MARCH 2023

BROUGHT TO YOU BY LG Business Solutions



THE PUBLIC ADDRESS_

IDEAS, INSIGHTS AND INNOVATIONS FOR
GOVERNMENT AND EDUCATION TECH



WELCOME TO THE PUBLIC ADDRESS_

DEAR INDUSTRY FRIENDS,

Often, as the spring season arrives, so do conversations about changing and refreshing—which systems to improve, which processes to tweak, and which technology to upgrade.

But educators and administrators understand the importance of considering the people and communities at the center of it all. It's an important reminder for all of us, regardless of industry. *Any change should be about doing better for the people we serve.*

It was students and their families who inspired the systems implemented by Worcester Public Schools in Maryland—a story featured in this issue. The school district brought new technology to its 8,500 students to enhance connected learning in the classroom and at home.

Meanwhile, customers and employees helped drive the ongoing evolution and success of systems integration provider Bluum. I am also excited to share more about the company's work in this issue.

This time of year brings endless opportunities to reorganize, refresh, and, in many cases, change for the better, inside the classroom and beyond. Thank you for letting LG be a part of it all.



VICKY SANVILLE
National Sales Manager, Public Sector Vertical
LG Electronics

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INSIGHTS



FIELD OF VISION

HOW DO MACHINES SEE THE FUTURE OF AI IN AV?



KIRSTEN NELSON
Experience Design Technology Journalist
Podcast Host and Content Strategist

In one of the eternal ways that humans search for meaning, I want to tell you about a coincidence. In my first random thoughts for this column about AI, machine learning, computer vision, natural language processing and voice recognition, and how these perceptual technologies are changing audiovisual integration and experience design, I started thinking back to my earliest days in publishing. Way back in the 1990s, when I worked on making printed books, I was witness to some of the first practical applications of computers "seeing" things.

The designers I worked with taught me about this crazy new technology called "optical character recognition," which was completely changing their lives. Suddenly, they could scan any old pages in existing printed books and manipulate the text like it was freshly typed in modern software.

In my own career, this was one of the first incidents of AI profoundly affecting the way content was produced. Now I spend my days talking to designers about lots of new AI-enabled technologies looking for problems to solve. And together, the machines and I are starting to see how they might improve human interaction within AV, live events and the built environment.

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**Views and opinions shared are those of the author and not LG Business Solutions*
*** This article was written in October 2022*

RECENT PARTNERSHIPS

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FUTURE TECH ENTERPRISE

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CENTER FOR DISEASE CONTROL AND PREVENTION

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AVI-SPL

DEFENSE INFORMATION SYSTEMS AGENCY, US ARMY FT MEADE

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GWINNETT COUNTY PUBLIC SCHOOLS

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SOLUTIONZ

US DEPARTMENT OF TREASURY – IRS

CHANNEL PARTNER:
ANACAPA



HAIL MARYLAND!

SYSTEMS ARE SOLUTIONS AT WORCESTER PUBLIC SCHOOLS!

Maryland has always been widely appreciated for the strength of its identity and the independent thinking of its citizens. Sometimes, the bold thinkers in our community are those that design complex solutions to the complex challenges that life, technology, business and communications throw at us but sometimes the bold thinking comes from an independent perspective, a sharp evaluation of the challenge and simple decisions on actionable solutions.

Located on Maryland's Atlantic coast, Worcester County covers 695 square miles, has a population of about 50,000 residents and a diverse economy that includes strong agriculture, seafood and tourism sectors. Underscoring the county's long and storied history, it has 33 listings on the National Register of Historic Places. Worcester County Public Schools includes Worcester Technical High School in Newark, Pocomoke High School in Pocomoke City, Snow Hill High School in Snow Hill, and Stephen Decatur High School in Berlin. The district also includes five elementary schools, one intermediate school and three middle schools.

HAIL MARYLAND!

CONTINUED

Worcester County Public Schools recently exemplified that independent thinking when it bucked the trend toward projectors and interactive boards in K-12 classrooms and deployed non-interactive panels district wide instead. Worcester County is a one:one district that deployed Apple devices to each of its 8,500 students to boost learning, remote-resilience and equity. The underlying thinking was that each student would have access to interactivity via the student device supplemented by the front-of-room panel which would mean an interactive board and projector would be redundant, complex and costly.

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BUSINESS IS BLUUM'ING

SYSTEMS INTEGRATION IS A PEOPLE BUSINESS

Roots are important. They lend the strength and depth that are essential to a vendor relationship.

Bluum is a systems integration provider with deep roots serving clients in the United States education and enterprise markets and yet its brand, approach and ideas are fresh, innovative and inspiring.

The company is the product of two mergers. First, Troxell Communication and CDI Technologies merged and became Trox in 2019. Then in 2021, Tierney joined Trox to create the combined entity that became the nation's largest education technology catalyst. The business rebranded from Trox + Tierney to Bluum to reflect an identity that aligned with higher purpose and a future where everyone has access to great education.

"Our depth in AV is second to none," Leah Pence, Account Executive, Bluum explains. "Having such a strong legacy comes with the responsibility to sustain the legacy, continually improve and to provide customers with the quality of service they've come to expect from our organization. I see team members rise to that challenge every day!"

Bluum has evolved its business model to include separate divisions: Bluum for education markets and Bluum Technologies for enterprise. Both are underpinned by a shared culture of ownership, passion, courage and empathy.

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INTEGRATOR INSIGHTS

For this issue of The Public Address I had the opportunity to sit down with Thomas LeBlanc, Executive Director of the National Systems Contractors Association, NSCA.

With NSCA's Business Leadership Conference at the end of this month Thomas and I discussed what its integrator members from all over the country will be discussing. From design and development trends within the public sector, to predictability and profitability issues for integrators in 2023.

Here is my extended interview with Thomas, hope you enjoy!

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WHY LG? #8

WE'RE ADAPTIVE TO MEET CHANGE HEAD ON



VICKY SANVILLE
National Sales Manager, Public Sector Vertical
LG Electronics

Change is inevitable within every institution, organization, and department. It's the pace of change that differs.

In our industry, the varying pace of change within end-user organizations, systems integration firms, channel partners, IT departments, and technology brands can lead to friction and opportunity.

Friction can be a positive. It's a manifestation of two forces working in close proximity and indicates where confusion or crossed purposes may occur. How an organization adapts to friction, confusion, or crossed purposes is a measure of the organization's customer/channel centricity, versatility, and commitment to solutions.

At LG we're deeply committed to customer/channel partner centricity; to being as agile as possible and also to developing comprehensive solutions that reflect vertical market and regional realities. We learn and relearn those realities from our customers and channel partners. This is why you see the broad range of display technologies, solutions, and programs from LG. It's also why we have in-territory application engineering and comprehensive sales support.

The past few years have accelerated the pace of change in education and government in ways that no one could have imagined. The dealer/integrator community picked up the gauntlet and served our community and national interest with heroic resolve and meaningful results. Change was cast on us all again as post-pandemic supply chain, staffing issues, and other challenges forced customers to be more resilient and resourceful again.

At LG, we acknowledge the accomplishment of systems integrators and end users who have adapted to new dynamism in the market and we continue to look at our own organization and programs to ensure we, too, are adapting to meet change head-on.

Our willingness to look inward and adapt is another reason why end users and integrators select LG.

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INNOVATION

EDUCATION PRODUCT LINE UP



CAMPUS WIDE
All-in-One LED Signage



PUBLIC SPACES
LAE Series



CAFETERIA
Ultra Stretch Digital Signage



CLASSROOMS
Interactive and Non-Interactive Displays
ProBeam Laser Projectors
UR340C Series UHD Commercial TV



TEACHER DESKS
gram Laptop



CONFERENCE ROOMS
LAAF Series
Commercial Lite Displays
UL Series



FACULTY OFFICES
34" IPS QHD UltraWide™ Curved Monitor



OUTDOOR/ARENAS
High Brightness Outdoor Displays



eSPORTS PRODUCT LINE UP



BACK WALL
ProBeam WUXGA Laser Projector



ENTRANCE
Cable-less MAGNIT Micro LED Signage



SIDE WALL
UR640 UT Large Format TV Signage



TABLES
38GN95B-B Gaming Monitor



PUBLIC SECTOR PRODUCT LINE UP



OUTDOOR WAYFINDING
XE4F-M Series High Brightness Outdoor Display



LOBBY / MULTI-PURPOSE ROOMS
Video Wall



CAFE / CAFETERIA
Ultra Stretch



INDOOR WAYFINDING
UL3 Series



CONFERENCE / HUDDLE ROOMS
TR3 Multi-Touch Display Series



SECURE / VIRTUAL TRAINING ROOMS
UR340C Series UHD Commercial TV



OFFICE
UltraWide Thin Client Desktop Display



CONTROL ROOM
LED Bloc LSAA Series



GOVERNMENT PRODUCTS AND SOLUTIONS

Innovative products and services with cutting-edge features for an enhanced user experience

LG Helps Customers Envision Better Environments in Three Main Categories

Enabling Collaboration and Connectivity
Creating Flexible Spaces and Optimize Use of Space
Designing Resilient Solutions for Business Continuity

SAFE AND RESILIENT GOVERNMENT FACILITIES

- TAA B2B Projector
- Taa Non-Interactive Displays
- TAA Interactive Displays
- DirectView LED
- TAA Compliant Desktop Monitors
- TAA LG gram

VIRTUAL TRAINING AND MEETING ENVIRONMENTS

- TAA B2B Projectors
- Signage
- TAA Interactive Displays
- TAA DirectView LED
- TAA UltraWide Displays

COMMAND AND CONTROL CENTERS

- TAA Ultra Stretch Display
- TAA 1.2 and 1.5 DirectView LED
- TAA Video Walls

SECURE ON-SITE OR WFH ENVIRONMENTS

- TAA Non-WiFi Displays
- TAA IT Desktop
- TAA UltraWide Desktop
- TAA IPS Monitor
- Thin Client
- Zero Client

CONSUMER VS. COMMERCIAL DIGITAL SIGNAGE

	CONSUMER	COMMERCIAL
LG webOS for Signage	Consumer displays do not come with built-in technology for content distribution and playback.	LG's webOS for Signage is a commercial all-in-one hardware and software platform providing easy integration plus centralized content management that offers a host of full-scale enterprise upgrade, cloud-based solutions, mobile accessibility, screen control and multi-touch solutions via LG's expanded solution partners.
Warranty	Most consumer displays come with a 1-year warranty that can only be serviced by an authorized provider.	LG's Five-Star Service program is LG's specialized customer care program that provides a dedicated Business Solution Partner technician to perform routine visits and complete necessary repair to maintain product quality.
Management	Consumer televisions do not have the ability to support the cloning of customized settings on their own and will need additional hardware - such as a media player - to allow for content distribution and remote management.	LG SuperSign is a complete solution, comprising software, LG media players and LG commercial displays. It is designed for the distribution of virtually any content, management of endpoints and fully scheduled operation of content and devices.
Durability	Most consumer displays are not built for prolonged non-stop use or for the wear-and-tear of function in high traffic areas which can result in damage or the display interrupted content.	Commercial displays are specifically designed to operate around the clock in high impact, high traffic areas without risking damage from overheating or accidental impact.

INFORMATION

THE LG PROMISE — INNOVATION FOR A BETTER LIFE

SERVING PUBLIC SECTOR PARTNERS AND CUSTOMERS THE RIGHT WAY!



DAVE BACHER
Head of Business Solutions Marketing
LG Electronics

Innovation is innate to humanity. For millennia, we've sought to improve things — the tools we use, the places we live and work, the food we eat, the society we build and the lives we live. Humanity is not just taking care of one another, it's about taking care of the future by making it better than today.

Making things better is not just a question of speeds and feeds as we refer to in the IT realm. Advancement is also about ensuring our offerings make the least possible impact on the environment; that our business practices are guided first and foremost by integrity; that our teams are consistently inspired to create value for our customers and partners and that we have unwavering respect for human dignity.

At LG we call this "Jeong-do," which translates to "the right way" and it is our guiding philosophy. Jeong-do inspires us to create value for customers and abide by fair market practices. It demands the proper treatment of every person with whom we interact. Jeong-do shapes how LG innovates, how we organize, and how we relate to customers and partners in every market we serve.

No longer the exclusive domain of engineers in the laboratory (or for that matter, within the walls of LG), innovation takes place in the lecture halls of universities, the conference rooms of federal agencies, the network operations centers of utilities and everywhere that customers and partners interact with LG technologies. We learn from these interactions to create innovative new products and programs to better serve our channel and technology partners, customers and end-users.

With over 75,000 employees in 71 companies across 180 countries, LG is a global community with the commitment to innovation — and the scale to deliver on that commitment. The LG promise of innovation and integrity guides every decision, inspires our public sector team and is evident in the world-class partners and customers we work with.

MORE ›

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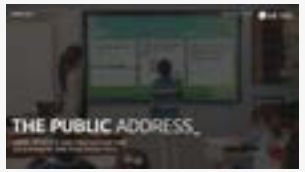


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