

LG COMMERCIAL TV

INFORMATION DISPLAY AND SOLUTIONS



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The ideal partner, offering unrivaled technology for the hospitality industry

LG's commercial TVs featuring innovative technology, such as OLED and IPS, deliver a new level of experience in hospitality. Our innovation continues to bring luxury to spaces thanks to ultra-slim designs, while adding value through revolutionary screen quality. As the ideal partner for the hospitality industry and constantly seeking to upscale its quality of service, LG commercial TV is the solution for hoteliers and their customers.

LG Pro:Centric SMART with OLED

Pro:centric Smart with OLED lineup provides LG's smartest hotel TV solution while overcoming the limits of current displays in both picture quality and design.



LG Pro:Centric SMART with OLED

Why OLED Technology

Perfect Black. Intense Color

LG OLED TV provides richness in all colors, boasts aesthetic touch of nature, and reveals life. Equipped with over 8 million of self-lightning pixels operating individually, the product completes the Perfect Black.



Picture-on-Glass, the Artistic Esthetics

Furnished with sleek design, the product takes its artistic aspect to the next level. As the need for distinct elements like bezel or a thick stand has been eliminated, the refined but aesthetically stifled design intensifies the viewing experience.



* EU961H series have a single-pole stand.

Cinematic Sound for Your Home

Dolby Atmos®

Dolby Atmos® creates a dynamic and surround sound experiences although even when space is limited, facilitating the discernment of every details of the movement in a scene. With Dolby Vision™, the product provides a truly unique cinematic experience.



4K Cinema HDR

Dolby Vision™ and HDR 10

LG 4K Cinema HDR offers the filmmaker's vision through usage of HDR formats. Now, a unique cinematic experience is available at hotel room with Dolby Vision™ and HDR 10.



65" WU960H

EU



- OLED Wallpaper Hotel TV
- ULTRA HD
- Dolby Vision™ HDR, HDR10
- Dolby Atmos®
- Picture-on-Wall Design
- Up-firing Speakers (4.2 ch Speaker System)
- Solution : Pro:Centric SMART / Direct / V
- HCAP (SDK) : GEM / Flash / HTML5
- DRM : Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- OLED Gallery Mode

65" / 55" EU961H

EU / CIS



- OLED Hotel TV
- ULTRA HD
- Dolby Vision™ HDR, HDR10
- Dolby Atmos®
- Solution : Pro:Centric SMART / V / Direct
- HCAP (SDK) : GEM / Flash / HTML5
- DRM : Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- OLED Gallery Mode

* 55 is only for EU region.

LG Pro:Centric SMART

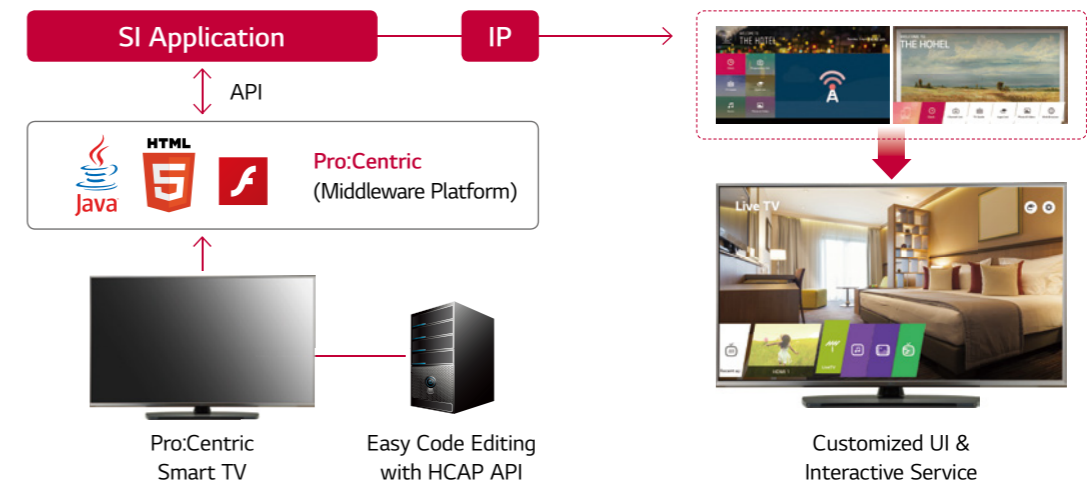
A PREMIUM SMART SOLUTION VIA IP & RF NETWORK

Pro:Centric SMART is optimized for customizing hospitality services for hotel brands and guests through an IP & RF infrastructure. With its high picture quality, sophisticated design and advanced connectivity functions, it upscales in-room entertainment and increases convenience through implementation of high-end technology.



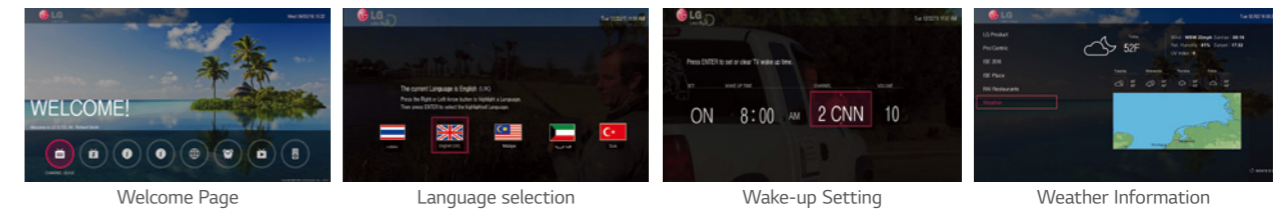
Pro:Centric SMART Application Platform (IP)

LG Pro:Centric SMART offers extended customizable tools; HTML5, GEM and Flash. With these, the partners can optimize Commercial TVs to edit and develop their own enhanced service design. Also, it gives visual impact on and delivers messages to customers as users intend.



Pro:Centric Server Application (RF)

You can now differentiate your hotel with our customizable templates and pages which can be specialized for your property. Pro:Centric provides you a solution that is easily customizable for your business.



Various Features

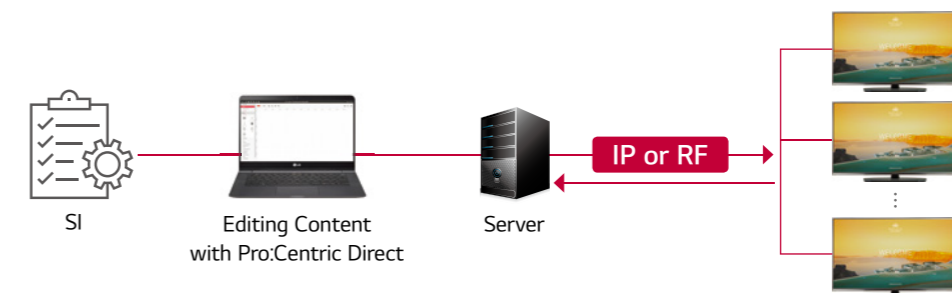
PCA serves the convenience of the guest through a Wake-up setting, Weather Information, Map Service, and much more functions that you can choose.

Customizable Template & Page

Choose an alternative look & feel template based on your reference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool.

Pro:Centric Direct Support (IP & RF)

Pro:Centric Direct is a hotel content management system that supports simple editing tools and provides various solutions such as 1-click service and IP-network-based remote management. With the solution, users enable to design UI easily and provide customized service while managing TV efficiently.



LG Pro:Centric SMART

ULTRA HD TV

4K Resolution

ULTRA HD is the future of digital picture, possessing four times higher resolution than that of full HD. Stunning 8.3 million pixels gives a flawless picture quality and incredibly vivid detail.

4K Upscaler

Enjoy Full HD content in 4K ULTRA HD quality. The 4K Upscaler automatically upgrades Full HD content to ULTRA HD through the six steps of the upscaling processes.



Smart Connectivity

SmartShare

SmartShare allows users to share content more easily and quickly. It also searches for the content they want in order to share it more easily and accurately, there by simplifying the process of sharing between various devices.



ScreenShare

Connect a smartphone or a laptop PC to TV via a Wi-Fi Direct connection. The TV will display the device's screen, and users can share their content and memories together.



Bluetooth Audio Playback

Bluetooth Audio Playback enables users to listen to music on a mobile device through TV speakers via Bluetooth connection.

* Support devices for Bluetooth Audio Playback:
Android (above v4.4 KitKat) / IOS based Mobile Device



Smart Experience

webRTC Ready

webRTC provides an application development environment for video calling, video chat and P2P (Person-to-Person) file sharing. Guests can look at and communicate each other without visiting rooms.



* Separate server or SI's webRTC-based-telecommunication solution is required for telecommunication between two TV sets.

SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.



* SoftAP should be set in installation menu after TV is on.
* Smart Mirroring may not be operated at the same time.

Customizable App

Customizable app by web OS displays hotel information for guests. No need to purchase a server / solutions or install network infrastructure.



* Up to five customizable apps are available to be added and organized in the launcher bar.

Smart Management

Remote Diagnostics

Save big on the expenses of managing the commercial TVs with Remote Diagnostics. Real-time Remote Diagnostics report detects error in advance to prevent TVs from any malfunction.



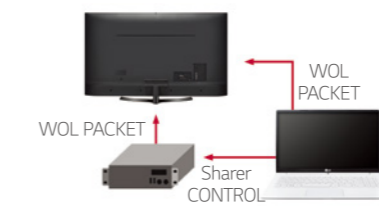
65" / 55" / 49"

UU761H

EU / CIS

Wake-up On LAN

WOL is the Ethernet computer networking standard to turn on TV or PC by transferring a network message. The message is transferred through another computer connected the same local area.



55" / 49" / 43" / 32" / 28" / 24"

LV761H

EU / CIS



- ULTRA HD
- HDR10
- Ultra Slim Design
- Commercial Swivel Stand (43", 49", 55")
- Solution : Pro:Centric SMART / Direct / V

- SDK (GEM / Flash / HTML5)
- DRM: Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- Customizable App



- Full HD (HD for 24" / 28")
- Commercial Swivel Stand
- Solution : Pro:Centric SMART / Direct / V
- SDK (GEM / Flash / HTML5)

- DRM: Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- Customizable App

* 24"/28" is only for EU region.

65" / 55" / 49" / 43"

UU661H

EU / CIS

55" / 49" / 43" / 32"

LX761H

49" / 43" / 32"

LU661H

EU / CIS



- ULTRA HD
- HDR10
- Commercial Swivel Stand (except 65")
- Solution : Pro:Centric SMART / Direct / V
- SDK (GEM / Flash / HTML5)
- DRM: Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- Customizable App



- Full HD
- Commercial Swivel Stand
- Solution : Pro:Centric SMART / V
- SDK (GEM / Flash / HTML5)
- DRM: Pro:Idiom
- Media Share
- Bluetooth Audio Playback

* LV761H has replaced LX761H in CIS region



- Full HD
- Commercial Swivel Stand
- Solution : Pro:Centric SMART / Direct / V
- SDK (GEM / Flash / HTML5)
- DRM: Pro:Idiom
- Media Share
- Bluetooth Audio Playback, LG Sound Sync
- Customizable App