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VRMA 2025 | Booth #529

LG TO SHOWCASE INTEGRATIONS WITH LEADING PROPERTY MANAGEMENT SYSTEMS AT VRMA 2025

Expanded Pro:Centric Stay PMS Integrations Set to Deliver Seamless Guest Experiences for Vacation Rental Operators

LAS VEGAS, Oct. 9, 2025 — [LG Electronics USA](#), the leading supplier of hospitality grade televisions, will highlight the growing versatility of its Pro:Centric® Stay platform for vacation rental properties this month at VRMA International Conference 2025 (Oct. 12-14) at Booth 529 in the Caesars Forum Conference Center in Las Vegas. At the show, LG will spotlight the Pro:Centric Stay platform's expanded integration with three leading Property Management Systems (PMS): [Guesty](#), [OwnerRez](#) and [Streamline](#).

These integrations strengthen the functionality and appeal of Pro:Centric Stay, enabling property managers and hosts to synchronize guest names and reservation dates directly within LG hospitality TVs. This allows for personalized guest welcomes while also automatically clearing personal login credentials for apps like YouTube, YouTube TV and Netflix upon checkout – ensuring both a tailored stay and enhanced guest privacy.

“LG designed Pro:Centric Stay from the ground up to be PMS-agnostic, ensuring that vacation rental operators can deliver a consistent, high-quality guest experience no matter which management system they use,” said Jake Benner, Senior Director of Hospitality at LG Electronics USA. “By integrating with Guesty, OwnerRez and Streamline, we’re giving hosts and property managers the flexibility they need to personalize experiences while simplifying post-stay operations.”

Each PMS brings its own strengths to the platform. Guesty, a global leader in short-term rental software, is widely known for its enterprise-grade tools that help managers handle bookings, channel distribution and guest communications across portfolios of varying sizes. OwnerRez has become a favorite among independent vacation rental owners and property managers looking to scale thanks to its automation capabilities, deep channel integrations and tools that streamline everyday tasks. Streamline is recognized for its enterprise-scale property, revenue and guest



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management solutions, making it an ideal choice for larger organizations operating across multiple markets.

With Pro:Centric Stay, property owners gain access to a comprehensive technology solution designed specifically for vacation rentals, offering branded welcome screens, secure over-the-top (OTT) app integration and seamless PMS connectivity. Together, these integrations reinforce LG's commitment to providing vacation rental professionals with a flexible, secure and guest-friendly platform that enhances operational efficiency while elevating the guest experience.

“Pro:Centric Stay is purpose-built to make technology work harder for property managers, and these integrations represent an important step in delivering on that promise,” Benner added. “We’re continuing to evolve the platform to ensure it remains the most versatile and valuable technology solution for the short-term rental industry.”

For more information on Pro:Centric Stay, click [here](#). For high-res images, click [here](#).

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About LG Electronics USA

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