



TECHSOLUTIONS



Display Solutions

Connectivity Solutions

Guest:Centric Solutions



TECHSOLUTIONS

LG provides technology solutions for hospitality by delivering premium guestroom entertainment products designed to heighten the guest experience. With our R&D expertise, we pride ourselves in providing access to some of the most advanced and flexible televisions with leading technology platforms such as Pro:Centric™ interactivity, Pro:Idiom® DRM, Free-To-Guest management, MPEG-2/MPEG-4 H.264 decoding, and RJP compatibility. LG is also committed to creating more eco-sustainable hospitality offerings that consume less power to reduce energy costs per room. LG brings each Techsolution together to provide simplicity in television installation, management settings, and guest-centric systems.



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Connectivity SOLUTIONS



Our all-in-one multimedia hubs provide guests with quick and easy connectivity for their personal electronic devices (MP3 players, digital cameras, laptops) to their in-room television.

see pages 8-9 for more details.



Property:Centric SOLUTIONS



LG's Property:Centric solutions bring together *b*-LAN™ televisions and FTG appliances to provide an economically efficient installation and management system for your property.

see pages 10-13 for more details.



Guest:Centric SOLUTIONS



Enhance the guest experience with in-room television interactivity such as electronic program guides, hotel amenities, services and information.

see pages 4-7 for more details.

DisplaySOLUTIONS



At the forefront of our display solutions, LG offers a full line of award winning LCD, LED/LCD and plasma televisions with styles and class sizes ranging from 19" to 60" to fit your decor. Our commercial grade televisions allow for placements not just on the wall, but on desks, armoires and shelves to enhance any space and heighten the television viewing experience.

LG's feature rich televisions fill the many technical needs of your property.



Guest:CentricSOLUTIONS



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 is an exclusive LG technology that supports a platform for optional guest service applications* such as Electronic Program Guide (EPG) along with scheduling Hotel Services.

Pro:Idiom integrated models for access to premium HD content from cable TV, satellite TV, or video on-demand services.

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

Picture Enhancements



- **DUAL XD Engine** Combines two of LG's exclusive XD Engines to help maximize picture quality for any kind of video content. By combining XD Engine processors, panel performance is optimized ensuring higher-quality, more realistic images.



- **120Hz** - By utilizing the 120Hz refresh rates, the motion blur on LCD televisions has been greatly improved. The high setting provides smoother picture movement. The low setting provides a standard smooth picture movement.



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



- **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 Enhancements



- **Super Bright Panel 3,000,000:1** stunning detail. No more worrying about dark scenes or dull colors. the mega contrast ratio of 3,000,000:1 delivers more stunning colors and deeper blacks than you can imagine.

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.

NOTE: Features and technologies vary by model. See individual spec sheet for more information.

Guest:CentricSOLUTIONS

Pro:Centric

Enhance the guest experience with LG's Pro:Centric content delivery system.

LG opens up new and exciting possibilities in guest room interactivity with content delivery that is incredibly easy-to-use coupled with a flexible communications interface. Guests will be able to locate and enjoy available television entertainment with the channel selection guide application, check on the daily weather, and review the available hotel amenities.

With an optional Web Editor, Pro:Centric also acts as a digital concierge – guests will have the ability to see hotel amenities such as spa treatments, restaurants, and golf courses. Adding an optional Electronic Program Guide (EPG) application, your guests will enjoy selecting their favorite sitcom and finding out the plot for that evening's show.

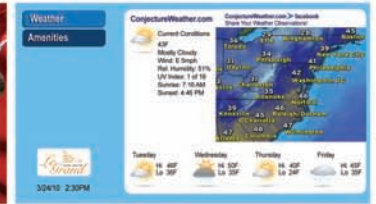
When guests benefit, hotels benefit with our Pro:Centric solution. By providing a simple means of access to hotel services and amenities, Pro:Centric promotes a consistent revenue stream for your property. The cost-effective delivery of uniform services and features across both RF (radio frequency) and IP (internet protocol) based networks eliminates the need for additional hardware such as a set-top-box in the room.

Pro:CentricAPPLICATIONS

- Basic Bundle (PCS-100R plus PCA-100)
- Portal - Welcome Page
 - Weather Billboard including local radar
 - 1 - Hotel Amenities Billboard
 - Channel Selection Guide



Portal - Welcome Page



Weather Billboard



Hotel Amenities Billboard



Channel Selection Guide

- Upgrade Web Editor Bundle (PCW-100)
- Portal Page
 - Weather Billboard including local radar
 - 5 - Customizable Billboards – Using the Web Editor tool, the billboard menu selection can be customized to focus on the main hotel amenities such as: Attractions, Events, News, Sports, Business – OR – Restaurant, Business Center, Fitness Center, Spa – OR – whatever the hotelier wants to display
 - Channel Selection Guide



5 - Customizable Billboard Menu Selections

- EPG Option (PCG-100)
- Channel Selection Guide with Program information and time schedules. Can be used with both Basic or Web Editor Bundles.



Electronic Program Guide (1 day, 3 day, or 5 day selections)

ConnectivitySOLUTIONS



Keep your guests connected with LG's auto-sensing Remote Jack Packs (RJP). Installed into a wall or on top of a desk, guests have quick and easy connectivity with personal electronic devices such as iPods™ (on the new RJP-401W and RJP-201M), MP3 players, digital cameras and laptops.

When a device is connected, the TV automatically detects the signal and immediately links it with the TV screen, allowing guests to turn their televisions into a personalized entertainment hub.

LG's RJP's are a versatile addition to the guestroom entertainment solution.



Property:CentricSOLUTIONS



In addition to providing Guest:Centric solutions, LG also puts the hotelier's needs into consideration with features and technologies that are Property:Centric - from simplifying the implementation and administration process with integrated Public Display Settings to reducing energy consumption with EcoSmart™ technology.

With decades of engineering experience in the hospitality field as a foundation, LG's technology solutions function to bring immediate value to your property.

Property:Centric Features and Technologies

- **USB Cloning** - allows for easy transfer of commercial installer menu settings from the "Master TV" to an unlimited number of same type televisions.
- **EcoSmart Technology** - provides several means to cut down on energy costs. By lowering the backlight settings, either automatically or manually, a reduction in power consumption is achieved resulting in energy savings and lower operating costs.
- **MPEG-2 and MPEG-4 H.264 decoding** - enhances performance and simplicity allowing properties to deliver satellite HD programming.
- **FTG/FMA** - when using LG's b-LAN Free-To-Guest built-in technology plus LG's Free-To-guest Management Appliance (FMA), virtual channel mapping, configuration of commercial installer menu settings, and other adjustments can be made from the centralized head-end FMA system.
- **Public Display Settings** - allows the installer to program the TVs to turn on at a specified channel/volume level, set the minimum/maximum volume, lock out the control panel/remote, set the aspect ratio, and return to factory reset. Also the TVs can be set to turn off after a preset time if there hasn't been any activity.

NOTE: Features and technologies vary by model. See individual spec sheet for more information.

Property:CentricSOLUTIONS



Free-To-Guest

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 LMT7Z9 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-LG101 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	LMT7Z9 CARD PRICE	FMA MAP PRICE	TOTAL COSTS (OVER 5YRS)	POTENTIAL SAVINGS OVER OTHER BRANDS
Other Brands	\$20 (est.) x2 times per year (to update channels) x100 rooms x5years			\$20,000	
LG Pro:Idiom TV with MPI slot, purchased LMT7Z9 card, plus FMA		\$39x100 rooms	\$1,999	\$7,899	\$12,101
LG Pro:Idiom TV with integrated b-LAN technology, plus FMA			\$1,999	\$1,999	\$18,001

TOUCH OF GREEN



As properties seek ways to become environmentally friendlier, LG supplies commercial grade televisions with a host of features designed to reduce energy consumption, which in turn increases cost savings on a per room basis.

EcoSmart™ Energy Saving

Taking additional steps to benefit hoteliers, EcoSmart Energy Saving technologies have been developed to further decrease electricity usage.

Intelligent Sensor continually monitors lighting conditions of a guestroom to optimize picture quality while adjusting the electricity needed to power the display. Using a built-in set of algorithms, **Dynamic Power Savings** can balance bright images to reduce the television's power consumption while maintaining picture quality.

Static Power Savings can also maximize savings by manually fine-tuning picture brightness. In essence, each EcoSmart television can be individually optimized depending on the lighting conditions in the guestroom.

ENERGY STAR® 4.1 Qualified meets current reduction requirements of energy consumption.

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

Product **COMPARISON**

MODEL NUMBER	PANEL TYPE	INVISIBLE SPEAKER	INFINITE SOUND	SINGLE LAYER FRAMELESS DESIGN	INTELLIGENT SENSOR	PRO:CENTRIC™ PRO:CENTRIC LIGHT	PRO:IDIOM®	MPEG-4	1080P	720P	b-LAN™	FULL INSTALLER MENU	PUBLIC DISPLAY SETTINGS	USB CLONING	USB MEDIA HOST	RIP COMPATIBLE	EcoSMART™	ENERGY STAR 4.1	19" CLASS 18.5" DIAG.	22" CLASS 21.6" DIAG.	26" CLASS 26.0" DIAG.	32" CLASS 31.5" DIAG.	37" CLASS 37.0" DIAG.	42" CLASS 42.0" DIAG.	47" CLASS 47.0" DIAG.	50" CLASS 50.0" DIAG.	55" CLASS 54.6" DIAG.	60" CLASS 59.8" DIAG.
HI-GLOSS BLACK																												
LD650H	LCD	●			●	●	●	●	● <small>(37,42,47,55)</small>		●	●		●	●	●	●	●				●	●	●	●		●	
LG710H	LCD	●			●	●	●	●		●	●	●		●	●	●	●					●	●	●				
LD320H	LCD	●				●	●	●	● <small>(37,42)</small>		●	●		●	●	●	●	●			●	●	●	●				
LH260H	LCD	●					●	●	●		●	●		●	●	●	●						●	●				
LH240H	LCD	●					●	●		●		●		●	●	●	●					●						
MATTE BLACK																												
LD655H	LCD	●			●	●	●	●	● <small>(37,42)</small>		●	●		●	●	●	●	●				●	●	●				
LD325H	LCD	●				●	●	●	● <small>(37)</small>		●	●		●	●	●	●	●				●	●					
LH265H	LCD	●					●	●	●		●	●		●	●	●	●					●						
HI-GLOSS BLACK																												
LE540C	LED		●						●					●	●	●	●	●							●	●		●
LH400C	LCD	●							●					●	●	●	●											●
LD450C	LCD	●							●					●	●	●	●	●					●	●	●			
LH300C	LCD	●							●					●	●	●	●							●	●			
LD350C	LCD	●								●				●	●	●	●	●	●	●	●	●						
HI-GLOSS BLACK																												
PK550C	PDP	●	●		●				●					●	●	●	●										●	●
PS60C	PDP	●		●	●				●					●	●	●	●										●	●
PJ350C*	PDP	●	●		●					●				●	●	●	●							●		●		
PQ30C*	PDP	●			●					●				●	●	●	●							●		●		