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LG SMART TVS FOR CRUISE STATEROOMS AND CREW CABINS BRING CUSTOM CONTROLS, ADVANCED HOSPITALITY SERVICES

Five TVs Designed Specifically for Cruise Ships Launched as Voyages Rebound

LINCOLNSHIRE, Ill., Aug. 10, 2021 – [LG Business Solutions USA](https://www.lgsolutions.com) has introduced a line of [smart TVs](#) specifically designed for cruise staterooms and crew cabins to deliver a superb viewing experience with customizable hospitality and entertainment interfaces for cruise ship operators.

With models available in 43-, 32-, 28- 24- and 22-inch class sizes, the voice-controlled and Wi-Fi connected TVs allow cruise lines to offer a variety of services and entertainment options in any size cabin. These Pro:Centric® Smart TVs also offer specialized service menus, allowing ship operators to create custom branded digital experiences.

“As cruise operators begin to welcome back their valued guests, our Cruise TVs will allow them to deliver a catered, carefree digital environment where guests can easily navigate digital video programming and ship-related information,” said Mike Kosla, vice president of hospitality at LG Business Solutions USA. “Our cruise TV line will benefit both cruise operators and



passengers with increased functionality, simplified operation and a thoroughly enhanced guest experience, just in time for a return to the seas.”

The Pro:Centric software provides a number of critical features for cruise ship environments, including support for 39 languages, one-click service tools, webOS 4.5 smart TV features, remote system management and easy-to-use templates and pages for custom on-screen interfaces to provide information and services to guests. The TV line also allows cruise operators to enable wireless streaming of music and video content from passengers' mobile devices and laptops through Smart Share, Screen Share and Bluetooth Sound Sync technologies.

The 43-inch class 4K UHD cruise ship smart TV (model [43UT782V2](#)) displays images four times sharper than HDTV and upscales content to take advantage of the TV's 8 million pixels. Crisp audio is provided through two 10W stereo speakers, and mounting is available via a standard 200x200 VESA compatible wall mount, sold separately. This model features a thin profile with minimal cabinet thickness — for easy placement in any cabin or stateroom. The TV's 60-pin connector on the back accommodates an external, full commercial-grade access point module. The connector also can be used for other current and future add-on modules, helping to future-proof this TV.

The 32-inch class and 28-inch class Pro:Centric smart TVs for cruise ships (models [32LT662VBUC](#) and [28LT662VBUB](#)) feature compatibility with standard 200x200 and 100x100 VESA wall mounts, respectively, and both have dual 5W stereo speakers. Both LT662V models offer LG's latest version of Quick Menu, which provides an editable welcome message, date/time and a menu bar of frequently used tools.

The 24-inch class Pro:Centric cruise ship smart TV (model [24LT660VBUA](#)) is compatible with a standard 75x75 VESA wall mount and also has dual 5W stereo speakers. It also features a standard desktop mount. The 22-inch Pro:Centric cruise ship smart TV (model [22LS660V](#)) features 1,920x1,080 resolution and 250 nits of brightness. It's also compatible with 75x75 VESA wall mounts.

In addition to the wide variety of interface options and connectivity solutions, all five cruise ship TV models include the Pro:Idiom digital rights management system designed to provide access

to high-value content while helping to deter video piracy. LG's conformal coating on critical circuits is designed to help protect the TVs from extreme low or high temperatures, dust, humidity and salty air in the harsh marine environment.

For cruise ship applications requiring larger TV sizes, LG also offers a complete line of hospitality smart TVs ranging from 49- to 75-inches diagonal. These LG US770H series models, with built-in hotel TV features, may be used in luxury suites and other hospitality applications from bow to stern.

Complementing the stateroom TVs are LG's award-winning large-format direct-view LED (DVLED) displays. LG's DVLED "Ultimate Business Displays" are available in sizes from 81 inches up to 49 feet diagonal for indoor spaces and from 19 to 48 feet diagonal for bright, outdoor areas. The 16:9 aspect ratio screens are available with 2K, 4K and 8K resolutions, while dual2K and dual4K configurations offer a breathtaking 32:9 Ultra Wide aspect ratio. LG also manufactures a wide range of alternative digital signage options for public spaces. The LG line-up ranges from 22-inch to 98-inch with commercial large format digital signage, indoor/outdoor signage, touch screens, stretch displays, videowalls and more.

For more information on LG's commercial display portfolio, please visit www.lgsolutions.com.

For high-res images, click [here](#).

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About LG Business Solutions

The LG Electronics USA Business Solutions division 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 Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$56 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a seven-time ENERGY STAR® Partner of the Year. For more information, please visit www.LGSolutions.com.

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