



Life's Good.

LG HELPS REDEFINE LUXURY HOSPITALITY ECOSYSTEM AT ILHA INSPIRE 2025

*From Self-Lit and Transparent OLEDs to DVLED Displays and Interactive Platforms,
LG Leads Evolution of Design, Intelligence and Immersion for Luxury Hotel Experience*

LAS VEGAS, Dec. 10, 2025 — [LG Electronics USA](#), a leading hotel TV provider, is spotlighting the evolution of luxury hospitality technology at the International Luxury Hotel Association's INSPIRE 2025 Conference, held Dec. 10–11 at Resorts World Las Vegas (Booth #47).

LG is demonstrating that it delivers far more than a traditional television. Powered by the company's Pro:Centric® platform, LG smart hospitality displays act as intelligent hubs capable of connecting with partner software and IoT providers – helping hotels enhance guest comfort, streamline operations and maximize space efficiency across the property, from guest rooms and lounges to spas, restaurants and outdoor venues.

“Today's luxury hotels are design-driven, tech-enabled and experience-focused,” said Jake Benner, senior director of hospitality at LG Electronics USA. “LG's solutions are built to support that evolution – beautiful displays that enhance ambiance, simplify management, and elevate guest satisfaction across a variety of touchpoints.”

LG is building on its reputation as a comprehensive provider of hospitality display solutions for properties that demand premium performance, reliability and scale, while addressing varying hotel environments – guest rooms, public spaces, indoors and out.

Redefining Luxury Guest Room Entertainment with LG OLED

Headlining LG's presence at INSPIRE 2025 is the LG OLED Pro:Centric Smart Hotel TV (AM960H Series), designed for suites and high-end guest rooms in luxury hotels and resorts. As the only hospitality-grade OLED TV on the market, the AM960H delivers an ultra-slim, refined profile made possible by LG's self-lit OLED technology – enabling deep blacks, heightened contrast and vivid color without the bulk of traditional displays. The premium picture quality is paired with the Pro:Centric Direct platform for customizable interfaces and IoT-based room control, while guests can securely cast with Apple AirPlay® and Google Cast™ to enjoy personal content throughout their stay.

Elevating Every Guest Room with the LG QNED Hospitality TV

Complementing LG's OLED flagship, the LG QNED Hospitality TV (UK777H Series) brings mini LED backlighting together with quantum dot and NanoCell™ technologies to deliver high brightness, contrast, and color depth for upscale rooms and residences. The LG UK777H



Life's Good.

supports AirPlay and Google Cast, integrates LG Channels® for free IP-delivered content, and adds AI Picture Pro and Pro:Centric Direct management in a slim, modern design.

Technology That Transforms the Luxury Hotel Ecosystem

LG's hospitality technology portfolio extends beyond the guest room to elevate spaces throughout luxury properties. In public areas, LG's award-winning MAGNIT MicroLED displays deliver breathtaking visual experiences that turn lobbies and lounges into immersive storytelling environments. For spaces where design is paramount, LG's Transparent OLED technology enables properties to merge architecture and content – transforming welcome areas and retail showcases into living digital canvases.

In conference and ballroom settings, LG's DVLED displays create a striking focal point that brings presentations and events to life with cinematic brightness and seamless image quality. Together, these solutions allow luxury hotels to extend their brand identity through digital design that feels intentional, integrated and unmistakably high-end.

At the heart of LG's hospitality ecosystem is its Pro:Centric+ platform – an open, scalable solution that unites content management, IoT integrations and real-time monitoring. Paired with LG's Pro:Idiom® digital rights management and compatibility with partner property management systems, Pro:Centric+ gives operators control and flexibility across displays, signage and connected devices.

To ensure reliability and long-term support, LG backs installations with its Five Star Customer Care program and a dedicated U.S.-based service network. This commitment to partnership and performance underscores why LG remains the trusted technology provider for luxury hospitality brands around the world.

Combining Audio and Visual Precision

LG is also showcasing the Bang & Olufsen Beosound Theatre soundbar, paired with the LG OLED Hotel TV to demonstrate a new standard for in-room entertainment. Together, the two brands combine cutting-edge performance and timeless design to create an audio-visual centerpiece for luxury properties.

Featuring 12 custom drivers and Dolby Atmos capability, the Beosound Theatre delivers room-filling, multidirectional sound from a single, beautifully crafted soundbar. Its coaxial center channel ensures clear, detailed dialogue for a fully immersive experience that complements the



Life's Good.

elegance of LG OLED hotel TVs. This collaboration reflects both brands' shared commitment to craftsmanship, innovation and the seamless fusion of technology and design that defines modern luxury hospitality.

The Art of Delivering Exceptional Experiences Panel Discussion

As part of its INSPIRE 2025 presence, Gary Hasty, director of B2B product management at LG Electronics USA, is participating on the panel “*How Technology is Transforming the Art of Delivering Exceptional Experiences.*” The session, which takes place on Dec. 11 at 9:30 am on the SUMMIT stage at Resorts World Las Vegas, explores how technology is reshaping personalization, design and sensory storytelling in high-end hospitality.

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

###

About LG Electronics USA

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](#).

Media Contacts:

LG Electronics USA

Kim Regillio
+1 815 355 0509
kim.regillio@lge.com

Caleigh McDaniel
caleigh@griffin360.com