



THE OUTLOOK IS **BRIGHT**

Partnering with LG is Good for Business

Today's hotel guests are accustomed to incorporating digital technology into all aspects of their lives, from mobile phones, tablets and laptops, to smart TVs and voice-activated home assistants. They depend on display screens for information and appreciate the immediate gratification of a digital experience, and they bring this expectation with them when they travel.

In addition, they look for hotels that feature the comforts of home, be it ordering food for delivery, planning activities according to the weather or watching the newest HD movie releases.

Hoteliers know that these amenities are key to satisfying their guests and building brand loyalty. But they also realize these necessities can come at a price. Providing in-room entertainment and multi-functionality from a TV is not as easy as purchasing a TV off the shelf of an electronics retail store. Even today's SMART TVs offered in the consumer sector cannot be customized to deliver the hotel's branded messaging, personalized daily activity schedules or other hotel amenities, nor do they have the security needed to protect the guest from a TV accidentally falling and resulting in injury, or prevent malicious intent such as piracy of HD content or even theft of the TV.

Meeting all these requirements with a strong underlying technology platform is not easy. It requires partnership with an innovation leader. A leader like LG.

LG's elegant, SMART hospitality televisions and Pro:Centric® Direct Platform

deliver the preeminent technology for the hospitality industry, and the ideal way to provide personalized services and top-quality entertainment for guests. LG provides a vast selection of TV models, from 43-inch FHD to 75-inch 4K Ultra HD. And for luxury suites, nothing compares to the razor-thin LG OLED Wallpaper hospitality TV, which incorporates Dolby Atmos® sound. LG hospitality TVs also feature a variety of anti-theft systems for secure mounting options.

Pro:Centric®

LG's Pro:Centric System

allows for an interactive electronic programming guide (EPG), and easy remote TV configuration and programming via the Pro:Centric server. LG's HTML-based Pro:Centric Direct platform enables guests to access pre-loaded applications such as Netflix, HULU, Crackle and YouTube (subscriptions not included), check the weather, review hotel brand amenities and brand messaging via customized billboards, or connect their mobile device for screen sharing. Pro:Centric Direct also features an IP interface for two-way communication where guests can order room service, make spa appointments, interact with the concierge, review their portfolio and check out.

Pro:Centric® Direct

Bring SMART to non-SMART TVs

Not all hotels may be ready for a major TV purchase. To address the need, LG offers a Pro:Centric SMART set-top box made specifically for use with non-SMART, RF-only hospitality TVs. This specialty set-top box enables advanced SMART interactive IPTV functionality, a broad range of compatible third-party applications, plus Pro:Idiom® digital decryption for premium HDTV content.

Hotels can now elevate their guest-room entertainment experience without having to replace their TVs.

LG's Pro:Idiom

digital rights management system ensures rapid and broad deployment of high-definition television (HDTV) and other high-value digital content to the hotel industry. Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite, or video on demand (VOD) services, and helps reduce costs and maintenance by eliminating the need for cable/satellite boxes.

Pro:Idiom®

LG Five-Star Service

LG's Five-Star Service is a free, specialized customer care program for hotels. It provides the hotelier with a dedicated BSP (Business Solutions Partner) technician as a single point of contact who will perform complementary routine visits and complete necessary repairs to maintain product quality.

Benefits include:

- Routine visits and timely repairs
- Single point of contact – call your technician directly
- Technicians are specially trained to perform services in hotel environments
- Technician provides FTG (Free To Guest) software support
- New TV setup support
- Engineer visit for quality assurance
- Early detection of quality issues

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 for expedited service, coordinated with LG's warranty division. If the job calls for a warranty replacement, LG provides a timely turnaround. LG also supports out-of-warranty service at a 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 on the hotel property.



The Outlook is Bright

When the goal is to provide a higher quality guest experience for today's tech-savvy travelers, it pays to partner with a brand that offers a total end-to-end solution, a vast selection of the latest commercial-grade products to suit any budget, and the flexibility to integrate with existing systems. From consultation and design to installation, integration and ongoing service/support, LG will be there for you, with a single point of contact to make your life significantly easier.



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