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OUTLOOK IS **BRIGHT**



# Five Questions Every Senior Living Facility Should Ask

AN LG WHITEPAPER FOR THE SENIOR LIVING AND LONG TERM CARE MARKET



## Introduction

The new generation of seniors has become more tech savvy and familiar with computers, the Internet and smartphones. In senior living facilities, there has been a shift from the “old folks’ home” of yesterday to a revitalized active aging living community that accommodates a more youthful and engaged audience. Today’s seniors are more than ready to take advantage of the features of advanced commercial-grade HDTV.

Commercial-grade televisions in senior living communities have one of the most positive impacts to resident satisfaction. A Smart TV can provide entertainment as well as reminders of social engagements, medications and fitness activities.

Features, installation, maintenance and support are all major concerns when purchasing TVs for senior living facilities. Not having technical expertise can sometimes lead to shying away from asking the questions or realizing the benefits and cost savings. The good news is LG makes things easy. Here are the answers to five important questions for senior living communities.

# What Types of TVs for Senior Living Facilities Are There and What Does LG Offer?

LG is the industry leader in commercial-grade hospitality and healthcare TVs built for use in senior living facilities and resident rooms. They provide an expansive range of models to match all budget restrictions—from basic, small screen size Full HD commercial televisions, up to 75-inch 4K ultra-slim integrated smart TVs.

LG's cost-effective Pro:Centric® TVs offer facilities a wide variety of LED screen sizes in FHD and UHD display resolutions. These TVs support the Pro:Centric platform, which can display a fully interactive EPG (Electronic Programming Guide) to enable residents to easily find their favorite TV programs, facility activities, menus and more. Pro:Centric also provides remote TV configuration and programming management capabilities to minimize support costs for the facility.

For facilities where design and features are more important and residents are offered fully interactive entertainment systems and IPTV, the ideal choice would be LG's Pro:Centric SMART TVs. These models support third-party system provider applications without the need for external hardware, embedded smart apps or device pairing. LG offers three tiers of SMART IPTV models that provide a range of options with UHD HDR screens; LED or LG OLED display panels; and slim 'high-end', ultra-slim or wallpaper cabinet design packages. SMART IPTVs offer a lower total cost of ownership compared to the two-piece set-top box alternatives and only require two connections in the room – power and Cat 6 cables.

Also, LG offers a Pro:Centric SMART set-top box made specifically for the hospitality and healthcare industries to enable smart functionality on non-smart TVs, including other manufacturers' commercial models. Facilities now have the ability to economically upgrade their non-smart TVs to better accommodate today's device enabled residents with integrated entertainment applications available from LG's wide variety of systems integrator partners.

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Some facilities have found out the hard way that consumer-grade televisions are not the right choice for their communities. Consumer TVs do not offer the features required for HD channel compatibility, easy installation and maintenance, or optimum performance within the resident rooms and overall facility.

# What Kind of Service and Support Does LG Offer Facilities?

LG believes the best TVs and digital signage should have the best support. That's why LG's Five-Star Service program covers major metropolitan areas and provides facilities with a dedicated LG-employed technician as a single point of contact. LG is the only commercial display manufacturer that has factory-authorized/certified commercial technicians out in the field with an average RTAT (repair turnaround time) of under three days. What's more, LG is the only company for TVs and digital signage that offers preventive maintenance service where the technician will make routine visits to the facility to greet the staff, answer questions, check product performance and do whatever is required to maintain product quality.

As a backup, LG offers a 1-800 service number in the event the technician is completely booked or the facility is outside the Five-Star Service area. In that case, the local or regional authorized LG service center will dispatch a technician that has coordinated with LG's warranty division. If the job calls for a warranty replacement, LG provides a timely turnaround. They also support out-of-warranty service at a \$150 flat rate for most model series and repairs (exclusion for panel replacement), offering accurate diagnosis, 90-day warranty on parts and labor, and original LG parts.

LG's Five-Star Service program covers LG hospitality and healthcare TVs plus digital signage displays, as well as LG commercial air conditioning and LG kitchen appliances in the facility.





## What Is Required to Install and Maintain LG TVs in LTC and Senior Living Facilities?

Typically, senior housing facilities do not have staff assigned to manage televisions, so it is very important to have highly reliable product backed up by strong support for when/if things do go wrong. With LG hospitality and healthcare TVs, installation and maintenance are both simple and efficient when using LG's Pro:Centric server installed at the facility's equipment room. LG provides the necessary tools and technical training to third-party installers and integrators, so that they have the skills to directly support the facility.

Hundreds of TVs can be installed in a matter of days, and post-installation changes and maintenance can be made remotely from the server via the cloud and sent to the TVs automatically without disturbing the staff and residents.

It's ideal to identically configure the TVs in every room. This can be done by cloning the settings from one TV to the others via a USB flash drive, but the more efficient way is to use a centralized Pro:Centric server in the head end to push the settings out to all the TVs over the distribution (coax) network.

Content providers may change their channel line-ups from time to time, so to avoid having blank channels, the TVs must be reprogrammed with the new channel map. When the TV is turned off, it downloads the updated settings in a couple of minutes and it's done. With LG Pro:Centric, it really is that simple and a significant cost savings over time.

## What Capabilities Does LG's New Pro:Centric Direct Provide?

LG recently introduced its new HTML version of the Pro:Centric system, called Pro:Centric Direct. Pro:Centric Direct enhances the resident experience by providing a branded user interface on in-room TVs where residents can find information on amenities such as restaurants, pubs, fitness centers and activities; check on the daily weather or use the interactive EPG to select their favorite sitcom or watch premium movie channels.

Residents can also access their favorite applications such as Netflix, HULU and Crackle\* via the SMART TV, or connect their mobile device for screen sharing and playing audio files.

For systems integrators, Pro:Centric Direct offers a comprehensive HTML UI Editor, along with customizable widgets and multiple theme templates for creating a unique resident-user experience and expressing the facility's brand identity and individuality.

Pro:Centric Direct supports IP networks for two-way communication, enabling interactive offerings for the residents such as booking salon services, signing up for recreational activities, scheduling special assistance, requesting chauffeured transportation and more, all from the comfort of their room. In addition, ticker messaging and individual or group messages can be sent directly to residents' TVs.

\*Subscriptions not included

## LG is an Innovator, Not a Follower

- LG's Pro:Idiom is a leading hospitality industry technology for digital decryption of TV and VOD signals.
- Pro:Centric and Pro:Centric Direct are exclusive to LG.
- LG introduced the world's first OLED hospitality grade television with the EW960H 55/65" Pro:Centric SMART IPTV. LG OLED TVs is renowned for perfect black, intense color and infinite contrast - the pinnacle of picture quality.
- LG developed the MPEG 4 QAM tuner, an industry standard for commercial TVs. When used with Pro:Idiom, it enables the TVs to receive and decode the encrypted channels without a cable or satellite box.
- LG's IPS (In-Plane Switching) LCD screen technology provides an ultra-wide viewing angle where the picture can be seen without color and brightness degradation.

# What Do Facilities Need for the Public Areas: TVs or Digital Signage?

LG always recommends commercial-grade digital signage displays for public areas. These displays are engineered for durability in demanding environments and long hours of operation, with expandability and integration options, wide viewing angles, tamper-resistant control locks, touchscreen capabilities and horizontal or vertical mounting.

Unlike the resident-room TVs, digital signage typically would not be run on the Pro:Centric server. Instead, it can run on LG's webOS™ for Signage platform. WebOS for Signage is a web-based platform that enables high-quality content creation and remote management, while eliminating the need for media players and onsite servers. With webOS for Signage all you need is an Internet connection.

LG and its partners can provide service and support to ensure a virtually seamless digital signage deployment, and offers a vast array of commercial displays to accommodate any need.

Single displays, available in sizes up to 98-inches, are used for wayfinding, news and community information, entertainment content, emergency notifications, mind/body enrichment classes, menu boards, information about the facility, promotion of amenities and special events, and for advertising for local attractions. Multi-screen video walls are often used for live TV and movies in dining halls and lounge areas, virtual workout instruction in fitness centers, conference room presentations and even as digital art to beautify lobbies and other public areas.

SuperSign® TV displays are often used in cafés, restaurants and pubs. These displays have built-in TV tuners and include LG's SuperSign software with 44 content templates as well as a blank slate. The SuperSign platform is typically used for static information, such as a menu, that can be integrated into a live TV feed.

“ LG always recommends commercial-grade digital signage displays for public areas. ”

For high-end facilities, LG stands head and shoulders above the rest with the revolutionary LG OLED curved, dual-sided and Wallpaper displays, Ultra Stretch wide-format LCD displays, and transparent LED film. These jaw-dropping technologies can blend into the environment or transform it in ways never before possible to set the brand apart from the competition.



## Conclusion

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Regardless of their size, senior living and LTC facilities can benefit greatly from the latest LG hospitality and healthcare TVs and digital signage. The conversation started with this eBook, but let's continue it. LG representatives evaluate your needs and create solutions that will bring a high return on investment with a low total cost of ownership. Best of all, LG guarantees easy installation, integration and management, plus comprehensive support in ways no other manufacturer can. With LG, The Outlook Is Bright.





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