

# 5 QUESTIONS

## Every Hotelier Should Ask About In-room Guest TVs

01

What Types of In-room Guest TVs Are There and What Does LG Offer?



**Value-based to mid-tier hotels:**

- Pro:Centric® “V” RF/coax-only models (with STB)
- 32” – 65” LED screen sizes, FHD and UHD
- Supports fully interactive electronic program guide
- Remote TV configuration and programming

**Mid-tier to full-service hotels:**

- Pro:Centric smart TV models
- Up to 75-inches, UHD and HDR
- Embedded smart apps and device pairing
- LG OLED or LED display panels



**LG Also Offers a Pro:Centric Smart Set-top Box**  
Enables smart functionality on non-smart TVs

02

What is Required to Install and Maintain LG In-Room Guest TVs?

### Pro:Centric® Direct

Installation and maintenance are simple and efficient when using LG’s Pro:Centric server

Server installed in hotel’s head end equipment room

Post-installation changes/maintenance made remotely from server via cloud

- No impact to hotel staff or guests
- All TVs configured exactly the same
- Significant cost savings over time



LG provides tools and training to 3rd-party installers and integrators

Hundreds of TVs can be installed in just days



03

What Capabilities Does LG’s New Pro:Centric Direct Provide?



**FOR SYSTEM INTEGRATORS**  
Comprehensive HTML UI editor

- Customizable widgets and multiple theme templates
- Supports IP networks for two-way communications
- Enables interactive service offerings
- Send ticker messaging and individual or group messages to guest’s TV

**FOR GUESTS**  
Interactive EPG

- Access favorite applications
- Screen share from mobile device
- Play audio files
- Review hotel amenities



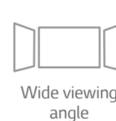
04

What Do Hotels Need for Public Areas...TVs or Digital Signage?



**Commercial-grade digital signage**

- Engineered for durability/long hours of operation
- Expandability and integration options
- Vast array of models



Can run on LG’s webOS™ for Signage platform

- High-quality content creation/remote management
- No need for media players/onsite servers
- All you need is an Internet connection



05

What Kind of Service and Support Does LG Offer Hotels?

**LG’s Five-Star Service program**

- Direct contact with dedicated LG service technician
- Quick service and expertise
- Routine maintenance program
- New TV setup support after initial installation
- Quality assurance and joint evaluation with SI



**LG supports out-of-warranty service**

Flat rate of \$150 for most model series and repairs (exclusion for panel replacement)