



Be Guest:Centric

LG HAS THE SOLUTION



www.LGcommercial.com

Be Guest:Centric

Being guest-centric is to cater to a guest's tastes and expectations with a reception that is personalized. Accomplish guest-centricity with a total solution from LG that delivers a full range of television viewing options. LG adds sophistication and style to any guest room with its premium high definition flat screen televisions with technologies that will not only heighten the guest experience, but will simplify the installation and management of each set. Offer the premier in television services during each guest visit with LG, and provide an exceptional stay that is guest-centric.

Pro:Centric™... models a new exclusive LG technology that supports a platform for optional guest service applications* such as Electronic Program Guide (EPG) along with scheduling Hotel Services (LG700H series)

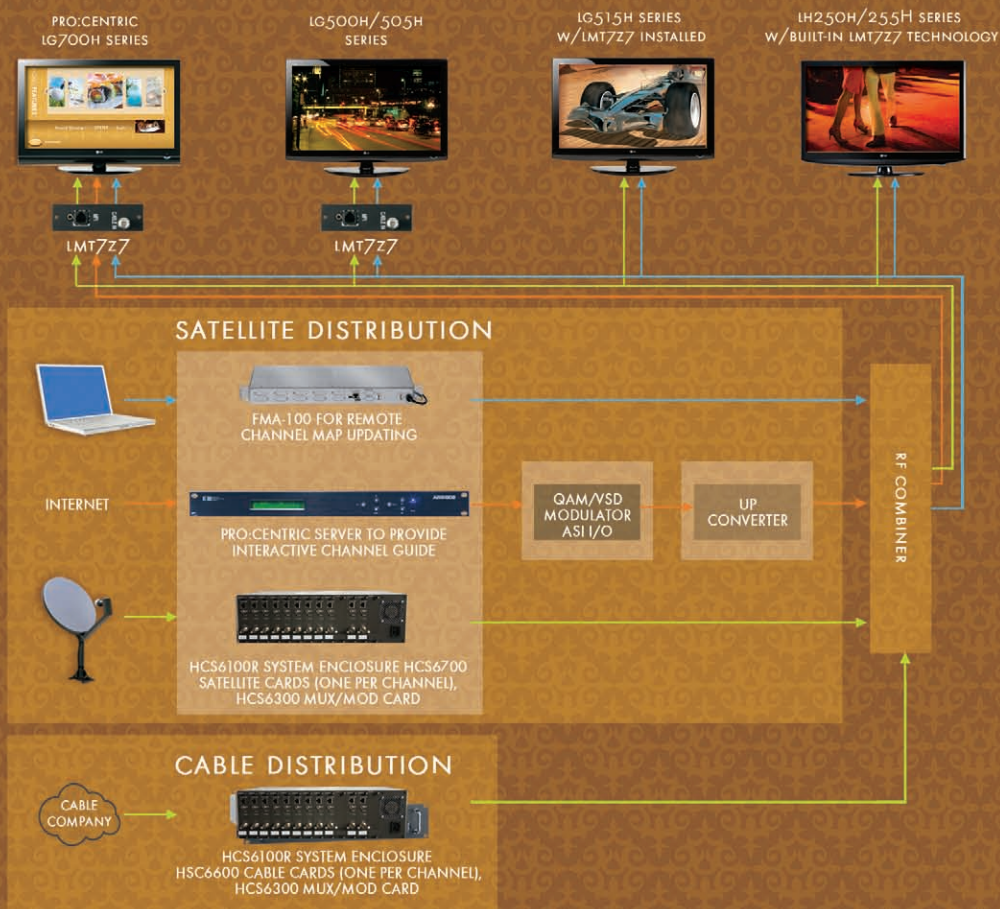
Pro:Idiom®... integrated models for access to premium HD content from cable TV, satellite TV, or video-on-demand services (LG700H, LG500H/505H/515H, LH250H/255H series)

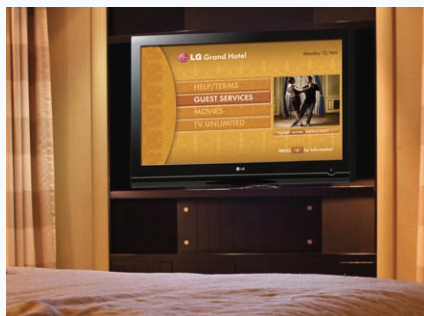
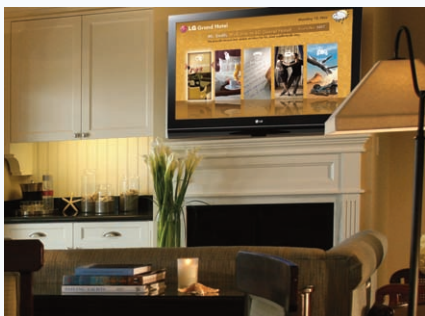
EcoSmart™... Energy Saving levels that can be set manually with static settings or set automatically to adjust the screen brightness based on ambient room light (Intelligent Sensor) and/or based on incoming video (Dynamic Power Savings) to fit the needs of the property

FREE-TO-GUEST (FTG)... Management Appliance and FTG cards for delivery of FTG content, virtual channel mapping, and other adjustments managed from a centralized location which offers the hotel a reduction in frequent room visits (FMA-100, LMT7Z7)

SATELLITE... channel cards (HCS6700) and Cable channel cards (HCS6600) that fit into a rack system enclosure (HCS6100R) to provide Pro:Idiom encryption and stream formatting

*Note: Guest Service applications may require optional software, hardware, third party subscription service/contract, and customization at an additional cost.







Go Pro:Centric™

LG's NEW EXCLUSIVE PRO:CENTRIC MODELS... LG's new Pro:Centric LG700H series (32/37/42LG700H) provide a robust communications interface to open up new and exciting possibilities in guest room interactivity. Guests will be able to locate and enjoy available television entertainment with an electronic program guide application. Pro:Centric can also act as a digital concierge – guests will have the ability to reserve hotel amenities such as spa treatments, restaurant reservations, and golf tee times. Room service can be ordered through the Pro:Centric television while in-room information can be customized according to each guest. By making available a simple means of access to hotel services and amenities, Pro:Centric can promote a consistent revenue stream for a property.

Hotels can benefit with Pro:Centric's cost-effective delivery of uniform services and features across both RF (radio frequency) and IP (internet protocol) based networks by eliminating the need for additional hardware such as set-top-boxes. The Pro:Centric platform also supports Java programming and provides multiple formats for FTG (one way) and VOD (two way). From the guests' expectations to the hotelier's needs, LG takes everything into consideration.

LG Grand Hotel Monday 12, Nov

Mr. Smith, Welcome to LG Grand Hotel! Room No. 1017
We provide various and unique services for the most comfortable stay.

INFORMATION ROOM SERVICE TV MENU

Highlight **MOVIES** and Press **SELECT**

PRESS **INFO** For Information

HOTEL FEATURES

Award Winning RAW OYSTER and Sushi Bar

MENU MAIN MENU

LG Grand Hotel Monday 12, Nov

HELP/TERMS
GUEST SERVICES
MOVIES
TV UNLIMITED

Highlight **MOVIES** and Press **SELECT**

PRESS **INFO** For Information

AVANTA

HOTEL FEATURES

THE BEST GOLF EVER!

HOME GOLF LEARNING CENTER EVENT PLANNING/MENUS CONTACT US

ONLINE RESERVATIONS EVENT CALENDAR ONLINE GOLF SHOP

ONE PASTURES WINDELSHIRE, IL AN L. HARRIS FACILITY ST. VINCENT CINCINNATI, OH

MENU MAIN MENU

dining in

HOTEL FEATURES

HOME FEATURED RESTAURANTS ONLINE RESTAURANTS PLACE AN ORDER CONTACT US

1800 SUSHI
TALK OFF APPETIZERS WITH PURCHASE OF LUNCH SPECIAL

CHICKEN TODAY, THE BEST ITALIAN CASSINO IN TOWN
ORDER TODAY, THE BEST ITALIAN CASSINO IN TOWN

FREE DELIVERY WITH ORDERS OVER \$25.00

MENU MAIN MENU

JULIANNASPA

HOTEL FEATURES

WELCOME TO JULIANNA SPA

HOME SERVICES ONLINE SHOPPING BOOK A MASSAGE ROOM CONTACT US

ONLINE RESERVATIONS BOOK A MASSAGE ROOM SHOW OUR ONLINE STORE

FIRST TIME VISITORS RECEIVE 15% OFF ONLINE ORDER RELAX, BOOK A ROOM WITH US SHOP OUR HEATING & BEAUTY ROUTINE

MENU MAIN MENU

Free-To-Guest & Total Cost of Ownership

FTG PREMIUM PROGRAMMING / SAVINGS

FROM INVESTMENT IN FMA...

Guests can enjoy an array of premium FTG programming available today from Satellite TV or Cable TV systems with the LG Free-To-Guest card solution. The LMT7Z7 FTG card enables Pro:Idiom decryption for FTG only, LodgeNet HD Video On Demand, or LodgeNet HD FTG systems. From news to sports, movies to nature shows, your guests can feel right at home with a variety of HD channel choices available.

Managing channel line-up changes can be a costly expense for a hotel if room visits are needed to accomplish this task. LG can provide significant savings with the FMA-100 Free-To-Guest Management Appliance. Channel management can be controlled from the centralized FMA head-end system. The FMA will also manage channel label changes, enable Pro:Idiom tuning for Pro:Idiom encrypted content, designate a startup channel, and set the time/date and then broadcast to all televisions on a regular basis.

FREE-TO-GUEST MANAGEMENT APPLIANCE TCO POTENTIAL SAVINGS (OVER 5 YEARS)

MODEL TYPE	EST. LABOR COSTS FOR ROOM VISITS	LMT7Z7 CARD PRICE	FMA MAP PRICE	TOTAL COSTS (OVER 5 YRS)	POTENTIAL SAVINGS OVER OTHER BRANDS
Other Brands	\$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years			\$20,000	
LG Pro:Idiom TV with MPI slot, purchased LMT7Z7 card, plus FMA	\$20 (est.) x once (to install card in set) x 100 rooms	\$39 x 100 rooms	\$1,999	\$7,899	\$12,101
LG Pro:Idiom TV (LG515H) with LMT7Z7 card installed, plus FMA		\$39 (upcharge) x 100 rooms	\$1,999	\$5,899	\$14,101
LG Pro:Idiom TV (LH250H/LH255H) with LMT7Z7 technology built-in, plus FMA			\$1,999	\$1,999	\$18,001



FMA-100
FREE-TO-GUEST MANAGEMENT APPLIANCE

FMA HEAD-END CONTROL

- Manage channel line-up changes
- Manage channel label changes
- Ability to enable Pro:Idiom tuning for Pro:Idiom encrypted content
- One way communication from FMA
- Ability to designate a startup channel
- Ability to set the time/date, and broadcast that information to all the terminals on a regular basis

OTHER BENEFITS OF LMT7Z7 AND FMA SYSTEM

- LMT7Z7 gives the property the option of using the card with their current channel programming provider or changing to another provider (card is universal)
- Future migration to other current Pay-Per-View providers



LMT7Z7
FREE-TO-GUEST CARD

Unlocks Pro:Idiom encrypted programs in the TV in properties without a Pro:Idiom based pay-per-view system.





Expanding Connections

Managing electronic communication devices that are a part of life can be a daunting task even at home. Take charge of your connections with LG's line of **Auto-Sensing Remote Jack Packs** allowing an easy and flexible hub for most electronics. Even non-tech savvy guests will be able to quickly and easily plug, play and get down to business...or pleasure.

RJP-101M
Auto-Sensing Remote Jack Pack
12' (approx.) cable bundle



Installation
Mounts vertically on wall or in back splash of desk

RJP-101ML
Auto-Sensing Remote Jack Pack
18' (approx.) cable bundle

RJP-110F
Auto-Sensing Remote Jack Pack (Black)



Installation
Mounts on top of desk

RJP-110FW
Auto-Sensing Remote Jack Pack (White)



RJP-201B
Auto-Sensing Remote Jack Pack



Installation
Mounts in wall or vertically in desk front

RJP-120G
Auto-Sensing Remote Jack Pack (Black)



Installation
Sits on top of a desk and has non-skid pad

RJP-120T
Auto-Sensing Remote Jack Pack (Tan)



RJP-110W
Auto-Sensing Remote Jack Pack (Black)



Installation
Mounts in wall or vertically in desk front

RJP-110WBR
Auto-Sensing Remote Jack Pack (Brown)



RJP-110S
Auto-Sensing Remote Jack Pack



Installation
Mounts on top of a desk

NOTE: All auto-sensing remote jack packs have a 1-year limited warranty (parts/labor)



green LIFE'S GOOD...WHEN IT'S GREEN.

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our selected models have technologies to reduce power consumption and in return increase cost savings per room. We've also placed limits in the amounts of harmful materials used in these televisions.

- EcoSmart™**
- Intelligent Sensor - Continually monitors room light conditions to automatically optimize the picture quality for a more enjoyable viewing experience, which can help save energy.
 - Dynamic Power Savings - Using built-in algorithms, TV will automatically reduce the power consumption based on incoming video, while maximizing picture performance.
 - Static Power Savings - Picture brightness level can be set at the preferred power consumption level to reduce power and increase energy savings.

Energy Saving Levels Manually select your choice for the brightness level for the television

RoHS Compliant Meets directive on restriction of hazardous substances.

NOTE Green features vary by model. See individual spec sheet for more information.

Why LG?

LEADERSHIP... LG's global leadership in the design, development, and manufacturing of flat panel displays carries into being a U.S. lodging industry leader in supplying one of the widest ranges of digital products.

INNOVATION & TECHNOLOGY... LG delivers the latest in digital technology, providing comprehensive and indispensable solutions.

- LG's exclusive Pro:Centric applications platform.
- LG was the innovator of Pro:Idiom DRM technology.
- LG was the first to offer HDTVs with built-in MPEG-4 H.264 decoding.
- LG developed the exclusive Dual XD Engine® that optimizes picture quality.

WE DELIVER WHAT YOU WANT... LG's strong ties with major lodging companies result in products designed for the needs of the hotelier.

- LG has a complete line of Auto-Sensing Remote Jack Packs.
- LG has a full line of Digital Signage LCD Monitors.
- LG offers both flat (matte) black and hi-gloss black on selected models.

MANUFACTURING & ENGINEERING... LG brings together some of the world's best designers, engineers, and product planners with the mission of creating products that are far more than just the sum of their parts.

- LG/Zenith has a U.S. based commercial engineering department responsible for working with content providers, developing head-end equipment, and lodging accessories.
- Being a manufacturer means having a direct line to a team of design and engineering experts with a thorough knowledge of our displays and accessories as well as the role they play in a commercial setting.

SERVICE, SUPPORT & ENGINEERING... LG has a complete Authorized Service organization throughout the U.S. staffed by dedicated commercial field service manager's as well as internal commercial service support.





Guest:Centric Technologies

PICTURE ENHANCEMENTS



- **600Hz Sub-Field Driving** - Reacts quickly to the changes on screen making fast action motion clearer.



- **Real Cinema** - 24p playback matches the original frame rate of film based on content, making your guest's viewing experience one step closer to "Real Cinema".

PANEL ENHANCEMENT



- **Super Bright Panel 2,000,000:1 Contrast Ratio** - Provides clarity and brightness while reducing optical glare with minimal light reflection. Colors are projected naturally and images remain more vivid even in bright environments.

USER FRIENDLY FEATURES



- **USB 2.0 Connection** - Play Music and enjoy photos via USB 2.0 and access data files from digital cameras, camcorders, MP3 players and USB flash drives, etc. Supports JPG and MP3.



- **Clear Voice II** - Clear Voice technology automatically enhances dialogue when background sounds such as those in an action sequence swell.



- **Auto-Sensing Remote Jack Pack Connection** - Make "Plug n' Play" of AV components simple for your guests by selecting from a varied group of LG's auto-sensing remote jack packs (shown on pg 7). This connection is available on selected LG models.

LCD HDTV Models with Integrated Pro:Idiom

Pro:Idiom DIGITAL RIGHTS MANAGEMENT SYSTEM

The Pro:Idiom system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for both of these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.

LCD HDTVs

32/37/42LG700H
Pro:Centric LCD Widescreen HDTVs with Applications Platform



- LG's exclusive Pro:Centric Applications Platform (Java based)
- RoHS Compliant
- EcoSmart: Intelligent Sensor, Dynamic and Static Power Savings
- MPEG-2/MPEG-4 H.264 Decoding
- HD VOD PPV Encryption/Integrated Pro:Idiom
- USB Cloning
- Split Screen when using optional Auto-Sensing Remote Jack Pack*

- Native Display Resolution 1366 x 768
- Dimensions (WxHxD)/weight (lbs)
40.4" x 27.1" x 4.4"/43.4 lbs (42")
36.2" x 25.0" x 4.4"/34.6 lbs (37")
31.4" x 22.0" x 4.3"/33.1 lbs (32")
- Cabinet: High-Gloss Black, Invisible Speaker System, 180° swivel stand
- 2-year limited warranty (parts/labor)

32/37/42LG500H, 32/37LG505H, 32/37LG515H
LCD Widescreen HDTVs with HD-PPV Capability



- Built-in LMT7Z7 Free-to-Guest Card (LG515H series only) compatible with FMA-100
- EcoSmart: Intelligent Sensor, Dynamic and Static Power Savings
- MPEG-2/MPEG-4 H.264 Decoding
- HD VOD PPV Encryption/Integrated Pro:Idiom
- Native Display Resolution 1366 x 768
- Split Screen when using optional Auto-Sensing Remote Jack Pack*
- RoHS Compliant

- Dimensions (WxHxD)/weight (lbs)
41.0" x 26.1" x 4.6"/44.0 lbs (42")
37.0" x 24.1" x 4.4"/34.5 lbs (37")
32.0" x 21.3" x 4.4"/27.7 lbs (32")
- Cabinet: High-Gloss Black (LG500H), Matte Black (LG505H, LG515H), Invisible Speaker System, 180° swivel stand
- 2-year limited warranty (parts/labor)

32/37/42LH250H, 32/37LH255H
LCD Widescreen HDTVs with b-LAN



- Built-in b-LAN for Free-To-Guest channel management compatible with FMA-100
- EcoSmart: Dynamic & Static Power Savings
- MPEG-2/MPEG-4 H.264 Decoding
- HD VOD PPV Encryption/Integrated Pro:Idiom
- USB Cloning & Media Host (MP3 & JPEG)
- Native Display Resolution 1366 x 768
- Auto-Sensing Remote Jack Pack Compatible* (non-split screen)
- RoHS Compliant

- Dimensions (WxHxD)/weight (lbs)
41.0" x 26.1" x 4.6"/44.0 lbs (42")
37.0" x 24.1" x 4.4"/34.5 lbs (37")
32.0" x 21.3" x 4.4"/27.7 lbs (32")
- Cabinet: High-Gloss Black (LH250H), Matte Black (LH255H), Invisible Speaker System, 180° swivel stand
- 2-year limited warranty (parts/labor)

Free-to-Guest Models with Public Display Settings

LCD HDTVs

52LG50DC
LCD Widescreen Full HD 1080p



- Full HD 1080p Display Resolution
- Public Display Settings - Cloning Capable
- EcoSmart: Intelligent Sensor and Backlight Dimming Control
- Dynamic Contrast Ratio 15,000:1
- Native Display Resolution 1920 x 1080
- RoHS Compliant

- Dimensions (WxHxD)/weight with stand
50.9" x 35.1" x 13.5"/87.1 lbs
- Cabinet: High-Gloss Black, Invisible Speaker System, 40° swivel stand
- 2-year limited warranty (parts/labor)

22/32/37/42LH200C
LCD Widescreen Integrated HDTV



- Public Display Settings - Cloning Capable
- EcoSmart - Energy Saving Levels
- RoHS Compliant
- USB Cloning & Media Host (MP3 & JPEG)
- Native Display Resolution 1366 x 768
- Auto-Sensing Remote Jack Pack Compatible* (non-split screen)
- Cabinet: High-Gloss Black, Invisible Speaker System, 40° swivel stand

- Dimensions (WxHxD)/weight (lbs)
40.5" x 25.8" x 3.4"/34.4 lbs (42")
36.3" x 23.4" x 3.5"/27.3 lbs (37")
31.7" x 20.8" x 3.1"/22.9 lbs (32")
21.0" x 13.8" x 2.5"/10.2 lbs (22")
- 2-year limited warranty (parts/labor)

42/47LH300C
LCD Widescreen Full HD 1080p



- Full HD 1080p Display Resolution
- Public Display Settings - Cloning Capable
- EcoSmart - Energy Saving Levels
- RoHS Compliant
- USB Cloning & Media Host (MP3 & JPEG)
- Native Display Resolution 1920 x 1080
- Auto-Sensing Remote Jack Pack Compatible* (non-split screen)

- Dimensions (WxHxD)/weight (lbs)
44.9" x 30.9" x 13.3"/43.9 lbs (47")
40.5" x 28.2" x 11.7"/35.7 lbs (42")
- Cabinet: High-Gloss Black, Invisible Speaker System, 40° swivel stand
- 2-year limited warranty (parts/labor)

*Note: Contact your LG Sales representative on the optional RJPs that are compatible by series.

Free-to-Guest Models with Public Display Settings

Plasma HDTVs

50/60PS60C
Plasma Widescreen
HDTV with Full HD 1080p



- Full HD 1080p Display Resolution
- Public Display Settings – Cloning Capable
- EcoSmart: Intelligent Sensor and 3 Mode Power Saving Levels
- RoHS Compliant
- Life Span 100,000 (approximate) to half brightness
- Dynamic Contrast Ratio 2,000,000:1
- 600Hz Sub-field Driving
- Native Display Resolution 1920 x 1080

- Dimensions (WxHxD)/weight (lbs)
57.7" x 35.6" x 3.2"/99.2 lbs (60")
48.4" x 30.4" x 3.1"/71.7 lbs (50")
- Cabinet: Frameless "Single Layer Design", High-Gloss Black, Invisible Speaker System, 40° swivel stand
- 2-year limited warranty (parts/labor)

42/50PQ30C
Plasma Widescreen
Commercial HDTV



- Public Display Settings – Cloning Capable
- EcoSmart: Intelligent Sensor and 3 Mode Power Saving Levels
- RoHS Compliant
- Life Span 100,000 (approximate) to half brightness
- Dynamic Contrast Ratio 2,000,000:1
- 600Hz Sub-field Driving
- Native Display Resolution 1365 x 768 (50"), 1024 x 768 (42")

- Dimensions (WxHxD)/weight (lbs)
47.9" x 29.8" x 3.3"/68.8 lbs (50")
41.0" x 26.0" x 3.2"/50.0 lbs (42")
- Cabinet: High-Gloss Black, Invisible Speaker System, 40° swivel stand
- 2-year limited warranty (parts/labor)

Accessories

Free-To-Guest Accessories

FMA-100
Free-To-Guest Management Appliance (FMA)
Head-End Control

- Manage Channel Line-up Changes
- Manage Channel Label Changes
- Ability to enable Pro:Idiom tuning for Pro:Idiom encrypted content
- One way communication from FMA
- Ability to designate a startup channel
- Set the time/date, then broadcast to all terminals on a regular basis
- Compatible with models that have the LMT7Z7 installed or built-in
- Dimensions with side mounting ears and Weight (1.75" x 19.25" x 8.25", 5 lbs.)
- 1 Year Limited Warranty

LMT7Z7
Pay-Per-View/
Free-To-Guest Card

- Full LodgeNet® HD Video On Demand or LodgeNet HD Free-To-Guest (FTG) "Plug and Play" solution
- FTG only (HD/Digital and Analog)
- Multiple Protocol Interface pass through
- Pro:Idiom decryption
- Compatible with FMA-100
- Fits into MPI slot on models with an MPI slot
- RoHS compliant
- 1 Year Limited Warranty

HCS1410
Free-To-Guest Card

- Pro:Idiom decryption
- Channel Mapping
- Desired installer menu settings
- Date and Time settings
- Not compatible with FMA-100
- Fits into MPI slot on models with an MPI slot
- 1 Year Limited Warranty

Satellite TV and Cable TV Solutions

HCS6100R
System Enclosure – Power Supply and backplane will hold up to 12 channel cards and 1 Mux/Mod Controller card

HCS6700
Satellite Channel Card – Pro:Idiom encryption and stream formatting (need one for each channel)

HCS6600
Cable TV Channel Card – Pro:Idiom encryption and stream formatting (need one for each channel)

HCS6300
Mux/Mod Controller Card

www.LGcommercial.com

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Contact your LG representative toll-free:

Hospitality: 800.228.1236
For further information, you may e-mail:
Hospitality@lge.com

Customer Service: 888.865.3026

All screen images are simulated. Dimensions and weights are approximate. Design, features, and specifications subject to change without notice.

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Life's Good