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HITEC 2026 BOOTH #1448

**LG ELECTRONICS USA SHOWCASES
'SOLUTIONS BEYOND DISPLAYS' AT HITEC 2026**

*LG to Highlight Guest Room Innovations, Public Displays, Business Cloud Solutions,
Hospitality Services and Ecosystem Partners at Booth 1448*

SAN ANTONIO, Texas, June 15, 2026 — [LG Electronics USA](#) will showcase its latest hospitality technologies and commercial solutions at HITEC 2026, demonstrating how hotels can enhance guest experiences, streamline operations and modernize property management through an integrated portfolio of displays, software platforms and support services.

In HITEC booth 1448, LG will present a range of hospitality solutions spanning guest rooms, meeting spaces, food-and-beverage environments, public displays and operational management platforms. The exhibit highlights LG's "Solutions Beyond Displays" approach, bringing together display technology, cloud-based software, commercial laundry solutions, ecosystem partners and professional services designed specifically for the hospitality industry.

"Hospitality operators are looking for more than hardware. They need integrated solutions that improve the guest experience while helping manage costs and operations," said Jake Benner, Sr. Director of Sales, Hospitality, at LG Electronics USA. "At HITEC 2026, we're demonstrating how LG's ecosystem of displays, software, services and partners can help hotels create more connected and efficient properties."

Guest Room Experience

LG will showcase its hospitality television lineup designed for economy, premium and luxury properties, including:

- LG QNED TVs featuring advanced display technologies for ultra-luxury guest experiences
- LG NanoCell TVs for enhanced color clarity and advanced viewing performance
- Standard LG Hospitality LCD TVs for essential guest room deployments



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The exhibit will also highlight LG's role in leading the industry's continued transition to smart hospitality televisions, enabling content casting, personalized entertainment experiences and reduced dependence on traditional set-top boxes, while also offering extended warranty options.

LG E-Paper Display

Making its hospitality-industry debut at HITEC 2026, the LG E-Paper Display offers hotels and resorts a flexible alternative to traditional printed signage for applications such as meeting room schedules, event communications, wayfinding and promotional messaging. The 32-inch display uses electronic ink technology to create a paper-like viewing experience while enabling content to be updated remotely without the need to replace printed materials. With support for both plug-in and battery-powered operation, the display gives hospitality operators greater flexibility to deploy and manage communications across a wide range of guest-facing environments. To learn more, click [here](#).

LG Pro:Centric Cloud Hospitality Platform

Also launching for the first time in the U.S. market is LG Pro:Centric® Cloud, LG's cloud-native hospitality management platform designed to help hotels centrally manage content, guest communications and in-room experiences across connected properties. The solution enables remote access and management while supporting scalable deployments across hotel portfolios.

Attendees can see how LG Pro:Centric Cloud helps hotels deliver personalized guest experiences through customized in-room content, targeted messaging and interactive services. The platform also supports in-room entertainment through Apple AirPlay®, Google Cast™ and Smart Apps while providing real-time monitoring, reporting and PMS integration capabilities that help operators manage room status, guest requests and operational performance from a centralized platform.

Ecosystem Partners

LG will host demonstrations from collaboration partners focused on energy management, operational automation, guest services and connected property experiences. Invisible Arts will



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showcase its AI-powered synthetic human interface for training, simulation and immersive hospitality applications. Acting as a digital concierge, virtual assistant or guest room butler, the platform can recognize returning guests, personalize interactions, answer common questions, assist with check-in processes and anticipate guest needs. The solution is designed to help hospitality operators enhance service delivery while reducing operational burdens.

LG will also highlight Pro:Centric+ integrations with TraknProtect and Anacove. The demonstrations will show how hotels can leverage connected technologies for everything from asset protection and operational visibility to energy optimization and facility management, all within a unified hospitality technology environment.

Luxury Suite Experience

LG will feature a premium suite environment demonstrating high-end guest experiences through large-format displays and integrated audio solutions. Central to the display is the LG OLED TV, purpose-built for upscale guest rooms and suites where design, picture performance and personalization are crucial for the guest experience. The exhibit will also pair the LG OLED Hotel TV with the Bang & Olufsen Beosound Theatre® soundbar, bringing a cutting-edge audio and visual performance to luxury environments.

Meeting and Conference Spaces

For conference rooms, ballrooms and meeting environments, LG will display its commercial display portfolio, including the LG CreateBoard®, LG Business Cloud® solutions and All-in-One Direct View LED (DVLED) displays. LG PRO Services also supports All-in-One DVLED deployments with manufacturer-backed installation assistance, adding another layer of support for hospitality projects. The All-in-One DVLED solution combines display modules, controller and supporting components into an integrated package designed to simplify deployment in hospitality venues.

Food and Beverage Operations

The booth will feature hospitality-focused digital signage and ordering technologies designed for hotel cafes, restaurants and bars, including self-service ordering kiosks, digital menu boards, LG



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SuperSign® content management software and LG Pro:Centric Catena® solutions for sports bars and restaurant environments. LG will also demonstrate content management capabilities that allow operators to centrally manage multiple displays across food-and-beverage locations.

Commercial Laundry Solutions

For the first time at a hospitality industry event, LG Commercial Laundry solutions will be on display, with purpose-built laundry and garment care solutions for hospitality properties of all sizes. The LG commercial washer features Inverter Direct Drive™ technology, the LG commercial laundry drum that, unlike the traditional belt and pulley system, is directly attached to the motor to provide durability and reliability.

This ENERGY STAR® certified LG commercial washer saves hoteliers energy and water while supporting guests ranging from the travel soccer team needing clean uniforms on a road trip to a business traveler on an extended stay. Engineered for the high-turnover demands of hospitality environments, the LG commercial dryer is equipped with a durable powder coating finish, along with a reversible door that provides guests with the option to make the best use of space, depending on personal preference, to replicate the process of doing laundry back at home.

Complementing the laundry lineup, LG will also display the LG Styler steam closet, a next-generation garment care solution. Whether utilized as an upscale amenity in luxury suites or member clubs for business travelers needing to restore sharp creases to their suits, or a high-value perk for vacationing families looking to quickly refresh packed clothing, the LG Styler provides wide-ranging convenience for hospitality environments, refreshing garments and providing ready to wear performance with less wrinkles and odors. For hotel guests with allergies or sensitive skin, select stylers can even sanitize items like pillows and stuffed animals for those family trips.

Powered by TrueSteam™ technology, the LG Styler rethinks what garment care can be, moving beyond the limitations of a traditional clothes steamer or ironing board. Instead of simply treating



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wrinkles, the LG Styler refreshes fabrics, reduces odors and helps extend the life of everyday and special occasion pieces alike without the need for bleach, soaps or harsh chemicals. Housed in a sleek, closet-style unit with a scratch-resistant tempered glass door and intuitive LED controls, the LG Styler brings a refined, design-forward approach to garment care that fits seamlessly into the hospitality environment.

For more information on LG's hospitality solutions, click [here](#). For 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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