Digital Displays Embark on Passenger Cruise Lines

TOP 3 CONSIDERATIONS TO MAXIMIZE DIGITAL DISPLAYS ABOARD A CRUISE SHIP

CONSIDERATION 1

Consider Each Display's Purpose

HOW WILL THE DISPLAY BE USED? Choose the right digital display to deliver information, provide entertainment, or increase revenue.

Informational displays make cruising more fun.

Wayfinding Made Easy
Simple maps or interactive touch screens make wayfinding a breeze.

Virtual Concierge Stations Engage Passengers and Increase Efficiency
Interactive touchscreen displays allow guests to get information and book reservations for events and restaurants while freeing up labor to perform other tasks.

Entertain and immerse passengers with stunning images.

LG Smart TV with Pro:Centric® Smart for In-Cabin Viewing
Guests will appreciate the ability to relax in privacy and watch a movie or favorite show on a Smart TV with Pro:Centric Smart and IPS panel technology.

Promenade Decks Immersed in Brilliance
Interior promenade decks come alive with the dazzling color and brightness of an LG Fine-Pitch Direct-View Indoor LED, OLED Display, or Ultra-Narrow Bezel Video Wall.

Employing digital signs to increase revenue opportunities.

Storefront Windows That Grab Shoppers
Transparent OLED displays dazzle shoppers, illuminating spaces that once were hidden away behind the display, completely harmonizing with its surroundings. Inside, products and promotions come to life on OLED Wallpaper displays that also enhance the shop's décor.

Enticing Menus Attract Diners
Ultra-Stretch LED displays can be employed to highlight daily cuisine options. LG's webOS also gives you the ability to quickly update content and change food options based on the time of day or inventory needs.

CONSIDERATION 2

Consider Display Location

WILL THE DISPLAY BE LOCATED IN AN EXTERIOR OPEN AREA? Exterior areas require commercial-grade outdoor displays that are specifically designed to withstand harsh outdoor conditions and deliver high brightness, allowing them to be viewed in bright sunlight.

Outdoor displays are designed with high brightness levels

Welcome Passengers
LG's XE Series displays deliver content in full HD, while advanced IPS screens with wide 178 degree viewing angles catch the attention of viewers on a broad viewing plane.

Poolside and Outdoor Performance Centers
LG's LBS Series Outdoor DVLED displays are IP65 (front) rated, feature a modular design, and come in various forms for different types of outdoor venue applications. Brightness levels up to 6,000 nits and a wide 160 degree viewing angle gives everyone the best seat in the house.

CONSIDERATION 3

Consider Network Command and Control

WILL IT BE EASY TO CONTROL THE NETWORK AND DELIVER CONTENT?
The network must provide the operator control over the specific content that needs to be delivered to each display or a defined group of displays. LG's Hospitality display products incorporate Pro:Centric SMART and LG webOS®.

Pro:Centric SMART and webOS, two powerful solutions for achieving this task

Pro:Centric SMART Gives You Command of the Entire Network
This powerful HTML based solution can deliver a wide range of content, including cable, satellite, video-on-demand, and Smart Apps. Ship-wide communications, personalized messages, events, guest amenities, and weather reports can also be sent to individual cabin TVs from a central or remote location. On-board Pro:Idiom DRM technology prevents any illegal copying of content.

Embedded webOS Smart Signage Platform Simplifies Operations
LG commercial displays with webOS gives you powerful multimedia capabilities and management tools to address network-wide requirements. Remote management capability allows you to monitor and control your webOS Smart Signage Platform from virtually anywhere.

Control Room Options that Create a More Secure Environment
LG's Fine-Pitch Indoor DVLED and Ultra-Wide displays maximize viewing multiple camera feeds to monitor all activities and improve security. Integrated webOS seamlessly delivers security alerts so passengers can stay safe and informed.

Founded on four key pillars; Superior Display Quality, Practical Design, Reliability, and Low Total Cost of Operation, LG is your total solution source for advanced commercial displays.
Contact us at info@lgsolutions.com today or visit LGsolutions.com

CRUISING ALONG WITH IMPRESSIVE GROWTH*

PASSENGER COUNT:
2018 Grew 6.7% from 2017, Up 27% since 2014

CRUISE SHIPS:
272 Cruise Ships; 19 New Ships projected to be added in 2019

ESTIMATED IMPACT:
Estimated $134 Billion in worldwide economic impact in 2017

LG | Business Solutions

*According to the Cruise Lines International Association https://cruising.org/-/media/research-updates/research/cliia-2019-state-of-the-industry-presentation-(1).pdf

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