

JUNE 2021

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# THE PUBLIC ADDRESS\_

IDEAS, INSIGHTS AND INNOVATIONS FOR  
GOVERNMENT AND EDUCATION TECH

# WELCOME TO THE PUBLIC ADDRESS\_

Dear Friends,

We're beginning to see the light at the end of the tunnel. Over 40-percent of the U.S. population has received a COVID vaccination and the speed of vaccinations to address the rest of the nation gains momentum daily. States are beginning to loosen restrictions, school districts are starting to offer hybrid in-class/in-home learning environments and business sectors of all types are feeling optimistic for the first time in over a year. All this is to say that Q2 2021 is positioned to be a pivotal quarter for regrouping, rebuilding, and moving our lives and businesses forward — and technology will play a critical role in the transition.

Within education, stimulus dollars have been released and school districts will be working now and through the summer to develop education solutions that blend cautious, in-person class approaches with remote and at-home lesson participation. The difference this year is that schools have 13 months of remote education experience to draw from for shaping the coming school year — and they are no longer just reacting to a crisis; they're driven to make up for lost ground. Larger-format, high-resolution displays coupled with computers offering good AV capabilities and connectivity options are the solid solution for teachers and students alike.

For the federal government, Q2 2021 leads up to the year's buying season, which begins in July. Work-from-home solutions are a big topic for the government right now. The last year has taught that working from home is not only an effective safety precaution, but it can be very efficient from a pure business point of view. A robust work-from-home system focused on productivity, security and mobility provides the usability, comfort, and security for federal employees to perform their required tasks remotely.

I encourage all LG partners to look closely at your sectors of expertise for how technology will play an essential part in our collective journey to move past the pandemic. Q2 2021 is upon us, and the technology for the transformation is being designed and specified now.

Thank you,



**VICKY SANVILLE**  
National Sales Manager, Public Sector Vertical  
LG Electronics

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# INSIGHTS





## FIELD OF VISION

# EVERY CLASSROOM IS SMART IN ITS OWN WAY

*AV integrators provide guidance for use of federal stimulus funding to meet increasingly specific classroom technology needs*



### KIRSTEN NELSON

Experience Design Technology Journalist  
Podcast Host and Content Strategist

The school uniform went away in 2020. Not in a sartorial sense, but in terms of boldly unique expressions of how technology is used to connect students and educators.

The pandemic's ever-changing mix of remote and in-person learning accelerated the trend of hyper-individualized interpretations of software and hardware use. Even in schools with standardized classroom designs, the creative adoption of peripherals and software to support more specific applications proved a long-held ideal: AV and IT technology provide a flexible platform for constantly evolving needs.

The idea of "one-size fits all" has long been fading in higher-education settings, where rooms and pedagogies flip on a regular basis. But more K-12 schools are also exhibiting a more individualized streak, with educators expanding on foundational technology templates to match the personalized classroom environmental and learning space concepts they create every year.



FIELD OF VISION

# EVERY CLASSROOM IS SMART IN ITS OWN WAY

CONTINUED

Now, as another school year unlike any other moves into the traditional summer procurement and installation season, the question isn't whether schools will be adding technology. That's inevitable, especially with the influx of federal stimulus funding dedicated to updating classrooms and connecting more students to the learning they need. Instead, the real inquiry will be around specifically which technology each classroom will be adding or updating to suit its highly individualized purpose?

*Since interviewing Jay Bosch for this article in early April, we learned of his untimely death on April 24, 2021. We are saddened by Jay's passing and wish to express our deepest condolences to his family, friends and colleagues. Together with the communications team at AVI-SPL we have elected to publish Jay's thoughts in this article to acknowledge his deep technical and market knowledge and honor his generosity and consistent willingness to help. A donation in Jay's name will be made to Jay Bosch Memorial Scholarship Fund through the Jefferson City Public School Foundation.*

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# RECENT PARTNERSHIPS



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# A HIGHER CALLING

*Technology's Role in Advancing Equity, Accessibility and Community in Education*



**VICKY SANVILLE**

National Sales Manager, Public Sector Vertical  
LG Electronics

We don't know what we don't know. It's a simple phrase but it encapsulates the reality of the future of education — that despite all the prognostications from thought leaders everywhere the future is unknown. The only certainty is that post-pandemic education at both K-12 and higher education will be very different than what it was last year. A clear opportunity now presents itself for us to reshape education in ways that are more efficient, effective and equitable than in 2019.

Reshaping education requires an acknowledgement of the fundamental value that strong education for the broadest population is good for the economy, good for society and good for educators, families and students. The idea that education should not be universally accessible is a capitulation to a fractured society, broken economies and broad inequity. Education systems that advance elitism, preclude entire communities and weaponize debt also suffocate innovation, creativity and entrepreneurship, and ultimately slow the economic growth of individuals and entire nations.

Technology has a huge role in reshaping the education business model — because that's what it currently is — that has not experienced foundational change in millennia. At LG we sell technology and, yes, we want to participate in the re-tooling of American education BUT we're determined to do so in the right way by facilitating equity, accessibility and community.

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# FEDERAL FUNDING INVESTMENT PROVIDES FLEXIBILITY TO YOUR SCHOOL'S UNIQUE TECHNOLOGY NEEDS



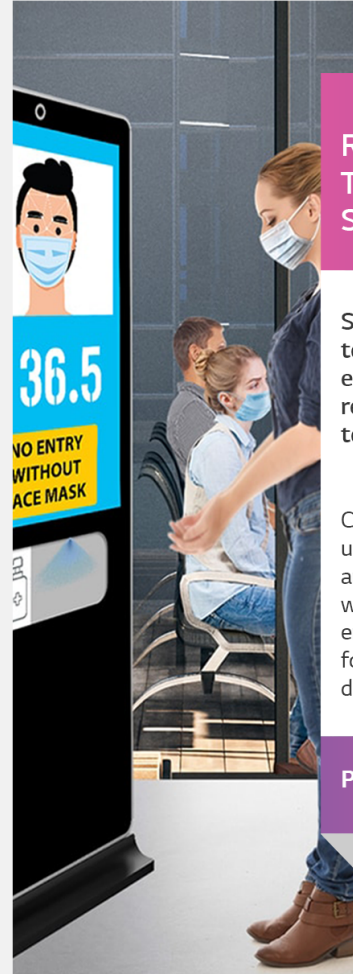
## ADAPTABLE CLASSROOM ENVIRONMENTS

Flexible instruction delivery models help improve engagement, facilitate individual learning and improve the interactive environment

Adaptable classroom technology can be used in global seminar environments and in classrooms for in-person, remote and blended learning to create immersive learning environments

**PRODUCTS:**

- LG gram, G Pad, Non-Touch Displays, Interactive Displays, Desktop Monitors



## RETURNING TO CAMPUS SAFELY

Sustain healthy environments to reduce the risk of virus exposure, coordinate response efforts and alert all to campus safety protocols

Campus digital signage can be used to communicate health and safety protocols, direct walking traffic, push emergency alerts as well as for mobile spaces for socially distanced learning

**PRODUCTS:**

- Wellness Kiosk, webOS Displays, Non-Interactive and Interactive Displays on Mobile Carts, Projectors, UV-C Robot, Air Purifier



## EXPAND LEARNING AND SOCIALIZATION TIME

Apply education technology to meet multi-purpose needs to address learning loss, provide social and emotional services and provide after school care

Education technology can be expanded beyond the classroom to help schools provide remote mental health services and allow students to experience virtual field trips and specialized labs

**PRODUCTS:**

- LG gram, G Pad, Non-Touch Displays, Interactive Displays, Video Walls, Desktop and Gaming Monitors, Projectors



# STRONG PARTNERSHIPS, PRODUCT STANDARDIZATION

*LG Large Displays Help Vanderbilt University Deploy Fast, Campus-wide Immersive, Remote Learning AV Systems*



**SCOTT ANDREWS**

Sr. National Account Manager  
LG Electronics

In early 2020, Vanderbilt University in Nashville, Tennessee, was in the middle of a large AV system upgrade/installation project with their on-campus Peabody College facility — and then the pandemic hit. The university quickly developed a COVID response strategy and decided that they needed to deploy an adaptive learning environment to enable distance learning and remote education capabilities for 78 spaces across the campus, within about six weeks, before the beginning of the Spring semester.

Campus management wanted to create an immersive experience for their instructors and their in-person and remote students. Instead of considering their pandemic response temporary, management recognized the substantial investment involved and moved toward a permanent system installation approach as a long-term solution. Nearly 80 classrooms and campus spaces were equipped with PTZ cameras; ceiling, lectern and lapel microphones, Crestron AV encoder/decoder networks, and a mix of large-format, 55- and 65-inch HD displays from LG.

*"We wanted to plan for the future, not just the emergency," said BC Hatchett, Associate Director of Classroom Technology, Vanderbilt University. "We wanted to give instructors great quality as well as flexibility. The LG displays have the image clarity, quality, size availability, and connectivity we need so the instructors can be comfortable and the learning experience is more inclusive for our **students**."*

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# THE STRENGTH OF LG PARTNERSHIP ON DISPLAY AT LARGE MILITARY TRAINING CENTER

*Migrating from hand-written whiteboards to high-performance, cloud-connected displays — LG partners combine forces to upgrade classroom learning technologies for large military training center*



**JENNIFER ELEY**  
Sr. Channel Account Manager  
LG Electronics

If this past year has taught professionals in education anything, it's about the importance of up-to-date, interactive, connected classroom technology. This is no exception for the large, joint forces training center that works with thousands of reserve and active service men and women annually.

When facility managers began the process to upgrade their classrooms, foremost on their list of facility requirements was a new network-based display and presentation system that would enable a high level of collaborative learning, easy content management and sharing, and excellent video quality, connectivity and reliability.

*"The DOD facility we were working with was using some pretty out-of-date display classroom technologies as well as a lot of static whiteboards for hand-written scheduling and signage," said Andrew Kaluski, Major Account Executive and GSA Administrator for Team One. "Facility managers and instructors wanted to upgrade to a classroom display and digital signage system that would allow them to post real-time updates and provide more detailed summaries of classroom topics and content."*

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## INTEGRATOR INSIGHTS

with Vicky Sanville

Join LG's National Sales Manager Vicky Sanville as she explores the latest trends and customer needs in the education and government verticals. In each edition of The Public Address, Vicky will sit down with one of LG's customers to discuss the importance of partnership and service when choosing a manufacturing partner and explore some of the greatest installations LG has been a part of.

This month, Vicky sat down with Mike Logan, Regional Vice President at Trox + Tierney to discuss ROI for classroom technology, the changes in the education buying cycle and the advancement of technology with the federal stimulus money.





## PROGRAM UPDATE

# LG PILOTS NEW EDUCATION PROGRAM

*The LG Honors Program Available Now for Exclusive Resellers*

This month, LG introduced its new LG Honors Program for K-12 and higher education resellers. The exclusive pilot program offers aggressive pricing for education projects with at least ten products – for preferred education-focused technology SKUs - and includes a free 5-year limited warranty on TV signage and interactive touch displays. Additional benefits include pre-sales support, capture strategy and pre-sale consultations, and a first look at the LG Academy Teacher Training Program currently in development.

The exclusive LG Honors Program pilot is the latest in LG's push to supply rich resources for higher education facilities and to provide technology for equitable and collaborative learning.

FOR MORE INFORMATION PLEASE CONTACT  
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# NEW TECHNOLOGY SHOWCASE

*136" All-in-one DVLED*

LG's All-in-one essential series 136" Direct View LED display is designed for versatility. Whether you're leading a team in a control room, NOC, or command center, teaching students in a lecture hall; or taking charge in a meeting room, it's easy to take control of the large-format display with the embedded controller designed to function like any other TV remote. Manufactured on a secure supply chain, the 136" all-in-one display makes the installation process simple - the display is shipped ready-to-assemble in a professional, wheeled flight case for easy transport once inside the facility. The case includes the required components necessary for installation—simply secure the two cabinets, attach each LED display module and plug in the power cable.

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## NEW TECHNOLOGY SHOWCASE

### *LG's TR3DJ Interactive Touch Solution*

LG's TR3DJ Interactive Touch Solution provides a versatile platform for teachers to leverage the learning management system or cloud drive of their choice. Featuring a 4K anti-glare tempered glass screen and a 20 point multi-touch functionality, the TR3DJ creates a smooth writing experience for users to write and annotate on all sources for easy collaboration. With ScreenShare Pro, users can show up to six shared screens in real-time or mirror Chromecast and Apple devices on the same network without the need for any additional application to help enhance usability. Air Class can connect up to 30 students to the same network via mobile devices, providing interactive learning spaces and a variety of teaching tools including voting, answering and sharing presentations.

Unlike many interactive whiteboards, LG's TR3DJ offers an open platform experience for instructors to utilize many third-party apps, while IT teams and school districts don't have to worry about expensive licensing agreements.

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# NEW TECHNOLOGY SHOWCASE

## LG Cloud Computing



Many enterprises face a variety of challenges when working to build an integrated infrastructure, reduce operational costs, raise security awareness and increase data security. This is where cloud devices come into play. Establishing a cloud-based business environment allows enterprises to access computing using VDI solutions and ultimately may provide benefits such as reduced maintenance costs, enhanced security and improved productivity.

Switching to a cloud computing environment can significantly reduce maintenance and rental costs, reducing Total Cost of Ownership (TCO). On top of that, cloud computing environments manage and secure information in a central server, eliminating the need to store important information on a personal computer.

In most companies, work does not occur in a fixed office. Therefore, to improve the efficiency of the work, enterprises should consider a network system that enables secure remote work from outside the office. As remote work continues, and in many cases becomes semi-permanent, a cloud-based system is the ideal solution for maintaining operational consistency and access to data.

LG offers a diverse cloud device lineup that can be applied to nearly any business environment. LG cloud devices are interoperable, allowing businesses to connect directly to existing infrastructures, and are easy to operate through the management console.

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WHY LG?

## #3: IN-HOUSE SPECIFIER SUPPORT

As part of the LG mission to provide exceptional service and support of business solutions for its end-users, James Pfenning, Director of Technical Sales at LG Electronics, is expanding specifier support by increasing dedicated staff and delivering tools for architects, designers, engineers, and consultants. Pfenning and his expanded team provide detailed guidance on LG Business Solution's broad technologies including, large-format information display systems, direct-view LED walls, interactive digital boards for corporate and public sector environments, IT and cloud computing products, solar and energy management systems, and even AI powered Robots. The team can also be a ONE LG bridge to technology partners and other LG subsidiary solutions such as commercial HVAC.

"If you look at our technology and the variety of innovation, we have some amazing products that really need to be thought about earlier in the design process. So that means we need to move upstream to where the design process is conceptualizing the shape and function of a building," said Pfenning. "No longer is a display just hung on a wall. Today's digital information displays are a part of the built environment. We're not just working with wood and metal anymore — we have direct-view LEDs being placed into buildings, we can put transparent LED systems on windows and glass. It is essential that we get involved early in the process so Architects and Designers know what's possible."

Working with the specifier community should not be a sales-driven process. That's why the expanded team is a dedicated resource focused on educating specifiers so they

know about all product possibilities as well as when and where to use LG solutions. The team accomplishes this by building trusted relationships and being available as a subject matter expert. The team also recently added in-house capabilities to further assist in the engineering process by creating and providing Building Information Modeling (BIM) files of LG products that designers can drop directly into their drawings.

"When collaborating with end-users and their consultants as well as the design community, we work to speak their language and understand their motivations. They need someone they can rely on for accurate, non-sales-driven information," said Pfenning. "The biggest part of what we're doing is just giving them resources and access to information so they can do what they do best — be creative and design great solutions."



**JAMES PFENNING**

Director of Technical Sales  
LG Electronics

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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  
US Series UHD Commercial TVs



**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

75UT640S0UA Large Format TV Signage



## TABLES

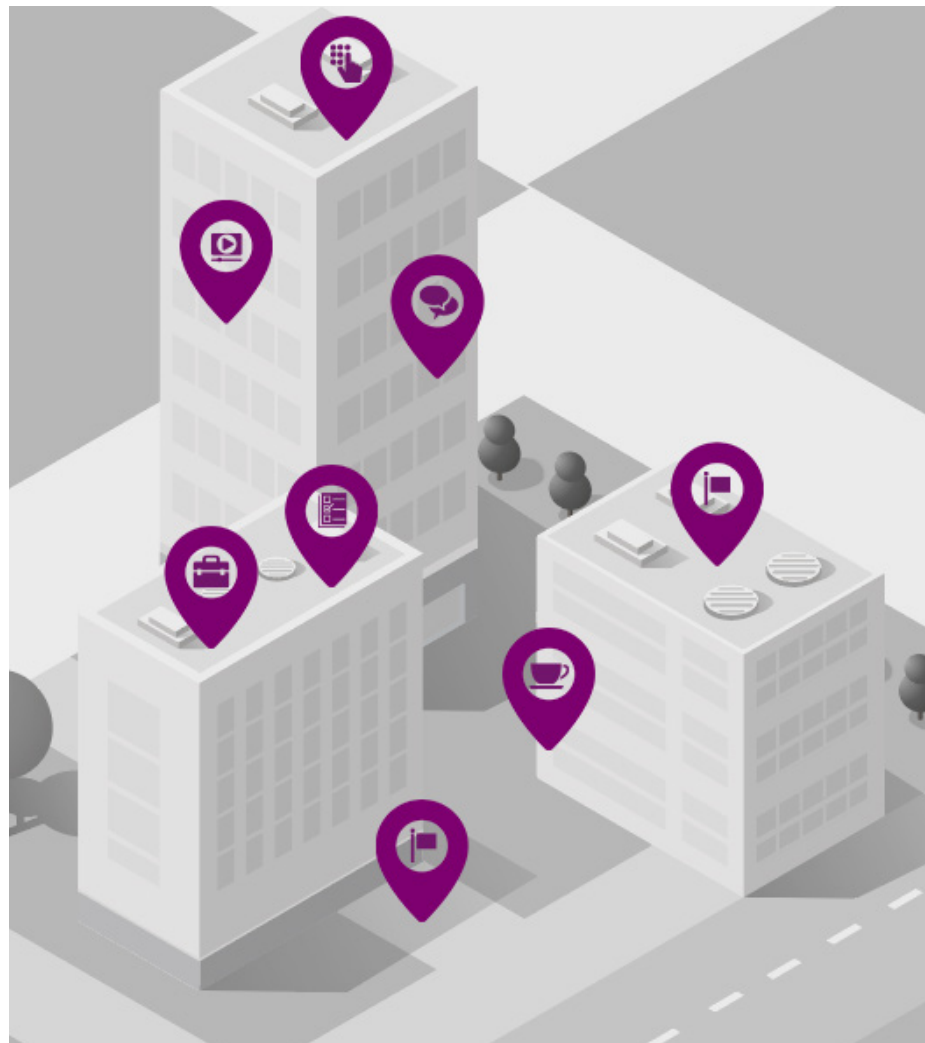
38GN95B-B Gaming Monitor







# PUBLIC SECTOR PRODUCT LINE UP



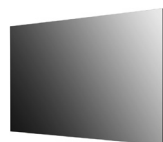
## OUTDOOR WAYFINDING

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

US Display Series



## 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
- G Pad

### 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!*



**DAN SMITH**

VP of Business Development  
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.

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# MEET THE LG PUBLIC SECTOR TEAM



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# ARCHIVE

