

LOOKBOOK *Fitness*



today's specials

			
<p>chicken plate grilled chicken breast brussel sprouts spinach broccoli</p> <p>425 calories <b>\$16.00</b></p>	<p>beans &amp; greens chickpeas kidney beans avocado roasted red peppers and corn</p> <p>185 calories <b>\$6.50</b></p>	<p>quinoa s quinoa chi zucchini and chickpea</p> <p>380 calor <b>\$15.0</b></p>	 <p>Tuesday June 22 8:00am Ride-n-Stride 55 min class Fitness Video Arlina's SloPro</p>



**Children's Swim Club**  
AGES 1 YEAR TO 5 YEAR


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- PERSONAL TRAINING →
- FITNESS ASSESSMENT →
- AEROBIC CONDITIONING →
- AQUATICS →



INFORMATION

Service Register Login



**Limited Space Available!**

EXTREMELY SOUGHT AFTER PERSONAL TRAINER HAS AN OPENING

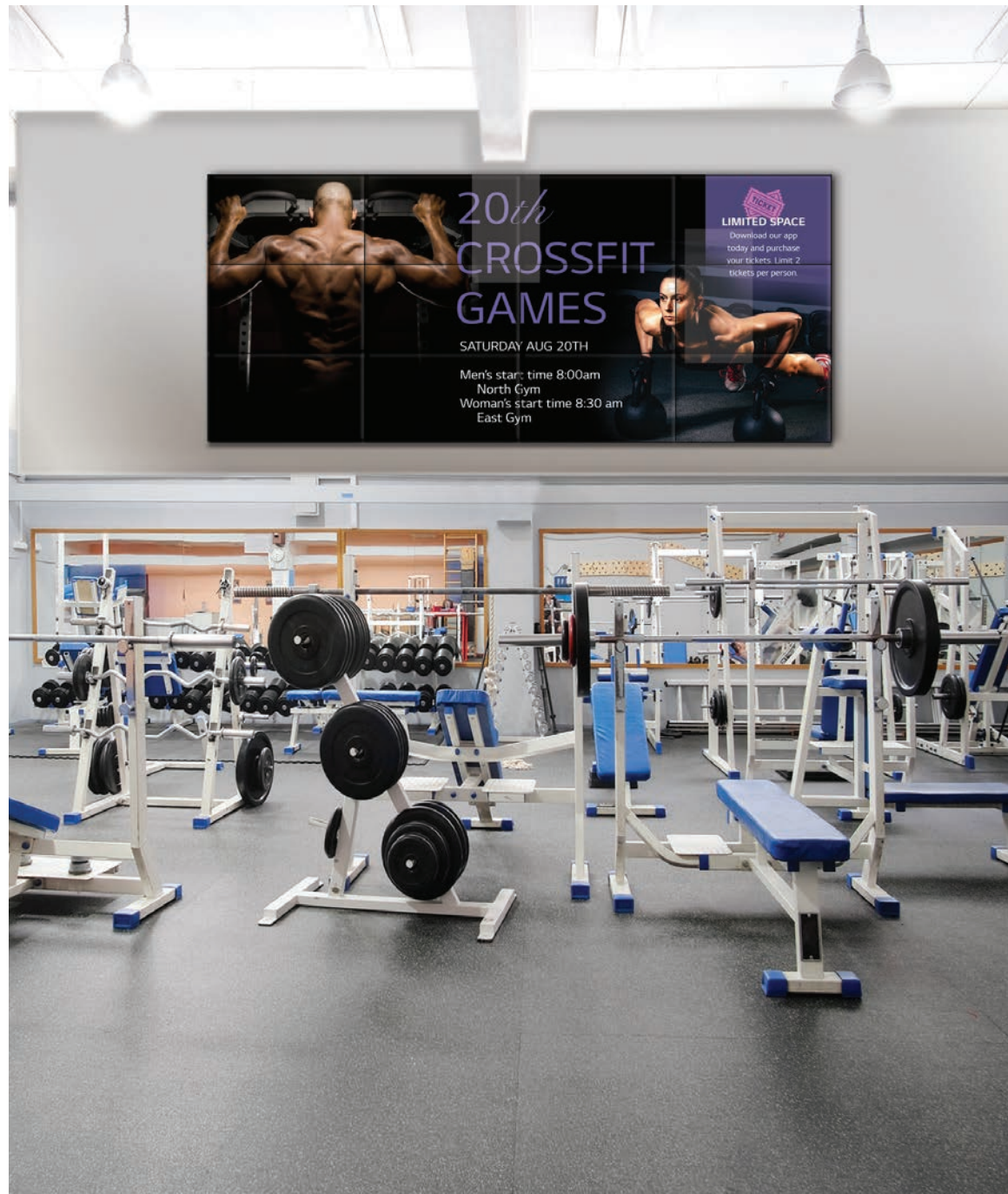
ACT QUICK DETAILS AT FRONT DESK.

personal trainer Jack Smack accepting new clients... check with the front desk for this lim



## LOOKBOOK *Fitness*

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### *Introduction*

In the intensely competitive fitness industry, smart operators are choosing to install a network of digital signs that deliver immersive and engaging content, such as Virtual Group Fitness Classes, transforming gyms into exciting, dynamic fitness centers. Choosing the right display allows you to broadcast selected content to each area of the fitness center. Proper implementation of a digital signage network can give your fitness center the competitive edge it needs to both grow and retain loyal clients.

LG offers large 4K displays and Video Walls for group fitness spaces and Commercial Televisions for all other areas of the facility. In addition to TVs, LG Digital Signage serves as a great visual vehicle for gyms and fitness clubs to communicate messaging, branding, class schedules, advertising and much more to their members.



# LOOKBOOK

## Fitness

### Reception Signage & Monitors

Extremely versatile, Smart webOS® Monitors can be used in reception areas, health bars, retail spaces, spa centers, and locker rooms to display services and membership information, as well as products, such as supplements, powders, clothing and more for purchase. Special promotions and new items can be highlighted using exciting graphics that explain the benefits of each product.

21:9 UltraWide® Monitors have outstanding resolution and brightness and feature on-screen controls with personal preset options. The ability to view multiple documents at once make daily computing tasks like scheduling and client check-in more productive and enjoyable.

Small Digital Signage, when placed throughout the facility, provides way-finding, schedule studio or spa times and provide self check-in. These efficient signs can be easily updated throughout the network to keep your content relevant and up-to-date.

#### **a** Smart webOS Monitor - 55SM5KE-B

- 55" class
- 1920 x 1080 (FHD)
- Brightness 450 nits
- Embedded Content Management
- PBP (Picture-By-Picture)
- PIP (Picture-In-Picture)
- Conformal Coating

#### **b** Small Signage - 22SM3B

- 22" class
- Resolution: 1920 x 1080 (Full HD)
- Brightness: 250 nits
- 16/7 Operation
- webOS
- Quad Core SoC

#### **c** 21:9 UltraWide Monitor - 29UB55-B

- 29" class
- Resolution: 2560 x 1080
- Brightness: 250 nits
- Reader Mode
- Flicker-Safe
- Super Energy Saving





## LOOKBOOK *Fitness*

### *Small Monitor Signage*

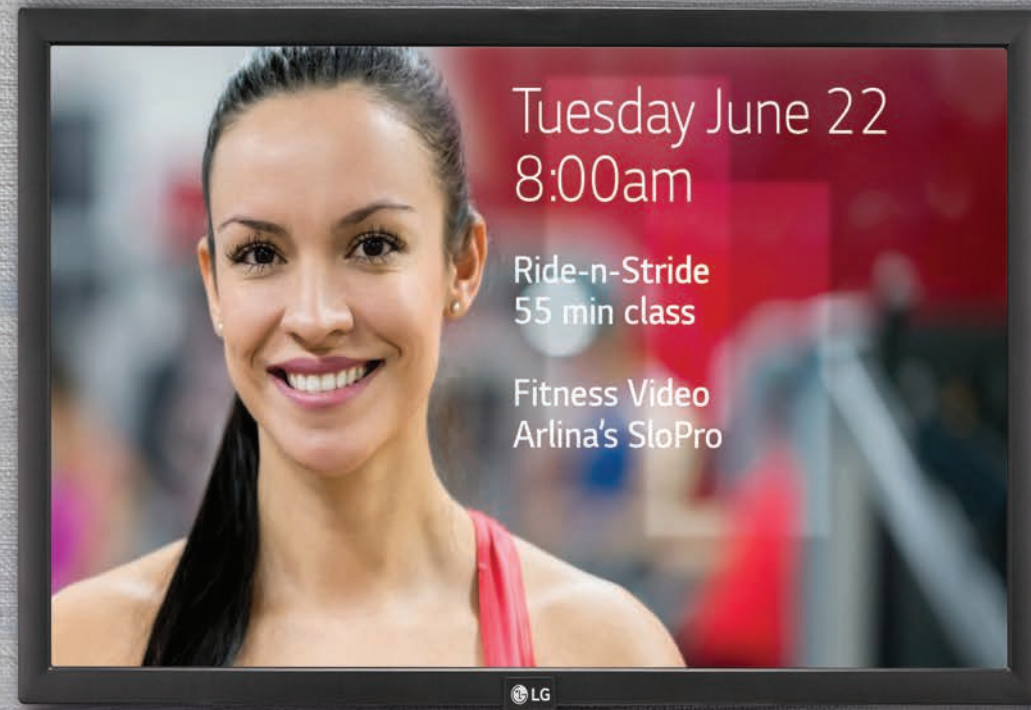
Small format displays can be used to manage and schedule workout areas. The displays integrate easily with popular scheduling programs, and any changes made will update throughout the system, while providing a permanent record of a room's usage.

**a**

#### **Small Signage - 22SM3B**

- 22" class
- Resolution: 1920 x 1080 (Full HD)
- Brightness: 250 nits
- Bezel: 16.3 mm (Even)
- 16/7 Operation
- webOS
- Quad Core SoC

**a**





# LOOKBOOK

## Fitness

### Touchscreen Digital Signage

Interactive touch-screen digital signs encourage engagement. Features like Beacons can track a person's movement to display relevant information and offers, and blast additional, personalized messages that enhance customer engagement.

**a** Interactive Digital Board - 55TC3D-B

- 55" class
- IPS Touchscreen
- Resolution: 1920 x 1080 (FHD)
- Brightness: 450 nits
- Viewing Angle: 178 x 178
- webOS 3.0+
- LG Interactive Digital Board (IDB) App
- Crestron Connected® Certified
- Mirroring
- Soft AP
- Beacon
- Reader Mode
- Auto Brightness Sensor
- Internal Memory (64GB, System 8GB)





# LOOKBOOK Fitness

## Digital Signage

Ultra-Stretch LED displays are the perfect choice to liven up lounge areas and can be used as menu boards that promote healthy food and drink options.

Smart Platform Digital Signs multitask in lounge areas, serving to entertain patrons as well as provide menu options. These displays can also provide class schedules and reinforce your brand message.

The ability to quickly update content is made easy, using solutions like LG's webOS, which allows you to manage the entire network of digital displays from a central location or remotely.

**a** Ultra Stretch Display - 88BH7D

- 88" class
- Resolution: 3840 x 2160 (UHD)
- Brightness: 700 nits
- IPS Panel Technology
- 32:9 aspect ratio
- Installation Types:
  - Stand Alone
  - Tri-Sided
  - Quad-Sided
  - Video Wall
  - 360-Degree Video Column
- Touch-Screen
- 4x Picture-in-Picture

**b** Smart Platform Digital Signage - 55SM5KE

- 55" class
- Resolution: 1920 x 1080 (FHD)
- Brightness: 450 nits
- Bezel 11.9 mm (T/R/L), 18 mm (B)
- PBP (Picture-By-Picture)
- PIP (Picture-In-Picture)
- Quad Core SoC
- webOS 3.0
- IP Streaming Protocol
- Dust & Humidity Protection
- SuperSign Premium
- 24/7 Operation
- Portrait and Landscape Orientation





## LOOKBOOK *Fitness*

### *Inspirational Training*

LG video walls captivate participants, encouraging them to push harder as they view inspiring workout videos featuring high-energy virtual trainers. These dynamic displays also allow members to view a variety of stats to gauge their performance on an individual level, against others within the class, or even across the nation! Special badges can be awarded for completing milestones, winning an event, or surpassing previous bests. This physically competitive environment is motivating, and will keep members coming back for more.

Sessions can be designed for individuals to strengthen and empower, or group classes that bring out a true competitive experience that can also be extremely collaborative, with members providing motivation to teammates to perform at their best as a team.

**a** Ultra Narrow Bezel Video Wall - 55SHV7F

- 55" class
- Resolution: 1920 x 1080 (FHD)
- Brightness: 700 nits
- Tile Mode up to 15 x 15 (Natural Mode)
- IPS Panel Technology
- 0.44mm Even Bezel
- Running Time: 24 Hours
- webOS 3.0+
- Portrait and Landscape Orientation





## LOOKBOOK Fitness

### Commercial-Grade TVs

Commercial-grade displays are durable, built to withstand high user rates, and provide the flexibility required for all of studio's needs. For installation flexibility, commercial displays also have added dust and humidity protection. Consumer-grade displays are not intended to be used 24/7, and they also have much shorter life spans, and could end up costing more over time.

LG's Commercial-grade screens offer a wide array of options, and LG's IPS screen technology features a 178-degree viewing angle and anti-glare finish to ensure members get a clear view from anywhere in the workout area.

Button Lock /Lock Input prevents changes to scheduled programming, while LG's webOS and SuperSign content management tools gives you powerful multimedia capabilities, and makes it easy to network and control each monitor on-site or remotely.

And you can rest assured, knowing LG Commercial TVs come with a 2-3 year factory warranty with up to 5 years of optional coverage with LG's dedicated Commercial B2B Service Network and an optional 24 hour Swap Program.

**a** **Commercial TV with Essential Smart Function - UT640S Series**

- 86", 75", 65", 55", 49" and 43" class
- Resolution: 3840 x 2160 (4K UHD)
- Brightness: 315 nits (86", 75"); 360 nits (65", 55", 49"); 270 nits (43")
- Embedded Content and Group Management
- SuperSign Control
- USB Data Cloning
- SNMP (Simple Network Management Protocol)
- WOL (Wake-on-LAN)
- Certified Crestron Connected
- Display Power Management (DPM)





## LOOKBOOK *Fitness*

### *Group Fitness*

Video Walls deliver immersive and engaging content, such as Virtual Group Fitness, transforming exercise studios into exciting, dynamic virtual classes. A wealth of programming options includes yoga, cycling, core, meditation and more. This labor-reducing option can also make sessions more affordable, and deliver improved ROI.

**a** Super Narrow Bezel Video Wall - 55VH7E

- 55" class
- Resolution: 1920 x 1080 (FHD)
- Brightness: 700 nits
- Tile Mode up to 15 x 15 (Natural Mode)
- IPS Panel Technology
- Bezel Width 0.9 mm (Even)
- Running Time: 24 Hours
- Portrait and Landscape Orientation
- SuperSign™ Control / Control+\*
- SuperSign CMS\*

\* SuperSign Control+ and CMS are optional pay-for software





## LOOKBOOK *Fitness*

### Group Fitness

Direct-View LED panels can be configured to create large displays that are free from distracting visible seams or gaps, producing seamless digital mosaics that conform to existing architectural features. Fine-pitch display technology, such as LG's LAP Series, features a pixel pitch of 1mm to 2mm, and can be viewed as close as 3.5ft. DVLED displays are 200% brighter than conventional LCD video walls, allowing them to stand out in daylight or brightly lit interiors.

**a** Direct-View Indoor LED - LAP Series

- 1.0mm Fine Pixel Pitch
- Brightness: 1000 / 1200 nits
- 6000:1 Super Contrast Ratio
- Visual Viewing Angle: (Horizontal) 160° (Vertical) 140°
- LG Dynamic Contrast Algorithm
- SuperSign Lite / SuperSign C/ SuperSign
- Simple Editor
- webOS
- Refresh Rate: 1920 Hz





## LOOKBOOK

### Fitness

#### Individual Workouts

A network of digital signs that deliver immersive and engaging content, such as Fitness On Demand™, can deliver personalized, individual sessions. Fitness buffs will appreciate the ability to select a desired workout that best fits their personal goals.

This labor-reducing option can also make sessions more affordable, which can increase audience participation. The sessions can run from 5 minutes to an hour, allowing you to provide a variety of options that will appeal to a wide range of fitness conscious people throughout the day.

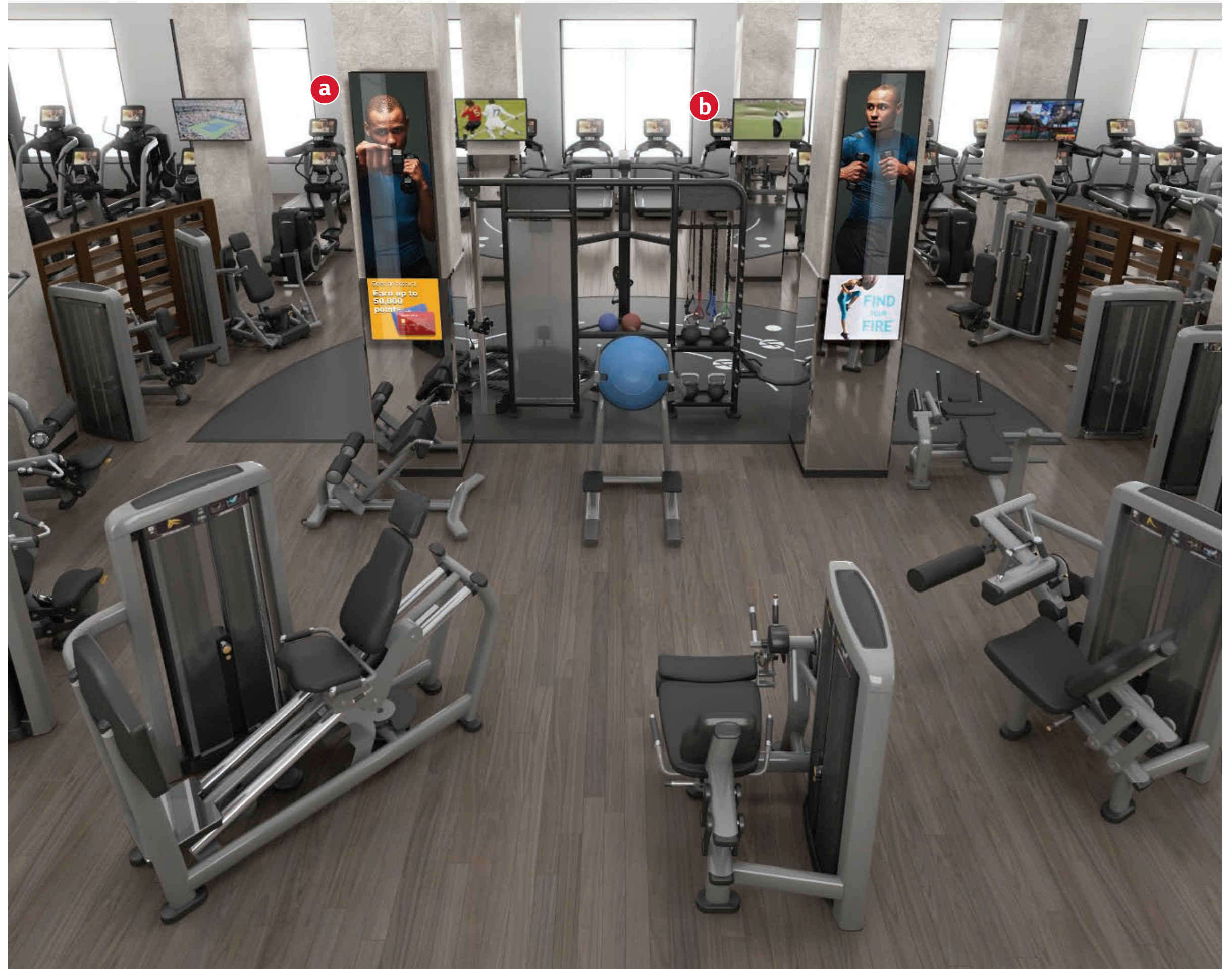
#### **a** Ultra Stretch Display - 88BH7F

- 88" class
- Resolution: 3840 x 1080 (4K UHD)
- Brightness: 700 nits (Typ)
- IPS Panel Technology
- 32:9 Aspect Ratio
- Installation Types:
  - Stand-Alone
  - Tri-Sided
  - Quad-Sided
  - Video Wall
  - 360° Video Column
- Touch-Screen
- 4x Picture-in-Picture

#### **b** Smart Platform Digital Signage - 49SM5KE

- 49" class
- Resolution: 1920 x 1080 (FHD)
- Brightness: 450 nits
- Bezel 11.9 mm (T/R/L), 18 mm (B)
- PBP (Picture-By-Picture)
- PIP (Picture-In-Picture)
- Quad Core SoC
- webOS
- IP Streaming Protocol
- Dust & Humidity Protection
- SuperSign Control / Control+\*
- SuperSign CMS\*
- 24/7 Operation
- Portrait and Landscape Orientation

\* SuperSign Control+ and CMS are optional pay-for software





## LOOKBOOK Fitness

### Commercial TVs and Signage

Large Format Digital Signs can be synchronized or configured as individual fitness stations, giving members the opportunity to program a "one-on-one" workout. These dynamic displays really deliver the "wow" factor to engage clients and set your brand apart.

With enhanced management functions including WOL (Wake On LAN), SNMP (Simple Network Management Protocol), and SuperSign Solution, managers can increase efficiency while the edge-lit LED display and UHD picture quality improve the digital viewing experience.

#### **a** Commercial TV with Essential Smart Function - UT640S Series

- 86", 75", 65", 55", 49" and 43" class
- Resolution: 3840 x 2160 (4K UHD)
- Brightness: 315 nits (86", 75"); 360 nits (65", 55", 49"); 270 nits (43")
- Embedded Content and Group Management
- SuperSign Control
- USB Data Cloning
- NMP (Simple Network Management Protocol)
- WOL (Wake-on-LAN)
- Certified Crestron Connected
- Display Power Management (DPM)

#### **b** Air Purifier - ASS560DWR0

- 360° Purification
- Clean Booster
- True HEPA Filtration System
- PM 1.0 Sensor & Smart Indicator
- SmartThinQ® Technology (with Google Assistant and Amazon Alexa Compatibility)
- LoDecibel™ Operation
- Coverage: 512 sq. ft
- CADR: 330/330/365 (Smoke/Dust/Pollen)
- Noise 25db (When Used In Single & Dual Modes With Low Fan Speed)
- Smart Indicator - Air Quality Indicator
- PM (Particle Matter) Indicator
- Low Standby Power
- Operating Mode - Booster/Dual/Single/Smart
- Filter Replacement Reminder





## LOOKBOOK *Fitness*

### 360° Air Purification

A unique purification method promotes 360 degrees of clean air delivery and the Clean Booster delivers clean air farther (up to 24 feet\*) to ensure even distribution.

#### **a** Air Purifier - ASS560DWRO

- 360° Purification
- Clean Booster
- True HEPA Filtration System
- PM 1.0 Sensor & Smart Indicator
- SmartThinQ Technology (with Google Assistant and Amazon Alexa Compatibility)
- LoDecibel Operation
- Coverage: 512 sq. ft
- CADR: 330/330/365 (Smoke/Dust/Pollen)
- Noise 25db (When Used In Single & Dual Modes With Low Fan Speed)
- Smart Indicator – Air Quality Indicator
- PM (Particle Matter) Indicator
- Low Standby Power
- Operating Mode – Booster/Dual/Single/Smart
- Filter Replacement Reminder





## LOOKBOOK *Fitness*

### *Outdoor Direct-View Displays*

Direct-View LED displays deliver images with incredible contrast ratios, vibrant colors, and brightness levels several times that of LCD displays. They can also be made in virtually any size, including very large sizes of 100 feet or more and their uniform, bezel-free design enables DVLED displays to be configured into beautiful, seamless digital mosaics that stand out and get noticed, even in the brightest environments, making them the perfect choice for outdoor signs.

#### **a** Outdoor Direct-View Display - LBP Series

- Brightness (After Calibration): 6000 nits Minimum
- Viewing Angle: 160°
- Contrast Ratio: 3000:1
- Lifetime (half brightness): 100,000 hrs
- Pixel Pitch: 6.00 – 20.00
- Weight Per Module (kg): 0.54 – 2.45





## LOOKBOOK *Fitness*

### *Transparent Displays*

Bright, Colored Transparent LED displays get your message seen without blocking interior views. They feature wide viewing angles that allow them to be viewed for a longer period, attracting and motivating clients as they approach your studio. Accurate color reproduction and superb image clarity make it easy to deliver your messages in eye-popping fashion.

**a** **Transparent Color LED Film - LAT Series**

- Pixel Pitch: 24 mm
- Pixels per LED Film Sheet: 560 pixels
- Brightness: 1,000 nits Minimum (After Calibration)
- Lifetime (Brightness 50%): 50,000 hrs





## LOOKBOOK *Fitness*

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### *Specific Applications for Signage*

LG's signage fits into applications ranging from wayfinding to workout areas – with full software and technological support available.

#### *Wayfinding*

From simple maps to interactive touch screens with compatible apps for off-loading directions, wayfinding solutions are as simple or as complex as needed. And with touchscreen and mobile integration through apps on webOS, interactive and indoor mapping has never been easier.

#### *Scheduling & Booking*

webOS supports real-time data integration so that you can create real-time fitness class and room schedules. Room management is simplified, and operators can keep track of what's going on in each room.

Connect with documents and data sources like Excel, SAP and MS Exchange to share real-time developments and information.

#### *Digital Bulletin Boards*

Save paper and ink with energy-efficient digital displays that can be updated with customized content in real-time. Content changes and displays can be controlled from a central location or remotely.

#### *Advertising and Branding*

Make your brand logo and promotional messages stand out and get noticed. LG's signage solutions make it easy to change your offers so you can maximize advertising results based on time of day or rotational advertising calendar.

#### *Menu Boards*

Increase your revenue options by displaying food and drink options at Health Bars as well as an assortment of products offered for retail sale.

#### *Create Destinations That Maximize the Entire Studio*

LG Digital Displays can be programmed to deliver unique content to create customized workout experiences simultaneously throughout the studio. In addition, a studio may also program classes during the day that focus on its senior members in the early morning, stay-at-home moms mid-day, and business clientele after 5:00pm.

### *Conclusion*

While health club memberships are at an all-time high, intense competition within the industry means fitness centers must constantly review and upgrade the experience they provide to their members. Operators should be keenly focused on seeking new ways to retain members and keep them coming back, as a “2% increase in customer retention has the same effect as decreasing costs by 10%.”<sup>(1)</sup>

In addition to physical gym space, fitness centers must also compete with workout apps and live online fitness classes. Digital signage solutions provide a more exciting and engaging experience than these competing technologies giving optimum results in communication, advertising and entertainment.

LG Commercial Displays provide game-changing options, from exciting video walls to individual workout stations, and are designed to deliver years of service with little maintenance. Utilizing LG's webOS Smart Signage Platform, operators have powerful multimedia capabilities and the critical management tools needed to address enterprise-class requirements from a central location or remotely, to monitor and control each display around the clock.

(1) <https://www.skyword.com/contentstandard/creativity/building-customer-loyalty-through-the-art-of-storytelling/>



## *Putting it all together*

LG's dedicated fitness division has the experience and knowledge to design customized display networks that can provide an outstanding client experience and the performance and flexibility for managers to easily manage the entire network.

*To learn more contact Tracey Estes*

[tracey.estes@lge.com](mailto:tracey.estes@lge.com) or 703.629.0701

[LG.fitness@lge.com](mailto:LG.fitness@lge.com)



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