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INFOCOMM 2025 BOOTH #4142

LG UNVEILS LG PROACTIVE360 COMPLETE SIGNAGE MANAGEMENT SOLUTIONS

*Managed Service Offerings Elevate Signage Monitoring,
Content Management, And DOOH Advertising To A New Operational Level*

ORLANDO, Fla., June 11, 2025 —Commercial display technology leader [LG Electronics USA](#) has introduced a unique new digital signage management solution called “LG ProActive360.” Designed to elevate the digital signage operational experience through wholly managed services, LG ProActive360 will be available in **Silver**, **Gold**, and **Platinum** tiers.

Announced today at InfoComm2025, LG ProActive360 is designed to help keep a customer’s inventory of signage displays running at peak performance through active device management and monitoring services, plus optional content scheduling and ad creative management—allowing users to focus on running their business, not their screens.

“In today’s fast-paced digital environment, system reliability and performance are critical to business success,” said LG Electronics USA’s B2B Marketing Head David Bacher. “LG ProActive360 Silver provides medium and large signage users and system integrators alike the omnipresent services required to stay ahead of potential issues, maintaining display uptime, with additional content and advertising management upgrades available via the Gold and Platinum options.”

LG ProActive360 Silver is the next evolution in device management and monitoring service, ensuring that users’ signage networks are always connected, always protected and always performing. Designed for seamless operation and to be “proactive” rather than reactive, this powerful solution keeps all the customer’s LG signage at near 100% uptime, so that users can focus on running their actual business and not waste IT or retail staff managing the screens. Advanced features, including remote firmware updates, Chromium Long-term Support, and flexible power scheduling, make signage network management a breeze. LG’s intelligent monitoring tools continuously track device health, instantly detecting issues like black screens, frozen content, or playback errors. LG’s expert team diagnoses problems, provides root cause analysis, and even collaborates directly with onsite contacts to file and execute warranty claims. Users are kept fully informed with weekly issue summaries.

When available, **LG ProActive360 Gold** will upgrade LG ProActive360 Silver with additional content management services that transform digital signage management into a fully collaborative experience. Building on the robust monitoring and device management of LG ProActive 360 Silver, LG ProActive 360 Gold empowers users with seamless content

management, guided every step of the way by LG's expert staff. With LG's "Virtual White Glove" Content Management, LG professionals work directly with the users' creative teams to obtain content, upload them to the secure LG Cloud, and schedule dynamic campaigns and playlists tailored to planned objectives. Digital proofs of campaigns can be previewed before they go live, ensuring every message is accurate. Once approved, LG publishes the content to all devices and provides comprehensive reporting on deployment and performance. LG's team manages campaign and playlist updates as user requirements evolve, keeping the signage network fresh and relevant. This hands-on partnership will streamline workflows, reduce workloads, and ensure that messaging is always on point, liberating the IT staff from having to manage content.

When available, **LG ProActive360 Platinum** will provide Digital-Out-of-Home (DOOH) advertising-related services such as programmatic ad approval and brand safety to the device monitoring and content management, unlocking entirely new revenue streams while maximizing the impact of digital signage. Thanks to LG's upcoming top tier LG ProActive360 solution, signage networks are transformed into dynamic DOOH screen inventory and thus profit centers, connecting retail customers with relevant advertisers eager to reach targeted audiences – without any extra effort. DOOH advertising delivers highly visible, engaging, and targeted messages to large audiences in real-world environments, making it one of the most effective and measurable advertising channels available today.

This integrated platform powered by LG's webOS and Business Cloud technology will help promote advertiser relationships, ad sourcing, and campaign delivery, so that users can focus on their core business. With IAB/MRC-compliant proof-of-play reporting and attribution plus ad campaign management, users gain credibility with advertisers and maximize their signage's earning potential – all with the trusted reliability and support LG is known for.

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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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