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The Hospitality Show 2025 | Booth #1237

LG'S VISION FOR FUTURE OF HOTEL GUEST EXPERIENCES FEATURED AT THE HOSPITALITY SHOW 2025

Showcasing Next Era of Guest Room Entertainment from Pro:Centric Innovations and AI-driven Concierge Concepts to New Casting Features, IoT Integrations, Luxury AV Experiences

DENVER, Oct. 21, 2025 — Hotel TV leader [LG Electronics USA](#) will highlight the future of guest room entertainment and hotel operations at The Hospitality Show 2025, taking place Oct. 26–28 at the Colorado Convention Center in Denver (Booth #1237).

Building on its reputation as the market's broadest provider of hospitality display solutions and #1 brand in hotel TVs, LG will showcase innovations that deliver both elevated guest experiences and smarter property management. From premium OLED (AM960) displays to NanoCell and LED models, as well as the value-packed UK660H series, LG's Pro:Centric platform sets the standard for hotels of every type. By offering solutions that range from reliable, budget-friendly options for economy properties to premium technologies tailored for the world's most exclusive hotels, LG is uniquely positioned to meet the needs of every type of property across the hospitality landscape.

Showcasing the Pinnacle of Luxury Entertainment

A highlight at LG's booth will be the Bang & Olufsen Beosound Theatre soundbar, paired with the LG OLED hotel TV to demonstrate a premier in-room entertainment experience for luxury hotels. Together, the two brands unite cutting-edge performance and timeless design, creating an audio-visual centerpiece ideal for high-end 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 elegance of LG OLED hotel TVs.

This collaboration underscores both brands' commitment to craftsmanship, innovation, and a fusion of technology and design that defines modern luxury hospitality.

Helping Hotels Protect Investments and Unlock New Efficiencies



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At the core of LG's strategy is the Pro:Centric+ platform, the next generation of its award-winning Pro:Centric hotel TV technology that turns in-room displays into powerful business tools. Pro:Centric+ enables seamless integration of partner services while dramatically simplifying installation and management—requiring far less technical expertise than traditional systems.

That flexibility is further extended through partner integrations. At the show, LG will spotlight how the Pro:Centric+ platform works with [Anacove's](#) AI-enabled IoT solutions—ranging from smart thermostats and toilet leak detection to asset tracking and staff alerts. By consolidating these functions into the in-room television, hotels gain a powerful IT hub for monitoring and reporting on critical operations without introducing extra devices. “These integrations effectively turn the in-room television into a strategically important IT hub that improves both guest experiences and operational efficiency,” said Benner.

LG Channels, the company's free IP-delivered content service, will also feature as a value-add for hotels seeking to enrich in-room entertainment without the need for additional subscription costs.

Also at this year's show is the expansion of casting functionality to earlier-generation webOS 5 Pro:Centric TVs and set-top boxes through a free firmware upgrade.

Connecting Guests and Operations with Smarter Solutions

LG is demonstrating how technology can enhance both guest experiences and operational efficiency. For larger spaces, the 136-inch All-in-One DVLED transforms lobbies and ballrooms with immersive displays, while interactive touchscreen wayfinding opens new opportunities for guest engagement.

At the same time, LG's Pro:Centric Catena system, which simplifies management of multiple televisions in venues such as bars, restaurants, and gyms. Using a server and TV application, staff can group and control TVs via a web-based interface, while patrons can stream audio from muted TVs directly to their mobile devices without an app—ensuring a seamless, low-bandwidth experience with precise lip-sync.

“In every important respect, the future of hotel guest experiences and operations is being imagined and created today by LG,” Benner emphasized. “From budget hotels to luxury resorts,



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we are focused on the totality of the industry, uniquely positioned to serve properties across the entire spectrum. And we are committed to investing the resources required to lead this industry long into the future.”

For more information on LG 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. Stay up to date with [@LGforBusinessUSA](#) on [LinkedIn](#), [Instagram](#), [Facebook](#) and [YouTube](#).

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