

Five Questions Every
Hotelier Should Ask
About In-room Guest TVs

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INTRODUCTION

TV technologies and features, installation, maintenance and after-sale support are all major concerns when purchasing in-room guest TVs for hotels. But hoteliers and their staff often may not have the technical expertise to know where to begin, and sometimes shy away from even asking questions. The good news is LG can make things easy. In this eBook we'll give detailed answers to the five most important questions hoteliers should be asking.



1

What Types of In-room Guest TVs Are There and What Does LG Offer?

LG is the industry leader in hospitality televisions; i.e., commercial-grade TVs purpose-built for use in hotel guest rooms. We provide an expansive range of models to offer the hotelier maximum options to match their budget - from basic, small screen size Full HD commercial televisions (which can be paired with set-top boxes), all the way up to 75-inch 4K ultra-slim integrated smart TVs. And for luxury suites we have the ultimate in-room viewing experience with the revolutionary new razor-thin LG OLED Wallpaper hospitality TV, which incorporates Dolby Atmos® sound.

For value-based to mid-tier hotels that offer “free-to-guest” television service, LG’s cost-effective Pro:Centric® “V” RF-only models offer hoteliers a wide variety of LED screen sizes (32" to 65") in FHD and UHD display resolutions. These TVs support the Pro:Centric system, which supports a fully interactive EPG (Electronic Programming Guide) to enable guests to find their favorite TV programs, and remote TV configuration and programming to minimize support costs for the hotel.





For mid-tier to full-service hotels, where design and features are more important and guests are offered fully interactive entertainment systems, and IPTV, the ideal choice would be LG’s Pro:Centric smart TV models supporting third-party system provider applications (without the need for a set-top box), embedded smart apps and device pairing. LG offers three tiers of smart IPTV models to provide the hotel a range of options with UHD HDR (high dynamic range) screens, LG OLED or LED display panels, and wallpaper, ultra-slim, or slim ‘high-end’ cabinet design packages. Smart IPTVs offer a lower total cost of ownership compared to “two-piece” set-top box alternatives and only require two connections in the room – power and Cat 6 cables.

Please refer to the back page/appendix for a summary of LG’s hospitality TV model series and their applications.

Also, LG offers a Pro:Centric smart set-top box made specifically for the hospitality industry to enable smart functionality on non-smart TVs, including other manufacturers’ commercial models. Hoteliers now have the ability to upgrade their non-smart TVs to better accommodate today’s tech-savvy, device-enabled guests with integrated entertainment applications available from LG’s wide variety of system integrator partners.

Note that some hoteliers have found out the hard way that consumer-grade televisions are not the right choice for hotels. Consumer TVs do not offer the features required for HD channel compatibility, easy installation and maintenance, and optimum performance within the guest room.

LG Hospitality TV Benefits

LG hospitality TVs include Pro:Idiom® digital decryption, eliminating the need for a cable/satellite box to view premium High Definition channel content. The TVs also include a variety of anti-theft systems for secure mounting and offer the ability to set-up all TVs at once via LG’s Pro:Centric server.

LG hospitality TVs offer big benefits to system integrators in that one software line of code works on all IPTV and STB products—no need to maintain different lines of codes. LG’s system integrator partners verify that their software works on the latest LG hospitality TVs prior to production release, and the new TVs are backwards compatible to work with legacy products the hotel may be currently using.

2

What is Required to Install and Maintain LG In-Room Guest TVs?

The typical hotelier does not have staff assigned for managing televisions, so it is very important to have highly reliable product backed up by strong support for when/if things do go wrong, and the tools built into the television to make tasks simple and efficient. With LG hospitality TVs, installation and maintenance are both simple and efficient when using LG's Pro:Centric server installed at the hotel's head end 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 hotel property - 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, not impacting the hotel staff or guests.

In a hotel, it's ideal to configure the TVs in every guest room exactly the same. This can be done via 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 your guest turns off his/her TV, 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 has just introduced its new HTML version of the Pro:Centric system, called Pro:Centric "Direct." Pro:Centric Direct enhances the hotel guests' experience on their in-room hospitality TV. Guests can access available television programming, or 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. They can also check on the daily weather and review hotel amenities - all from the comfort of their room using their LG LED TV.

Guests are presented with a branded user interface on the television and can view digital information on hotel amenities such as restaurants, bars, fitness and business centers; or use the interactive EPG to select their favorite sitcom or find the premium movie channels.

Pro:Centric Direct offers a comprehensive HTML UI (User Interface) Editor, along with customizable widgets and multiple theme templates to enable system integrators to create a unique guest-user experience and express the hotel's brand identity and individuality.

Pro:Centric Direct supports IP networks for two-way communications, enabling interactive service offerings to be offered to the guest such as room service orders, service appointments, concierge requests, portfolio review and checkout, all from the in-room TV. In addition, ticker messaging and individual or group messages can be sent to the guest's TV.

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 LG exclusives.
- LG introduced the world's first OLED hospitality grade television with the EW960H 55/65" Pro:Centric smart IPTV. LG OLED 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 angle of view where the picture can be seen without color and brightness degradation.

What Do Hotels Need for the Public Areas... TVs or Digital Signage?

We always recommend 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 guest-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 seamless digital signage deployment, with a vast array of commercial displays to accommodate any need.

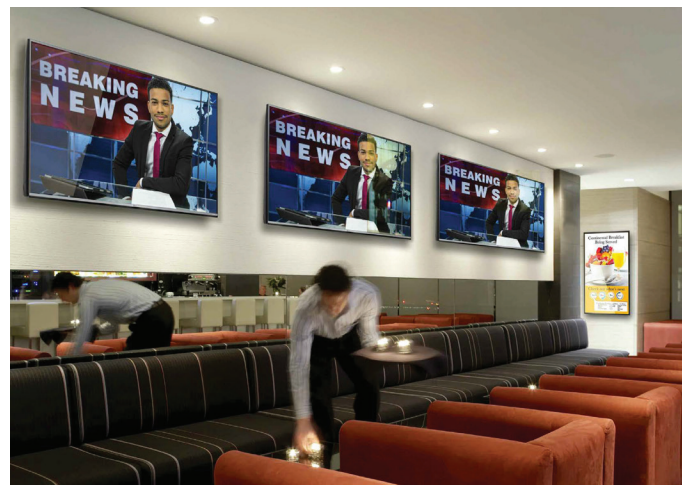
Multi-screen video walls are often used for live TV in sports bars and lounge areas, for virtual workout instruction in the fitness centers, for large group presentations in the conference halls and as digital art in lobby areas. For digital art deployments, some properties work with their cities and even have grant money involved because the video walls are viewable from across the street and outside of the property.

Single displays up to 98-inches are being used for wayfinding, information about the property, promotion of amenities/special offers/events, and as advertising for local attractions.

Meeting area signage is popular for larger properties. 22- and 32-inch monitors are used to display the room name and its schedule for the day. Larger "summary screens" are used near each wing of meeting rooms to show the schedule for all rooms and help people navigate to the right place at the right time.

SuperSign® TV displays are often used in restaurants and bars. These displays have built-in TV tuners and include LG's SuperSign software with 74 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.

For higher-end properties, 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 displays can blend into the hotel environment or transform it in ways never before possible, to set the brand apart from the competition.



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What Kind of Service and Support Does LG Offer Hotels?

We believe the best TVs and digital signage should have the best support. And LG's Five-Star Service program doesn't disappoint.

LG's Five-Star Service program covers major metropolitan areas and provides the hotel with a dedicated LG-employed technician as a single point of contact. LG is the only manufacturer that has factory-authorized/certified commercial technicians out in the field; and the company's RTAT (repair turnaround time) continues to be under three days. What's more, LG is the only company for TVs/digital signage that offers preventive maintenance service where the technician will make routine visits to the hotel 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 hotel is out of the Five-Star Service area. In that case the local or regional authorized LG service center will dispatch a technician, coordinated with LG's warranty division. If the

job calls for a warranty replacement, LG provides a timely turnaround. We 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 TVs and digital signage displays, as well as LG commercial air conditioning and LG kitchen appliances in the hotel.



Count on us.

LG doesn't walk away from a problem. We will determine the problem and correct it for the customer, no matter whose issue it is.

Conclusion

Regardless of their size, hotels can benefit greatly from the latest LG hospitality televisions for guest rooms and innovative digital signage for the common areas. We've started the conversation with this eBook. Give us a call and we will evaluate your needs and create a solution that will bring a high return on investment with a low total cost of ownership. Best of all, we guarantee it will be easy to install, integrate and manage, and be supported in ways no other manufacturer can. **Just Picture It.**

Let's work together to create amazing hotel experiences.

lg.com/us/commercial/display-solutions/hospitality
1.800.228.1236



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2017 LG Guestroom Televisions

GUESTROOM TVs	RECOMMENDED LG MODEL NUMBER & SCREEN SIZES	FEATURES & BENEFITS
STANDARD SERIES PRO:CENTRIC "V" Basic hospitality LED television for use in guestrooms. Designed for properties without Sonifi® technology.	LV560 Series 32, 40, 43, 49 & 55"	<ul style="list-style-type: none"> • No <i>b</i>-LAN • One-pole swivel base stand • Has Pro:Idiom® and Pro:Centric® • RF / coax only
STANDARD TV w/<i>b</i>-LAN PRO:CENTRIC "V" Basic hospitality LED television for use in guestrooms. Designed for Sonifi-equipped clients.	LV570 Series 32, 40, 43, 49, 55 & 65"	<ul style="list-style-type: none"> • Includes <i>b</i>-LAN for Sonifi • One-pole swivel base stand • Has Pro:Idiom and Pro:Centric • RF / coax only
ENHANCED-PRO:CENTRIC "E" Enhanced 4K UHD LED with HTML support	UV560H & UV570H Series 43, 49, 55 & 65"	<ul style="list-style-type: none"> • Includes <i>b</i>-LAN for Sonifi (UV570H only) • One-pole swivel base stand • Has Pro:Idiom and Pro:Centric • Supports Pro:Centric Direct (HTML) • RF / coax only
BASIC PRO:CENTRIC SMART TVs Cost-effective Smart TV (Wi-Fi) with FHD Resolution	LX774H Series 43, 49 & 55"	<ul style="list-style-type: none"> • webOS 3.0 allows for multiple apps to be running at the same time • Includes <i>b</i>-LAN for Sonifi • One-pole swivel base stand • Has Pro:Idiom and Pro:Centric Smart
STANDARD 4K PRO:CENTRIC SMART TV Smart TV (Wi-Fi) with 4K UHD Resolution No <i>b</i> -LAN connectivity	UW660H Series 43, 49, 55 & 65"	<ul style="list-style-type: none"> • webOS 3.0 allows for multiple apps to be running at the same time • One-pole swivel base stand • Has Pro:Idiom and Pro:Centric Smart
UHD + EMBEDDED <i>b</i>-LAN PRO:CENTRIC SMART TVs Top-of-the-line ULTRA-HD 4K Resolution Smart TV (Wi-Fi) with sleek look. Cinema bezel screen with enhanced audio.	UW970H Series 49, 55, 65 & 75"	<ul style="list-style-type: none"> • webOS 3.0 allows for multiple apps to be running at the same time • Includes <i>b</i>-LAN for Sonifi • Has Pro:Idiom and Pro:Centric Smart
LG OLED TVs PRO:CENTRIC SMART With cutting-edge LG OLED technology guests experience the pinnacle of picture quality and a revolutionary design.	EW960H Series 55 & 65"	<ul style="list-style-type: none"> • Has Pro:Idiom and Pro:Centric Smart • webOS 3.0 allows for multiple apps to be running at the same time • 4K UHD LG OLED
LG OLED Wallpaper TV PRO:CENTRIC SMART Razor-thin LG OLED TV incorporating Dolby Atmos® sound provides an unrivaled guest experience.	EV960H 65"	<ul style="list-style-type: none"> • Has Pro:Idiom and Pro:Centric Smart • webOS 3.0 allows for multiple apps to be running at the same time • 4K UHD LG OLED
COMMERCIAL "LITE" TVs Basic hospitality LED television designed for use in guestrooms for use with set-top boxes or where Pro:Idiom is not needed.	LV340H Series 32, 40, 43, 49 & 55"	Commercial televisions without Pro:Idiom and Pro:Centric and/or other hospitality-centric features

