



LG webOS Signage – The Platform of Possibilities

The use of digital signage has proliferated across a multitude of businesses, for delivering targeted content to customers, visitors and employees. As digital displays become more sophisticated, they can enable innovative new features and functions to transform environments and further elevate the experiences they provide. And as the features and functions increase, so does the need to seamlessly enable them across digital signage networks. LG has the solution: webOS Signage.

Introduction to webOS

webOS is LG's powerful and versatile platform widely available in LG products, excluding smartphones, that come with a display running with a smart component. LG consumer TVs, AI robots, watches, refrigerators and car infotainment systems, plus digital signage displays and Pro:Centric® commercial hospitality TVs,* are all webOS-based.



What is webOS Signage?

LG webOS Signage is a commercial branch of webOS that is used for LG smart digital signage displays. The platform is pre-loaded with native apps such as the subscription-based SuperSign™ Content Management System (CMS) and Signage365Care, plus a basic content manager and management console. webOS Signage provides content delivery and management without requiring an HDMI input.

Even more important, webOS Signage enables LG to provide Application Programming Interfaces (API) allowing for the development and use of third-party software applications by LG partner companies, to customize digital signage solutions for virtually any business and numerous industries. Through webOS Signage, these partner applications, including a wide array of digital signage CMS, run directly on LG smart signage displays without the need for an external computing device. The process is made possible by an embedded System-on-Chip (SoC) processor within LG smart commercial displays (series SM and higher) running webOS Signage.

What is SoC?

According to Techopedia, SoC combines the required electronic circuits of various computer components onto a single, integrated chip (IC). SoC is a complete electronic substrate system that may contain analog, digital, mixed-signal or radio frequency functions. Its components usually include a graphical processing unit (GPU), a central processing unit (CPU) that may be multi-core, and system memory (RAM).

Benefits for LG Partner Companies

Combining the computer processing and application execution into the display itself enables LG partners to harness the power of the webOS Signage platform for their own custom solutions, and even branch out into new markets with new solutions to expand their business portfolio. In addition to the mainstream SM and UH series product lines that provide all the core features a commercial environment needs, webOS Signage is featured in specialty products such as high brightness outdoor displays, ultra-stretch signage and even Direct View LED (DVLED), giving partners the capability to run applications on a wide variety of LG displays. Partner apps built for webOS Signage can be structured as purely cloud-based to update and show content, a hybrid with server, or totally offline with onboard storage. End users access the partner app functions via that app's own management console.



Benefits for End Users

Working with a systems integrator, end users can choose an LG partner solution running on webOS Signage to simplify their digital signage user experience while enhancing its capabilities, and improving the digital experiences they offer their own customers. LG webOS Signage can work with digital signage across multiple business locations, whether across town or across the globe, with no limit to the number of devices that can be connected. And with over 45 LG-certified partners in North America, end users can be assured of getting the right solution to empower their digital signage network for the best outcomes.

The Five Pillars of LG webOS Signage

1

Web-Based Standards

webOS Signage supports cross browser, utilizing common web standards including HTML5, JavaScript, and CSS. These One-Source Multi-Use (OSMU) HTML5-based apps can run on any platform or device, and you can access your content directly from any device with a network connection.

2

Integrated Media Player

webOS Signage ensures fewer things to worry about in installation, management, and support. Embedded SoC eliminates external media players and related mounting hardware and cables, and can reduce costs/complexity, minimize failure points, and lower energy consumption.

3

Remote Device Management

webOS Signage provides tools for unprecedented full remote control and visibility into the display resources (display & power, device management & monitoring, advanced file handling, screenshots). End-user access is via the partner app's management console.

4

Interactive Applications

webOS Signage supports connection to external devices and sensors such as Beacon, GPIO, RFID, NFC, Barcode, Touch, Temperature, Light, Humidity, Pressure, Camera, and Printer, for interactive applications and environmental data collection to provide the best content at any given time. Voice commands (e.g. Alexa) and even audience measurement are now possible via partner applications.

5

Platform Security

LG webOS is first in its category with UL Certification: Software Cybersecurity for Network-Connectable Products. It undergoes periodic internal penetration tests and processes for vulnerability management, and provides protection against outside access to ensure file integrity and network security.



webOS Signage is Used Across Numerous Industries

Customers are using LG webOS Signage for QSR/Fast Casual, Corporate Communications, Retail, Healthcare, Hospitality, Sports & Entertainment, Transportation, Education, and other industries. The wide array of world-class supporting applications from LG partners makes it all possible.

Reasons to Believe

LG Business Solutions believes in putting the best foot forward for its clients. From a support perspective, more than 60-70 percent of the new features brought to market are market-driven, and voice-of-customer driven. LG gathers all the pain points and requests from the market, and if a solution can be provided without having to incur additional cost for the displays, it includes it. webOS Signage is a true platform strategy from LG – a ‘solutions-oriented enabler’ that empowers businesses for success.

**LG's Pro:Centric on webOS is a commercial branch of webOS for hotel guest room TVs. The Pro:Centric application environment provides extended customizable tools including HTML5, Java, and Flash. With these tools, LG systems integrator partners can optimize the full range of LG hospitality TVs and develop their own enhanced services. This increased control and customization provides premium hotel services to guests without the need for a set-top box. For hotels looking to retrofit their existing legacy TVs rather than purchase new TVs, LG's Pro:Centric-enabled set top box provides all the same tools and benefits without the need to replace recently purchased TVs.*