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HITEC 2025 | Booth #3805

LG DEBUTS 'PRO:CENTRIC+' TO TRANSFORM HOTEL TVs INTO BUSINESS-DRIVING PLATFORMS

*New Platform Simplifies Integration of Third-Party Services,
Streamlines Setup, Enhances Profitability*

INDIANAPOLIS, June 17, 2025 — Hospitality television leader [LG Electronics](#) is once again redefining the role of the hotel television with the debut of Pro:Centric+, the next generation of its award-winning Pro:Centric hotel TV platform that turns in-room displays into powerful business tools. Unveiled at HITEC 2025 (June 16–19, Booth #3805), Pro:Centric+ enables easy and seamless integration of third-party services and dramatically simplifies installation and management—requiring far less technical expertise.

“With Pro:Centric+ the TV becomes more than a piece of glass. It shifts the conversation from in-room TVs as guest amenities to essential business infrastructure,” said Jake Benner, Senior Director of Hospitality at LG Electronics North America. “This platform helps hotels reduce operating costs, increase safety and unlock new revenue streams through the addition of easy to install and manage third party services — while simplifying deployment and support.”

Unlike supervisory apps that sit atop traditional platforms, Pro:Centric+ allows for multiple best-in-class third-party services to run natively within the system. Once vetted by LG, services can operate independently but harmoniously, opening new possibilities for operational efficiency, guest engagement and cost savings.

Examples of services that can be integrated onto the Pro:Centric+ platform include **energy management** where the Pro:Centric device is aware of the guest room status and manages the temperature based on the status to improve energy savings, **client-side advertising** insertion where the service dynamically inserts advertising into the linear content for monetization, **casting services** like Google Cast or AirPlay, **location services** where the Pro:Centric devices are location aware and can aide in asset tracking like luggage and service carts, and **Wi-Fi monitoring** where the Pro:Centric devices continuously monitor the guest network within each room to proactively identify problems.

Energy and Safety Solutions Showcase Platform's Versatility

At HITEC 2025, LG is demonstrating integrations with [Anacove](#) and [TraknProtect](#) to showcase the platform's versatility. Anacove brings AI-enabled smart thermostats, toilet leak detectors, asset tracking and staff safety alert tags – all monitored through a single interface that ties directly



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into the hotel's property management system. TraknProtect enhances employee safety with wearable buttons that allow staff working alone to send alerts when needed. Together, these integrations illustrate how Pro:Centric+ can help hotels save energy, improve efficiency, streamline operations and create safer environments for guests and employees.

"Anacove's AI-enabled energy and operations management solutions can reduce energy waste and costs while improving the safety and operational efficiencies of a hotel's operations," said Benner. "And TraknProtect's safety buttons provide a new level of safety for hotel employees who are working alone. Both demonstrate how the Pro:Centric+ platform can be leveraged to benefit hoteliers. We expect many more third-party service providers to take advantage of the Pro:Centric+ platform's capabilities."

New Web Interface Means Simplified Setup, Smarter Management

The new Pro:Centric+ Web Management Interface eliminates clunky remote-control-based configuration. Instead, hotel staff can use smartphones or tablets to wirelessly provision devices, enter setup details and perform maintenance—often without stepping inside the hotel room.

"Provisioning can be done remotely, even from the hallway," said Benner. "This is a major advance in ease of use and labor efficiency." Pro:Centric+ is backward compatible with LG commercial TVs running webOS 5.0 and newer, extended the value of hotels' prior investments.

Advertising and Monetization Programs Benefit Owners and Brands

In addition to the launch of the Pro:Centric+ platform and the first third-party service integrations at HITEC, LG is highlighting a range of advertising and monetization programs that can benefit hotel owners and brands, including Client-Side Ad Insertion, Banner Ads, and LG Channels.

"We're committed to being a long-term business *solutions* partner to hoteliers," said Benner. "Pro:Centric+ makes in-room TVs smarter, more connected, and easier to install and manage, and our monetization programs aim to help make hotels and brands more profitable through the creation of new revenue streams. This commitment to providing everything a hotel needs to grow in today's hospitality market is what separates LG from every other commercial display provider."

For more information on LG hotel and hospitality solutions, click [here](#). For high-res images, click [here](#).

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About LG Electronics USA



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LG Electronics USA serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG's U.S. Media Entertainment Solution B2B division delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60-billion from consumer electronics, home appliances, HVAC solutions and vehicle components. For more information, please visit www.LGSolutions.com. Stay up to date with **@LGforBusinessUSA** on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).

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