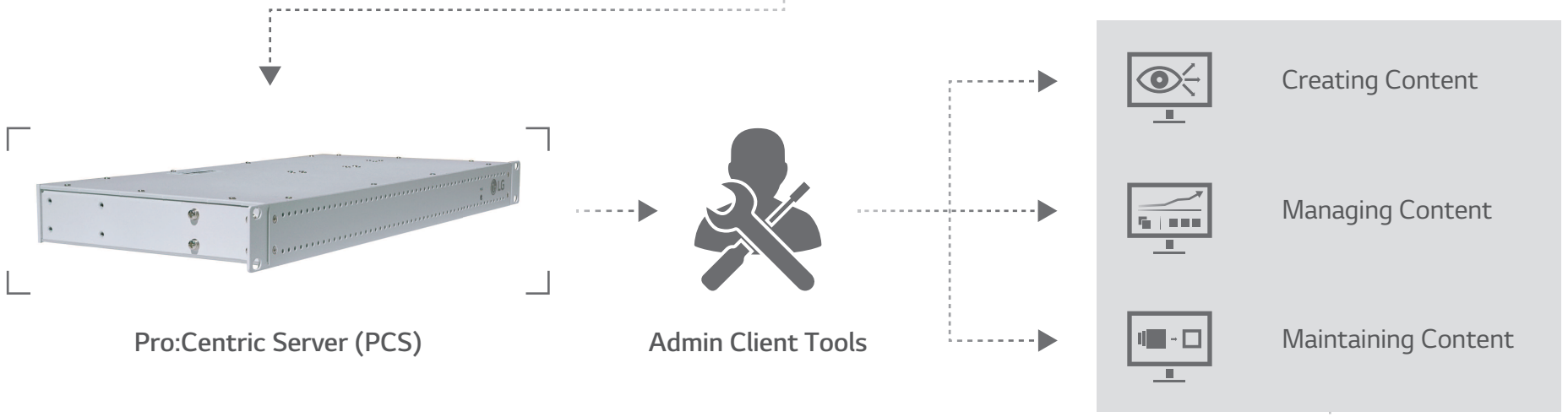# Pro:Centric® Direct

Pro:Centric Direct (PCD) is a content management system based on HTML with a built-in TV UI design/editor that runs over the hotels IP or RF distribution network. Guests can access available television programming via the iEPG, or their favorite OTT applications preloaded on the LG smart TV, or connect their mobile device for screen sharing/casting. Plus, check on the daily weather and review hotel amenities - all from the comfort of their room using their LG LED TV.

Pro:Centric Server (PCS) → Admin Client Tools

- Creating Content
- Managing Content
- Maintaining Content
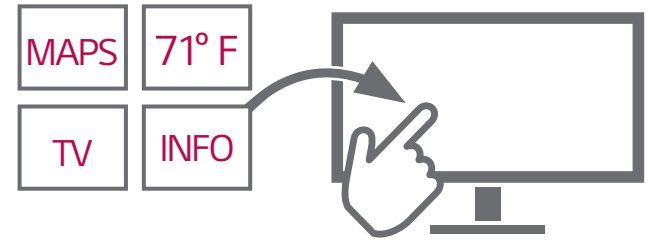
Based on HTML PCD Features → Drag N Drop Widgets → Editing Tools

For Designing Truly Custom Looks to create a unique guest user experience and express the hotel's brand identity and individuality
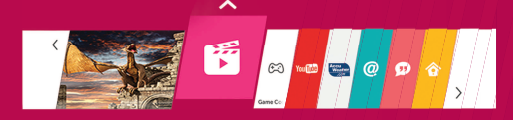
Use Templates

Cinematic Type
Bar Type
Grid Type

Or Create a "Free Form" Design

MAPS   71° F
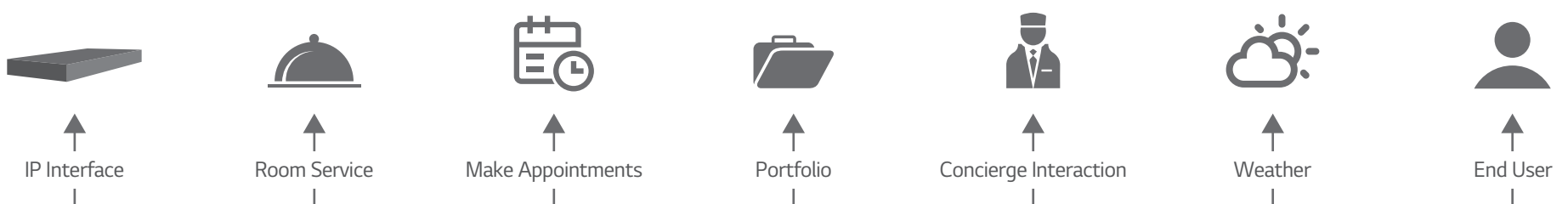TV   INFO

Android / iOS

PCD enables LG's SI partners to interface their network server and Chromecast® or similar casting applications, for guests to pair and stream content from their Android® and iOS® smart devices

Chromecast

Guests can also launch any of the embedded applications of LG's smart hotel TVs providing access to a wide selection of internet-based video and music entertainment options within a single unified platform

PCD's IP interface has two-way communication that allows guests to access 1-Click services. Here they can place room service, make appointments at the spa, interact with the concierge, review their portfolio, and check out at their leisure, on the TV, in their room, at their own time (some features require a Property Management System (PMS) Interface). Hotelier can keep guests up-to-date on activities, news, weather and other information within seconds through widgets that can be placed on the TVs home screen.
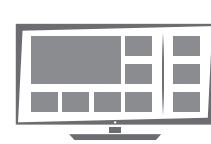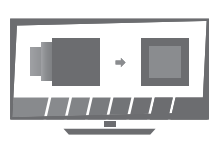
2 WAY COMMUNICATION

IP Interface | Room Service | Make Appointments | Portfolio | Concierge Interaction | Weather | End User

ROI

- Interactive features impact the guests experience
- Efficient content and production management
- Maximize advertising efforts
- Reinforce the hotel's image through consistent branding

LG | Business Solutions