotel image and logo on the TV boot-up screen prior to the TV channel being displayed.
- The external speaker out function lets users enjoy the TV sound in a separate location, such as the bathroom.
- 'Instant On’ feature removes application boot time, so guests are immediately presented with the user interface screen when they turn on the TV.
- Software Access Point provides a wireless hotspot to enable guests to connect their personal devices for internet access.

DIAL

DIAL is a simple way of enjoying portable devices’ content on a TV via a connection through the cloud. For example, Youtube service can be paired in the cloud, viewed on the TV, and controlled via the mobile device.

* Support devices for Bluetooth Sound Sync:

www.LG.com/us/commercial
If your property has purchased or plans to purchase LG’s Pro:Centric TVs, you qualify for a free Electronic Program Guide (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 line up.

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 LG.com/us/commercial/display-discover/epg/index.jsp

The USB Cloning feature allows you to simply copy the TV settings onto all TVs using a USB memory device, a process that is fully automated to save time without having to set each TV one-by-one.

The LX770H Pro:Centric Application

The LX770H 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 guests’ needs.

LG Pro:Centric SMART offers extended customizable tools: HTML5, Java and Flash. With these, the partners can optimize Commercial TVs to edit and develop their own enhanced service design. Also, it gives visual impact on and delivers messages to customers as users intend.

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 map, and customized electronic billboards for information on hotel amenities, all conveniently presented through the on-screen menu.

Pro:Idiom

Pro:Idiom unlocks access to premium content to help assure 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.

REDUCED TOTAL COST OF OWNERSHIP

Using LG’s optional Pro:Centric server, you can remotely manage cloning and channel mapping for TVs in guest rooms without having to visit each room.

The EZ-Manager’s auto configuration function makes installation quick and easy. The EZ-Manager guides the installer to set up the TV with simple steps without having to set up the menu manually, saving time and cost.

EFFECTIVELY MANAGE IN-ROOM TVS

The USB Cloning feature allows you to simply copy the TV settings onto all TVs using a USB memory device, a process that is fully automated to save time without having to set each TV one-by-one.

Free-To-Guest Cost Effective Solution

When using LG televisions in Free-To-Guest hotel installations, the Pro:Centric server (PCS200R) supports remote management of TV settings, such as virtual channel mapping and cloning of Installer Menu settings.

Save time and labor using LG’s PCS200R remote management option which eliminates the necessity of visiting individual rooms to change television settings.

Hotel Costs For Free-To-Guest Channel Management

<table>
<thead>
<tr>
<th></th>
<th>Estimated Labor Costs</th>
<th>MSRP</th>
<th>Total</th>
<th>Savings over room visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>LG Pro:Centric TV with Pro:Centric Server</td>
<td>$2,499 (PCS200R)</td>
<td>$2,499</td>
<td>$17,501</td>
<td></td>
</tr>
<tr>
<td>Manual Room Updates</td>
<td>$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years</td>
<td>$20,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LG Pro:Idiom TV with embedded b-LAN plus FMA</td>
<td>$2,900 (FMA-LG102)</td>
<td>$2,900</td>
<td>$17,100</td>
<td></td>
</tr>
</tbody>
</table>

MSRP subject to change. Installation not included.

PCS200R

HEAD-END SYSTEM

Remote management functions are also 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 Applications features (Weather, EPG, Billboards...).

FMA-LG102

Free-To-Guest Management Appliance (FMA)

LG’s Free-To-Guest Management Appliance delivers the FTG Channel Map to the guest rooms, via the hotel’s RF distribution.
The Anti-theft system provides security to prevent TVs theft. Consisting of a Kensington Lock, a Credenza and Lock Down Plate.

Reinforced Metal Stand
- Full metal reinforced stand to improve sturdiness, durability and safety
- Provides (±20°) Swivel out of the box
- Provides (±20/45/90°) Swivel when used with Lock Down plate, not on 65"

Lock Down Plate with Credenza Hole
- Lock the TV firmly to the TV stand for added security and help deter theft.
(Mounting plate, security bolts, nuts and screws are included)
## PANEL

<table>
<thead>
<tr>
<th>MODEL</th>
<th>65LX770H</th>
<th>55LX770H</th>
<th>49LX770H</th>
<th>43LX770H</th>
<th>40LX770H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
<td>65” class (64.53” diagonal)</td>
<td>55” class (54.64” diagonal)</td>
<td>49” class (48.7” diagonal)</td>
<td>43” class (42.8” diagonal)</td>
<td>40” class (39.6” diagonal)</td>
</tr>
<tr>
<td>Resolution</td>
<td>1920 x 1080 (FHD)</td>
<td>1920 x 1080 (FHD)</td>
<td>1920 x 1080 (FHD)</td>
<td>1920 x 1080 (FHD)</td>
<td>1920 x 1080 (FHD)</td>
</tr>
<tr>
<td>Dynamic Contrast Ratio</td>
<td>1,000,000:1</td>
<td>1,000,000:1</td>
<td>1,000,000:1</td>
<td>1,000,000:1</td>
<td>1,000,000:1</td>
</tr>
<tr>
<td>Viewing Angle</td>
<td>178°/178°</td>
<td>176°/176°</td>
<td>176°/176°</td>
<td>176°/176°</td>
<td>176°/176°</td>
</tr>
<tr>
<td>Response Time</td>
<td>8ms (G to G)</td>
<td>9ms (G to G)</td>
<td>8ms (G to G)</td>
<td>9ms (G to G)</td>
<td>9ms (G to G)</td>
</tr>
</tbody>
</table>

### VIDEO

- **Model:** Yes
- **Model:** Yes (MPI Port)
- **Model:** 1 Composite (Sharing with Component In) + Audio (L/R)
- **Power:** 35.8W
- **Phone:** 719192 917934
- **Model:** Yes
- **Model:** 6 modes (Standard, News, Music, Cinema, Sport, Game)
- **Power:** 48.7W
- **Phone:** 43LX770H
- **Model:** 46.5lbs
- **Model:** Yes
- **Model:** 1 (3.5mm Jack)
- **Model:** HDMI In
- **Model:** Yes
- **Model:** 48LX770H
- **Model:** 2.0ch
- **Model:** Speaker System
- **Model:** Ready
- **Model:** Sound Optimizer
- **Model:** 3 modes(Off, Wall-Mount Type, Stand Type)
- **Model:** Yes
- **Model:** Clear View
- **Model:** Pro:Idiom
- **Model:** Pro:Idiom
- **Model:** Pro:Idiom
- **Model:** Ready
- **Model:** Yes
- **Model:** IP Streaming
- **Model:** UDP/Multicast, Smart Share (KMP/v3 SSM Support)
- **Model:** SNMP
- **Model:** Comm Smart UX
- **Model:** Yes (Smart Home / Input)
- **Model:** Procentric
- **Model:** Commercial CP/Apps
- **Model:** Web Browser
- **Model:** Yes
- **Model:** Magic Motion
- **Model:** Remote
- **Model:** Remote
- **Model:** Remote App Compatibility
- **Model:** Yes
- **Model:** Smart Share
- **Model:** Yes (RTSP) HLS, USB Video Streaming
- **Model:** DLNA
- **Model:** Yes
- **Model:** WiDi/Screen Share
- **Model:** Yes
- **Model:** Miracast
- **Model:** Yes
- **Model:** Wi-Fi Direct
- **Model:** Yes
- **Model:** DIAL
- **Model:** Yes
- **Model:** HDMI-CEC
- **Model:** Yes
- **Model:** HTNG-CEC
- **Model:** Yes
- **Model:** Proidiom
- **Model:** Yes
- **Model:** Instant ON
- **Model:** Yes
- **Model:** i-B-LAN
- **Model:** Yes
- **Model:** Wi-Fi
- **Model:** Built-in
- **Model:** Soft AP
- **Model:** Yes
- **Model:** Installer Menu
- **Model:** Yes (MPI Port)
- **Model:** External Speaker
- **Model:** Variable/Fixed/Low Distortion, 3.5mmin, Stereo, Out
- **Model:** Single ended Type (GND) 1W with 8Ω
- **Model:** RJP Interface
- **Model:** RJ-45-HDMI
- **Model:** RJP Compatibility
- **Model:** Teledapt (RJ-45, HDMI CEC), G-Link (HDMI CEC)
- **Model:** USB
- **Model:** USB 2.0
- **Model:** Picture
- **Model:** JPEG

### ENERGY GUIDE

The estimated annual energy cost is determined according to 16 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011).

- **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.**

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www.LG.com/us/commercial/display-support

**Contact your LG Regional Sales Representative:**
Channel: 800.897.8871
Hospitality: 800.228.1236
E-mail: info@LGsolutions.com
Customer Service: 888.865.3026

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LED TV is LCD TV with LED backlighting.