



# Improving Hotel Guest Experiences in the Digital World

## Partnering with LG is Good for Business

New technologies are changing guest expectations and presenting new opportunities for hospitality brands to connect, engage and succeed.

Increasingly, technology is something travelers expect as part of their hotel experience. In fact, a poll of lodging professionals conducted by SmartBrief Media Services indicated that 42 percent of Millennial travelers are more focused on a hotel's technology<sup>1</sup>.

A Gallup Hospitality Industry study reported that about half of guests overall strongly agree that they would be willing to pay more for significantly improved in-room television<sup>2</sup>. The latest SMART, commercial-grade hospitality TVs, for example, can go a long way in giving guests more ways to enjoy their stay, even simulating an at-home entertainment experience.

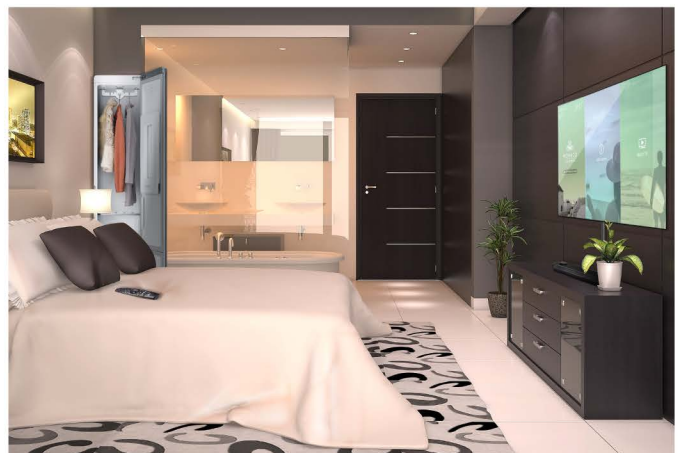
# LG's elegant SMART hospitality TVs and Pro:Centric® platform **deliver the preeminent technology for hospitality professionals**

For hotels making an investment in new guest-room TVs, LG Electronics, an industry leader in hospitality and guest-centric display solutions, offers a full line of SMART, commercial-grade, Pro:Centric models, ranging in size from 43 inches to 75 inches, in resolutions from Full HD to 4K UHD. These state-of-the-art hospitality TVs feature excellent picture quality with a wide viewing angle thanks to LG's IPS technology, plus sleek, slim and stylish designs to complement any guest-room décor. And for luxury suites, nothing compares to the razor-thin LG OLED Wallpaper hospitality TV, which incorporates Dolby Atmos® sound.

LG's Pro:Centric functionality enables remote configuration and programming of hundreds of TVs at once, via the Pro:Centric server, to minimize support costs for the hotel.

In addition, because physical security is a significant concern for hotels not only for their guests but for their property, LG hospitality TVs also include anti-theft systems such as a built-in Kensington Slot cable system; a credenza hole to lock the TV stand to the furniture; a lock-down plate to secure the TV to the stand via included anti-theft mounting hardware; and a Key Lock function to prevent guests from accessing the TV menu where picture settings can be disturbed.

But 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.

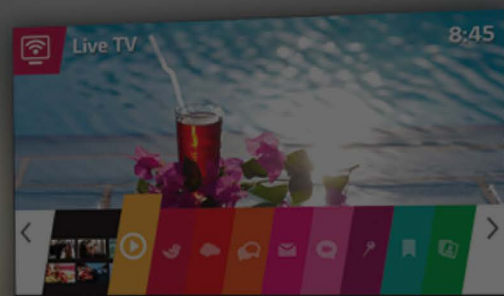




# Give guests a stay they'll remember

To make the most of the guest-room entertainment experience, LG's HTML-based Pro:Centric Direct content management system provides a built-in UI designer/editor for hotel systems integrators, that runs over an IP network. Guests can access their favorite OTT applications such as Netflix, HULU, YouTube, Crackle and others preloaded on the SMART TV (subscriptions not included), or connect their mobile device for screen sharing/casting.

Pro:Centric Direct helps hoteliers keep guests up to date on hotel amenities, brand messaging, news, weather and other information through widgets that can be placed on the TV's home screen. It also features an IP interface for two-way communication, enabling guests to place orders for room service, make appointments at the spa, interact with the concierge, review their portfolio and check out, all from their in-room TV.



# LG's commercial displays extend strong guest engagement to the fitness room, and beyond

A 2016 survey conducted by American Hotel and Lodging Association found that the average number of hotels with free fitness facilities had risen to 85%<sup>3</sup>. Business and leisure travelers alike now want the kind of state-of-the-art fitness/exercise rooms they have with their club membership at home, and one of the most exciting developments in hotel guest-centric technology is what is being put into hotel fitness centers today by LG.

LG has partnered with Fitness On Demand™ – a leading delivery platform of hundreds of premium high-definition workout classes, from strength and cardio to mind & body and dance, by the industry's best instructors. Hotel fitness centers can use Fitness On Demand with LG hospitality televisions, or with LG large format digital signage displays and video walls (either via an external media player or via LG's webOS Signage platform), to provide an immersive environment for virtual group or individual workout classes, on-demand or on-schedule.

A recent Arbitron study found that 70% of health club members watch an average of 40 minutes of programming per visit<sup>4</sup>. The LG/Fitness On Demand solution provides a unique, hi-tech and hi-res experience guests will appreciate. Best of all, workout sessions can be made available 24-hours a day to accommodate early risers and night owls.

Hotels offering virtual workout classes provide extra incentive to use the facilities. In addition, LG digital signage displays with the webOS Signage platform can be used in dynamic ways throughout the hotel property to keep guests engaged, informed and entertained, and the content can be created and managed remotely via smartphone or tablet, right down to individual displays. Applications include:

- Virtual concierge services
- Entrance and lobby area messaging
- Wayfinding
- Reader boards for special events such as conferences, weddings and banquets
- Restaurant ambience as well as digital menu boards
- Infotainment and advertising
- Outdoor messaging in pool areas, valet parking areas and more
- Displays on casino floors

There's no doubt that the use of digital signage will continue to grow in the hospitality industry. In fact, a report by research firm Markets and Markets projects that the digital signage market is expected to grow from USD 20.8 billion in 2019 to USD 29.6 billion by 2024, at a CAGR of 7.3%<sup>5</sup>.





## LG's Five-Star Service complements **LG Hospitality Solutions**

LG's Five-Star Service is a free, specialized customer care program for hotels that ensures maximum uptime for LG hospitality solutions. It provides a dedicated BSP (Business Solutions Partner) technician who will perform complimentary 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
- The 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

### **Enhanced Service Plan (ESP)**

Available for purchase, LG's ESP protects your investment by adding extended service coverage (provided by LG) for LG hospitality TVs and commercial displays. The ESP offers various levels of service options to meet your needs.

# Choosing a commercial display provider: Buying boxes vs. building relationships

Whether you're choosing a commercial display provider for guest-room TVs, cross-property digital signage, or both, it pays to think ahead. Years ahead.

With LG, the relationship doesn't end when the sale is made.

An effective partnership is the key differentiator of LG Business Solutions. This position is supported by the depth of LG's experience in each of its markets, the comprehensive technology leadership LG has consistently displayed, the quality of LG's support infrastructure and LG's proven reliability.

LG offers end-to-end solutions that are renowned for innovation, and LG can extend the product life

cycle for its hospitality customers, working closely with hoteliers to install individual products that are backward-compatible with existing infrastructures. Given the rapid speed at which technology evolves, continual installation and renovation are often cost-prohibitive for hoteliers. However, by working within a framework in which hotel owners can customize installations based on property needs, LG is able to serve as a collaborative partner and keep the owner's end goal at the forefront.

From consultation and design to installation, integration, content creation/management and ongoing service & support, you can rely on LG commercial displays as the intelligent choice to shine bright and stand out.



1) [https://www2.smartbrief.com/hosted/ad-3256/wsj-hospitality\\_final.pdf](https://www2.smartbrief.com/hosted/ad-3256/wsj-hospitality_final.pdf)

2) <https://news.gallup.com/businessjournal/175568/econo-my-luxury-matters-hotel-guests.aspx>

3) [https://www.ahla.com/sites/default/files/1128\\_AHL-A\\_RandomFacts.pdf](https://www.ahla.com/sites/default/files/1128_AHL-A_RandomFacts.pdf)

4) <https://www.arbitron.com/downloads/Point-sofView2013.pdf>

5) <https://www.marketsandmarkets.com/PressReleases/digital-signage.asp>