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**HITEC 2025 | Booth #3805**

## **LG SHOWCASES ACROSS THE BOARD INNOVATION IN HOSPITALITY TV AT HITEC 2025**

*From Luxury Resorts to Budget Motels, from Shared Spaces to AI-Powered Displays,  
LG Innovations Aim to Meet Today's Hotel Needs—and Tomorrow's*

**INDIANAPOLIS, June 16, 2025** — [LG Electronics USA](#) is using the stage of HITEC 2025 to help hotel owners reduce costs, maximize operational efficiencies, leverage new revenue opportunities, and enhance the guest experience with an expanded line of smart hotel TVs, a new version of its award-winning Pro:Centric platform, and exciting new monetization programs.

“LG isn’t just talking about the future of hospitality—we’re showing it,” said Jake Benner, Senior Director of Hospitality at LG Electronics USA. “At HITEC 2025, hoteliers can see firsthand how LG is transforming TVs and displays into guest experience enhancers, revenue generators, and operational workhorses.”

### **Smart Hotel TVs, From Entry-Level to Executive: Every Room, Every Stay**

LG provides the widest range of digital displays with commercial-grade durability, from industry-leading interactive guest-room TVs to desktop monitors, wayfinding displays, large-format displays, breathtaking video walls and revolutionary LG OLED displays.

At HITEC 2025, LG is furthering this commitment with the introduction of its new UK660 Series of 4K Ultra-HD Smart TVs that are built for affordability. Available in screen sizes from 43 to 65-inches, the UK660 Series combines elegant design and affordability with premium features like Netflix certification and built-in dual casting with Apple AirPlay and Google Cast—a first for any hospitality TV at this price point.

Even as it expands the market for its Pro:Centric based Smart TVs, LG remains the only brand offering OLED TVs designed for hospitality, bringing unmatched color, contrast, and design to high-end rooms and suites.

### **Pro:Centric Platform Solutions for Every Hospitality Strategy**

LG’s industry-leading Pro:Centric platforms are also on display at this year’s show, including:

- **Pro:Centric Direct** – Enables customized welcome screens, on-screen promotions, IoT integrations, and remote TV management.



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- **Pro:Centric Stay** – Designed for brand loyalty and personalization, this powerful extension delivers tailored, data-driven experiences for short term rentals that build guest satisfaction and brand affinity.
- **Pro:Centric Cloud** – Scales content and control capabilities across multi-property portfolios, giving brands a centralized solution for consistency and efficiency.

What's more, LG is also showcasing that its Smart Hotel TVs support both Apple AirPlay and Google Cast, enabling guests to easily share content from their Apple and Android devices directly to the TV screen.

### **Monetization That Matters**

LG can embed revenue-generating tools directly into its platforms, offering client-side ad insertion for targeted ads in live streams, banner ads promoting amenities or offers, and LG Channels, which deliver IP-based content with built-in ad opportunities.

“These tools don’t just enhance the guest experience—they directly support hotel profitability,” said Benner.

### **Catena: Bringing Control to Shared Spaces**

LG is also showcasing Pro:Centric Catena, a powerful system designed specifically for public-area display management in bars, restaurants, gyms, and lounges. Catena allows staff to easily control and group TVs via a simple, web-based interface—adjusting channels and settings across multiple displays from a tablet or desktop. At the same time, guests can conveniently select and receive TV audio on their mobile devices through a web-based interface—no app required. Operable on LG’s Smart IPTV commercial displays, Catena supports both HD and 4K UHD resolutions and delivers a dramatically improved experience for staff and guests alike in shared hospitality environments.

### **The Future: Transparent OLED Meets AI Concierge**

Offering a glimpse of what’s next, LG is previewing a 30-inch transparent OLED display with an AI assistant in collaboration with Invisible Arts, an AI pioneer that specializes in advanced AI-driven training, simulation, and immersive technology solutions. The company develops adaptive synthetic environments, leveraging AI, machine learning, and human-synthetic interactions to enhance customer engagement, decision-making, skills training, and operational readiness.

From recognizing returning guests and tailoring experiences to their preferences, to assisting front desk staff by answering common questions or managing check-in, the display is designed to act as a digital concierge or virtual assistant that can help reduce the operational challenges faced by many commercial customers while improving consumer satisfaction by interacting with a synthetic human that is both effective and friendly. In guest rooms, the display can also act as a personal



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assistant, concierge, or even a digital butler, offering customized service and anticipating guest needs based on their profile.

“Add it all up and it becomes clear that LG is the one full solutions provider that every hotel owner and brand can rely upon,” Benner concluded. “LG remains the only hospitality display provider offering OLED TVs for hotel environments, a full TV lineup from economy to luxury, native dual casting with Apple AirPlay and Google Cast, seamless third-party integration, a suite of monetization tools, and the loyalty-building power of Pro:Centric Stay. With the most complete ecosystem in the industry, LG is redefining what’s possible for hospitality displays—at every level of the market.”

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

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](http://www.LGSolutions.com). Stay up to date with [@LGforBusinessUSA](#) on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).

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