

FOR IMMEDIATE RELEASE

INFOCOMM 2025 BOOTH #4142

**LG PURSUES ‘CONNECT, INNOVATE & ELEVATE’
CUSTOMER-ENGAGEMENT STRATEGY AT INFOCOMM**

*LG Focuses on Partner Showcases,
AI Innovation, Immersive Product Demos, Customer Interactions*

ORLANDO, Fla., June 9, 2025 — At InfoComm 2025, North America’s largest Pro AV industry trade show, commercial display innovator [LG Electronics USA](#) is taking a dynamic new approach that combines immersive product demonstrations, partner-driven integrations and meeting-focused consultations.

Anchored by its latest commercial display technologies, LG’s InfoComm 2025 booth (#4142) is being transformed into a consultative meeting hub that invites partners and customers alike to “Connect, Innovate and Elevate with LG.”

“Our strategy at InfoComm ’25 is to start or strengthen relationships, introduce collaborative ideas, and then follow up with deeper consultations. It’s a more comprehensive and focused approach to developing tailored customer solutions,” said LG Electronics USA’s B2B Marketing Head David Bacher.

“Over the last two years, LG has opened four Business Innovation Centers across the country that draw thousands of visitors every year,” said Bacher. “These centers are proving to be outstanding demonstration, exhibition, and training destinations for customers to learn all about the LG solutions that are available for their channel.”

Bacher emphasized that InfoComm 2025 will provide LG with, “the opportunity to have a lot of productive initial conversations that can then be taken further by more in-depth meetings at one of LG’s Business Innovation Centers in a 1:1 setting that allows us to create customized solutions that meet their specific requirements.”

Showcased LG Solutions Demonstrate Market Leadership

This customer-focused show strategy has led to the creation of a meeting-centric InfoComm booth experience that is complemented by a selection of featured key products and solutions. In addition to the LG 75-inch CreateBoard, showcased products include the 136-inch LG MAGNIT AM Micro LED, 105-inch 21:9 Ultra Stretch signage optimized for business environments, 55-

inch Transparent OLED, 55-inch UH5N Series with gram notebook, LG Business Cloud solutions, 37-inch Ultra Stretch, and 27-inch Kiosk displays.

AI Powered Display Acts as a Virtual Assistant

A highlight in LG's InfoComm booth is a unique 30-inch transparent OLED display with a synthetic human interface that LG showcases in collaboration with Invisible Arts, an AI pioneer that specializes in advanced AI-driven training, simulation, and immersive technology solutions for defense, healthcare, and enterprise applications. The company develops cognitive infrastructure and adaptive synthetic humans, leveraging AI, machine learning, and human-synthetic interactions to enhance customer engagement, decision-making, skills training, and operational readiness. The display is designed to act as a customer service agent, digital concierge, or virtual assistant—helping to reduce the operational challenges faced by many commercial customers while improving consumer satisfaction through interactions with a synthetic human that delivers the warmth and intuitiveness of human conversation, while maintaining the efficiency of AI.

LG Partners Across the Show Floor Bring LG Solutions to Life

LG is collaborating with a wide network of partners across the entire show floor, with each partner showcasing specific LG products and integrated solutions. This extensive partner ecosystem enables LG to deliver more than just advanced technology – together with its partners, LG offers comprehensive solutions tailored to meet diverse customer needs. To encourage visitors to explore these collaborative displays, InfoComm attendees are encouraged to scan a QR code at each partner booth (or at any product zone in the LG booth) to accumulate points through the LG Partner Pursuit. Prizes will be awarded to the top scorers at the end of each day.

“At InfoComm 2025, we’re sharpening our focus on being the trusted go-to expert for our customers,” Bacher emphasized. “Our solutions, coupled with our deep channel expertise, enable us to help partners to achieve their highest ambitions. Our unique combination of meeting rooms, selected highlighted products, and partner showcased products will create a complete show strategy that better connects LG to its customers and partners.”

For more information, click [here](#). For high-resolution 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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