

## FOR IMMEDIATE RELEASE

### **LG EXPANDS CHICAGO BUSINESS INNOVATION CENTER TO INCREASE ENGAGEMENT WITH RESELLERS AND END CUSTOMERS**

*Newly Renovated BIC Showcases Cutting-Edge Business Solutions: DVLED, Transparent OLED, Medical Displays, IT Monitors, Laptops, Projectors, Interactive Displays, Robots and More*

**LINCOLNSHIRE, Ill., Oct. 30, 2023** – [LG Business Solutions USA](#) has expanded its Chicago Business Innovation Center (BIC) designed to provide resellers and end customers a veritable innovation playground at which they can experience and learn about the company’s latest commercial displays and innovative business solutions. According to David Bacher, head of marketing at LG Business Solutions USA, with more than double the floor space and a solutions-based focus, the new BIC helps business-to-business (B2B) partners and customers envision all their spaces outfitted with LG’s advanced digital signage displays and other cutting-edge technologies.

“LG Business Innovation Centers allow us to connect directly with our trusted partners and valued end customers. Following a complete renovation showcasing more than 100 of our latest commercial products, the Chicago BIC serves as the epicenter of our Business Solutions customer engagement in the Midwest and for partners across the country,” Bacher said. “From DVLED displays for practically any location including lobbies, boardrooms and flight information displays to medical monitors, autonomous robots, IT monitors and LG gram laptops, visitors can see for themselves how LG’s vast catalog provides solutions for all kinds of businesses.”



The 5,500-square-foot BIC is the centerpiece of LG Business Solutions’ U.S. headquarters located in the Chicago suburb of Lincolnshire. The Chicago BIC exhibits the flexibility and powerful visual impact of LG’s DVLED displays with a range of pixel pitches going as low as .7mm for meeting rooms and public areas, including the high-end MAGNIT line and All-in-One series that includes speakers and a media player for single-day installs. Additionally, several variations of the CLOi autonomous robot prove their capabilities for food and beverage delivery and warehouse use.

The center presents distinct spaces dedicated to hospitality, medical and IT, and it showcases a wide variety of cutting-edge technologies throughout that can be deployed to satisfy virtually every business need.

The expansive showroom showcases LG's broad array of information displays including a Transparent OLED display, a 2x2 Transparent OLED video wall, CreateBoard digital smart boards, UHD LED displays, high-brightness window-facing displays, rugged outdoor displays, a giant OLED display, an information kiosk design, 86-inch stretch display and fine-pitch DVLED products.



The Hospitality Zone features in-room Pro:Centric Direct hotel TVs and set-top boxes to show the power and value of the webOS™ smart platform, Pro:Centric Catena for bars and restaurants and Pro:Centric Smart displays that highlight LG's integration with third-party smart room solutions such as smart blinds, smart lights and voice-activated technologies.

The company's aggressive push into the medical display and diagnostic device market is also highlighted, with the Medical Solutions Zone featuring multiple sizes of Digital X-Ray Detectors (DXD), diagnostic monitors, mammography monitors, radiology monitors and surgical monitors including the brand new 55-inch 4K surgical monitor. This zone also includes a dark room, showcasing how these medical monitors perform in a radiology review setting.

The IT Zone presents several LG high-brightness ProBeam business projectors alongside the full line of LG gram laptops, UltraPCs, cloud computing solutions and UltraWide, Ergo and curved desktop monitors at sizes up to 49 inches and resolutions up to 4K.

The Gaming Zone showcases UltraWide™ monitors and UltraGear™ OLED gaming monitors, while the Creative Zone highlights the Emmy-Award-winning 65-inch UltraFine™ OLED Pro display and Ultra HD IPS monitors optimized for video production and broadcast applications.

“With this investment and revitalization, our distributors, resellers and end users can gain insight into our commitment to innovation and business growth while experiencing an incredible showroom of today’s top products and solutions,” Bacher said. “The Chicago BIC gives our salespeople the opportunity to organize visits and tours to



show customers at all levels the full value of the LG ecosystem and help them understand that we provide a complete portfolio of forward-looking technologies for today’s business customers. The BIC also serves as a place for our reseller partners to host meetings and provide education to their customers.”

The LG Business Solutions USA headquarters building also houses the company’s technical training center where the [LG | U educational program](#) provides classroom and hands-on product instruction, including DVLED solution design and installation, to commercial integrators, specifiers, technicians, customers, and partners. Other U.S. LG BICs are located in Los Angeles and Atlanta. For more information about the Chicago BIC and the other sites, visit [here](#).

For high-res images, click [here](#).

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### **About LG Business Solutions USA**

The LG Electronics USA Business Solutions division 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 Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Ten-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$68 billion global force in consumer electronics, home appliances and air solutions. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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