

Digital Signage Solutions for Hospitality

All the technology, easy installation and services your
team needs to create **A STANDOUT HOTEL**

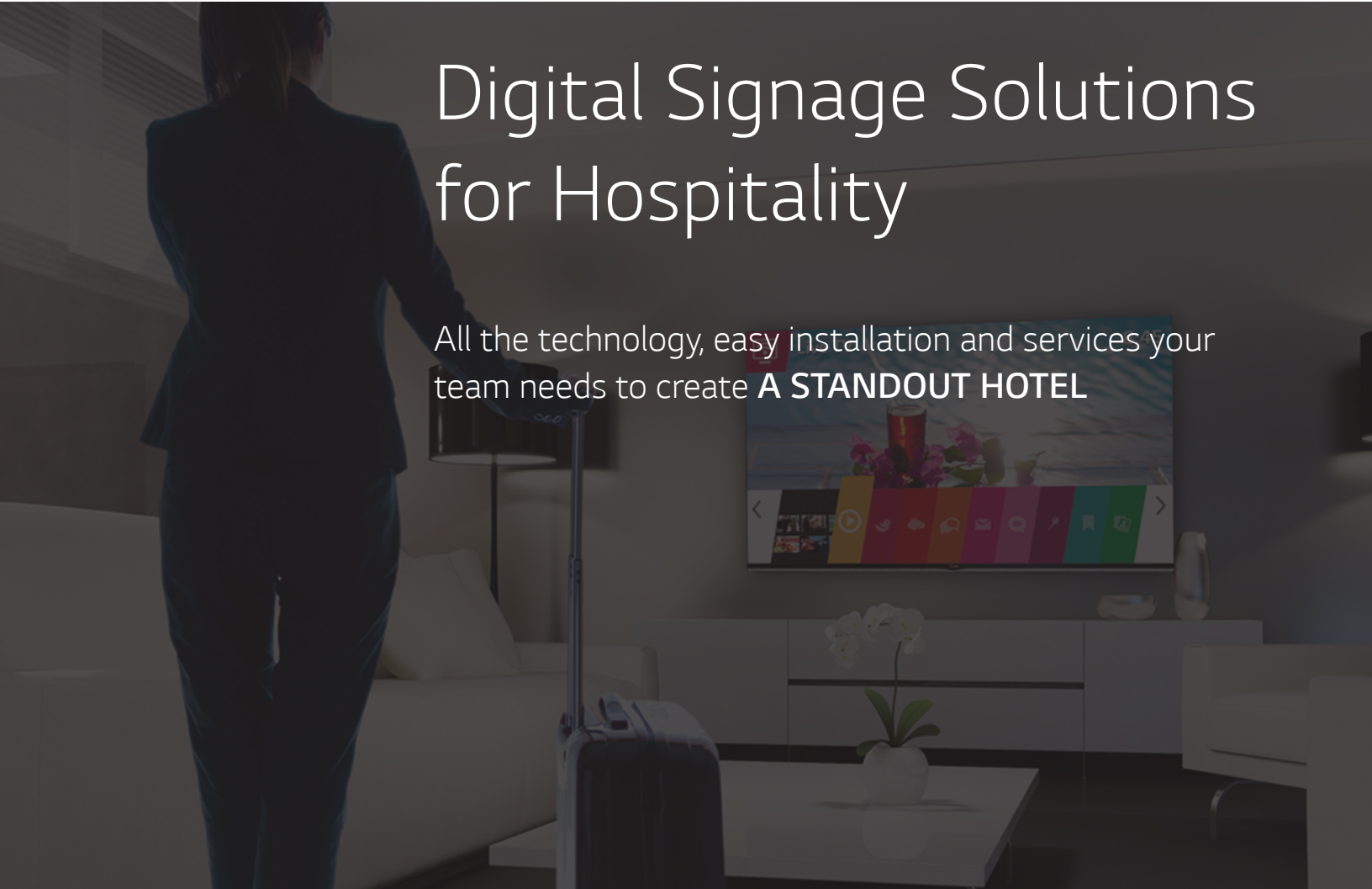


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INTRODUCTION

Regardless of their size, the best hotels strive to provide the finest guest experience. They make each and every guest feel welcome—beginning with the reservation process and continuing through check-out. The best hotel experience is friendly, accommodating and stress-free, where each guest feels that they are the most important person and their needs and wishes will be met.

Likewise, LG strives to give hoteliers a friendly, accommodating and stress-free business experience. Our focus on the success of our Hospitality clients and their guests' satisfaction has led to certified partnerships based on reliability, trust and excellence. Today, the 20-year leader in guest room TVs can now offer five-star, end-to-end display solutions for the entire hotel.



GUEST ROOM SERVICES

Guest Room TV Liquidation and Installation

Guest room TVs are typically retired every five or six years. LG is ready to provide the latest, industry-leading Pro:Centric® Full HD, 4K and Smart Hospitality TVs in an array of sizes, but what do you do with your old TVs?

The solution is simple. Your LG account manager can coordinate liquidation services through **A-Bear TV** and **Inre Media**, our certified Hospitality partners that specialize in installing and also liquidating televisions. These nationwide companies will uninstall the TVs, remove them from the property, recycle them properly or sell them, and hand the hotel a check. What's more, if the company secures the business for the installation of new TVs they may also offer the hotel an installation credit. The company will install a Pro:Centric server if required.





COMMON AREA SERVICES

Digital Signage Purchasing Consultation

Right from the start the LG Hospitality experience is smooth, accommodating and uncomplicated. **LG Fulfillment**, our dedicated third-party partner for Hospitality, qualifies our customers, sets expectations early on, and determines the goals and budget for the digital signage deployment. It begins with their initial phone call to determine the customer's needs. If the project will require heavy installation and content delivery they will arrange an onsite survey—all at no charge—after which they will provide a quotation.

LG Fulfillment is very easy to work with when establishing a line of credit, setting up a customer number and providing a quote right away.

Easy Installation

For digital signage in the public areas, LG Fulfillment will coordinate a complete expert installation including the signage or video wall, mounts, cablings and video player with one of our nationwide network of certified Hospitality digital signage installation partners.

Content Creation and Management

In the world of digital signage, content is king. And with LG Hospitality solutions you won't have to worry about it. Our certified Hospitality content partners such as **Ping HD**, **Four Winds Interactive** and **JANUS Displays**, can work with you to develop top-quality digital signage content to impress your guests, enhance the look and feel of your hotel and increase revenue.

LG's Hospitality content partners will work closely with you to ensure an accurate and consistent brand image.

- Eye-catching layout elements
- Dynamic motion graphics and unique videos
- Animated static logos, text and graphics
- Customizable templates for plug-and-play content creation

CONTENT APPLICATIONS

Digital Menu Boards

Promote your daily specials, lunch and dinner menus, happy hour specials and more. Update as needed via smart phone, tablet, laptop or desktop PC.

Advertising

Advertise your amenities in the right places at the right times. Partner with local businesses to provide co-branded advertising. Partner with local airports and transportation agencies to display up-to-date schedules.

Reader Boards

Inform guests of special events in your hotel and things happening in the area. Display local weather, news and television while still promoting your facilities, amenities and activities.

Meeting Room Signage

LG's meeting room signage provides a user-friendly interface to get your guests to the right room at the right time. Manage your meeting room schedules from any desktop PC, laptop, tablet or smart phone.

Digital Wayfinding Signage

LG standard and touch-screen displays can provide a unique, engaging way for guests to navigate through your hotel. Welcome visitors and guide them with maps and directories.





HOSPITALITY TECHNOLOGY

Razor-Thin OLED TVs for the Luxury Suite

LG recently introduced the world's first OLED TVs designed specifically for hotel rooms. These razor-thin 55- and 65-inch class TVs combine the stunning picture quality of LG OLED—perfect blacks, incredible color and infinite contrast—with LG's industry-leading Hospitality TV technologies. OLED Hospitality TVs offer an exceptional way of distinguishing luxury suites for a lasting impression on today's most discerning business and leisure travelers.

Industry-Leading TVs for the Guest Room

Whenever guests find comfortable accommodations that suit their needs, LG Hospitality TVs have helped leave a positive impression. Our continuing commitment to achieving the highest standard of excellence enables us to deliver the best products and solutions in the industry, including top-of-the-line Ultra HD Smart TVs (Wi-Fi) with cinema bezel screen and enhanced audio; Smart TVs (Wi-Fi) with Full 1080p; and Basic Hospitality TVs.

Amazing OLED Displays for Common Areas

Your brand deserves the best, in the same way you deliver the best to your guests. With LG OLED you can now create content delivery displays and sculpt environments that were never before possible—where engagement turns into astonishment and your pride turns into a badge of recognition that your hotel truly stands out from the rest.

LG OLED technology is available in dual-sided curved tiling and flat panels and customizable arched panels that can deliver an unparalleled wow factor—completely transforming the architectural

elements of a building into a digital canvas to capture greater guest attention and imagination

Breathtaking Video Walls

LG Video Wall displays have some of the narrowest bezel widths in the industry, allowing each display to be connected seamlessly. The seamless nature of the video wall creates a powerful and impactful image that is sure to attract and entertain guests. These ultra-narrow bezel displays also feature Direct LED backlighting technology that delivers crisp and clear Full HD content and up to 4k UHD content when using the LG MP700 media player.

86-inch Ultra Stretch Signage

LG's Ultra Stretch 86BH5C is an innovative Ultra HD (3840 x 600) technology with a 58:9 format extended widescreen that can display dynamic content in areas of the hotel never before considered for digital signage. It can display up to four images/videos with Picture-by-Picture (PBP) technology, in both portrait and landscape orientations. This amazing display is also a structural work of art that can be used as digital décor.

Desktop IPS Monitors

Whatever the application, from the global best-selling UltraWide® 21:9 IPS (In-Plane Switching) monitors for security and support centers to advanced energy-saving and LED-backlit IPS monitors for the front desk and administration, LG desktop monitors are matched to the unique demands of any hotel workspace.

HOSPITALITY SOFTWARE PLATFORMS

GUEST ROOM TV SOFTWARE

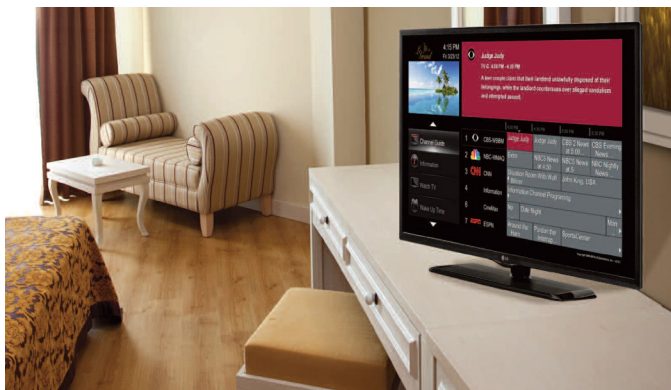
Pro:Centric®

With LG's Pro:Centric hotel data broadcasting platform you can customize the guest experience quickly and easily, giving them a more comfortable and convenient experience in their rooms. Pro:Centric includes a wide range of display screens and servers, is simple to install, simple to use and works together seamlessly. Keep your messages and content fresh by effectively managing and updating content remotely, without the need to visit each guest room.

Pro:Centric®

Pro:Centric® Smart

LG's Pro:Centric Smart Hospitality televisions offer the IP-based integration needed to deploy customized services on your guest TVs, without the need for a set-top box. Our wide platform support of



HTML5, Java and Flash allows more options for systems integrators to develop rich, interactive custom applications. With additional features such as display sharing and built-in Wi-Fi, your guests will be securely connected to enjoy personal content from their compatible mobile devices.

Pro:Idiom®

Pro:Idiom is LG's digital encryption system developed for the hospitality industry, for the secure delivery of high definition digital television and video on demand (VOD) signals. It prevents illegal copying of copyrighted content.

Pro:Idiom®

b-LAN

LG Hospitality TVs with internal b-LAN module allow hotel head-end equipment with b-LAN technology to communicate, via the hotel's RF distribution system, with the TV for configuration and control.

Head-End System PCS200S

Enhance your hotel guests' entertainment experience with clear, crisp, high-definition picture quality delivered with LG's Free-To-Guest (FTG) end-to-end solution. The system includes LG's industry-leading hospitality-focused Pro:Centric TVs, and the unique guest-interactive Pro:Centric application.

DIGITAL SIGNAGE SOFTWARE



SuperSign™ Lite

Web-based content authoring and operation solution player
Offered as a bundle with LG's External Player and SuperSign Embedded Player

- Connects up to 50 clients
- Supports Dual Content Editor in both PC App and Web
- Includes 70 design templates

SuperSign™ C

Monitor control and auto calibration software

- Remote monitor control solution
- Enhanced auto calibration—accurate color adjustment in 2-3 minutes

webOS for Signage

webOS for Signage is LG's commercial all-in-one hardware and software platform based on our popular webOS smart TV platform for consumers. It brings a new level of integrated benefits for hotels deploying LG commercial displays. Systems integrators can download useful content and develop customized applications that fit their exact needs, and update it simply and quickly via smartphone or tablet. LG displays feature high-performance system-on-a-chip (SoC) which works with webOS for Signage to lower the cost of ownership by eliminating the need for PCs or external media players.

ABOUT LG

The LG Commercial Displays Division serves customers in the 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 Commercial Displays Division delivers business-to-business technology solutions tailored to the particular needs and goals of business environments. LG is a 2016 ENERGY STAR Partner of the Year – Sustained Excellence, with numerous products on the EPEAT Registry.

LEARN MORE

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

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