



# LG's Pro:Centric™

## FREE-TO-GUEST LODGING SOLUTION

Enhance your hotel guests' entertainment experience with clear, crisp high definition picture quality delivered with LG's Free-To-Guest (FTG) end-to-end solution that includes the market leading, hospitality-focused Pro:Centric™ LCD TVs, CodePlus head-end system for HD channel encryption and delivery, and the unique, guest interactive Pro:Centric Application. LG's FTG solution is "Green" energy efficient with low power consumption televisions coupled with a flexible, modular head end Transcoder system and Pro:Centric Application embedded in the TV. The usual need for additional in-room hardware, such as Set-Top-Boxes (STBs) that consume more power and need more maintenance, could be eliminated.

### LG'S Pro:Centric SOLUTION:

- ...together with Pro:Idiom®, and MPEG-4 Commercial HDTVs will provide for best-in-class high definition picture and display of encrypted channels.
- ...includes Pro:Centric Applications embedded on the TVs: Live weather map and forecast, built-in custom interactive programming guide, HD video loop play-out, custom branding, and amenities promotion.
- ...uses existing coax wiring, compatible with home-run or daisy chain RG-6/RG-59 cabling.
- ...could eliminate the need for an in-room STB which could result in less power consumption and less points-of-failure.
- ...plus LG's CodePlus Transcoders, for multiplexed 256-QAM conversion and encryption, provide clear HD transmission to the hotel room.
- ...works with Satellite and Cable programming, ideal for any size FTG property.
- ...provides a total turnkey solution delivered with licensed and certified installation teams.





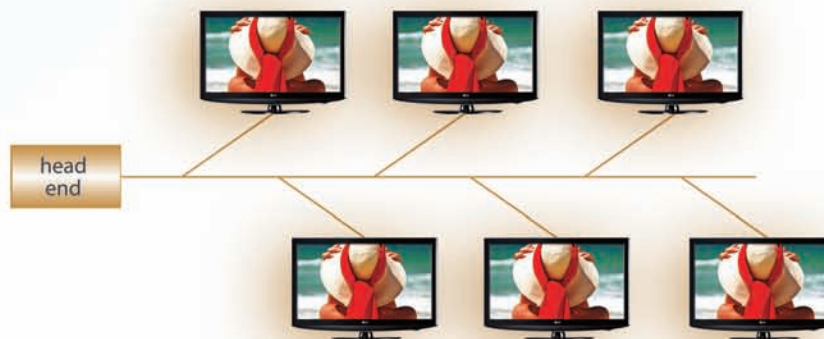
## Pro:Centric is Simple to Install and Maintain

LG's Pro:Centric solution is compatible with current RF cabling infrastructures and is easily installed to offer a full range of HD channels, including premium encrypted channels. There is no need to re-wire the property to deliver premium HD channels since it will operate over standard quality coax cabling infrastructure. Also, it could potentially use less power than an in-room STB solution, which is something to consider as hotels look to reduce operating costs and become eco-friendly.

### COMPARISON OVERVIEW

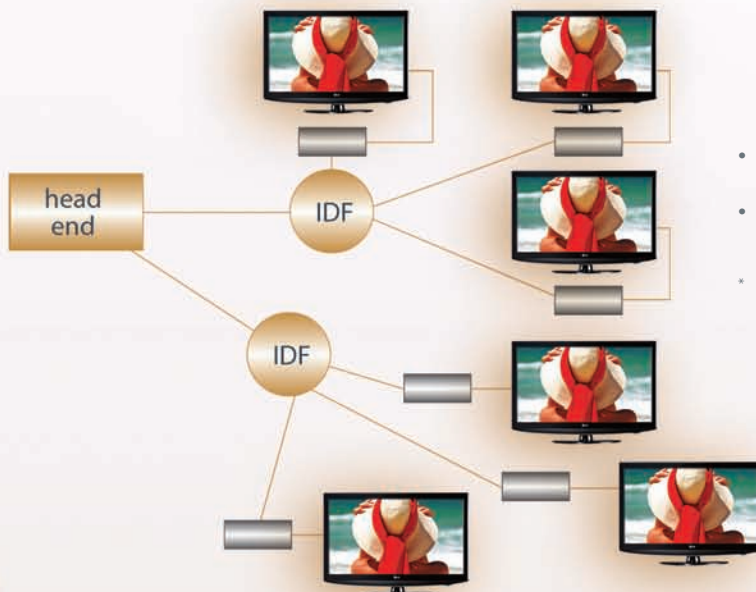
#### Pro:Centric Solution

- Uses existing 'daisy chain' coax cabling – most hotels have this today.
- RF distribution directly to the TV – passive network, no active electronics, less maintenance and consumes less power.
- No in-room STB, Pro:Idiom encryption in head-end and decryption at the TVs



#### In-Room STB Solution

- Home-run wiring required – not applicable in majority of hotels.
- Active electronics in the Intermediate Distribution Frame (IDF) closet – could consume more power.
- Satellite signal to in-room STB, HDMI™ to the TV – Could require more maintenance and consume more power.



- The estimated additional annual energy costs of an in-room STB = **\$15 per year\***
- For a 150 room property over 5 years = **\$11,563** in additional energy costs

\* Based on \$0.11 per kWh, 24 hours per day, 365 days per year, 16 Watts of power consumption per STB per hour.

$16W \times 24 \text{ hrs} = 384 \text{ W} \times 365 \text{ days} = 140,160 \text{ W} \times \$0.11 \text{ per kWh} = \$15.42$  per year x 150 rooms x 5 yrs = \$11,563.

Does not include power consumption of additional IDF closet equipment.



# Pro:Centric Hospitality LCD TVs & Application

## LCD TVs with Pro:Centric

Provide your guests with information at their fingertips. When Guests Benefit, Hotels Benefit.

Discover a new level of refinement with LG large screen LCD televisions. Watch movies, sports, and shows in the brilliance and clarity of High Definition. LG's commercial LCD HDTVs incorporate USB cloning capability, public display settings, remote management of channel maps and installer menu settings, EcoSmart™ dynamic power savings, and MPEG-2/ MPEG-4 H.264 decoding. Hospitality specific televisions also integrate technologies such as Pro:Idiom® Digital Rights Management (DRM) and the Pro:Centric interactive platform. Add sophistication and style to in-room entertainment with LCD HD televisions by LG.

The Pro:Centric enabled HDTVs enhance the guest experience and streamline how hoteliers deliver in-room entertainment. Providing in-room applications such as an Interactive Electronic Program Guide (IEPG) as well as guestroom access to hotel amenities, all combine to provide an exceptional stay with Guest-Centric entertainment and hotel options.

## Pro:Centric Applications



## green ECO FRIENDLY FEATURES

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our televisions have technologies to reduce power consumption and in return increase cost savings per room.

- **EcoSmart™**
  - > Dynamic Power Savings - Using built-in algorithms, the 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.
  - > Backlight Dimming Control - Found in User mode in the main menu

## Pro:Centric LCD TV Model Series



LD330H

LD340H/345H

LD650H/655H/665H

- **California Energy Commission (CEC) Compliant** – Meets the Appliance Efficiency Regulations of the California Energy Commission.
- **Restriction of Hazardous Substances (RoHS) Compliant** – Meets directive on restriction of hazardous substances.
- **Power Management** - Automatic shutoff when TV has no activity after selected 1 - 7 hours of operation.

# LG TVs, Systems & Solutions

LG offers a full complement of television systems and solutions for business. Movies, sports, and shows come through with the vibrancy and detail of High Definition. LG's commercial televisions also incorporate market specific technologies such as Pro:Idiom DRM, the Pro:Centric interactive platform, USB cloning capability, built-in ATSC/NTSC/QAM Clear tuners, public display settings, and HDMI inputs. At the forefront of your display solution, LG's commercial grade televisions are designed enhance any space and heighten the television viewing experience.



## LCD TVs

Discover a new level of refinement with LG large screen LCD televisions.



## Plasma TVs

LG consistently finds ways to improve on our plasma widescreen HDTVs for large format display solutions.



## LG EzSign® TV

The LG EzSign TV is an innovation in digital signage that can entertain while maximizing the impact of your message.



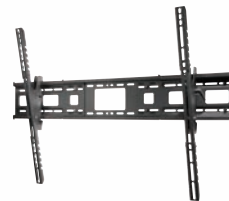
## Head End Systems

Our strong ties with major content providers as well as industry leaders enable us to develop head-end systems specific to the market needs of your business.



## Interface/Control Boxes and Cards

LG provides interface cards and control boxes as integral components of head-end systems such as Free-to-Guest, Video-on-Demand, satellite and cable providers.



## Wall Mounting Solutions

Simple and intuitive wall mounting solutions for digital signage display setups as well as in-room installations.

**About LG Electronics USA.** The LG Electronics USA Commercial Displays serves customers in the lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, IL, with its dedicated engineering and customer support team, LG Electronics USA Commercial Displays delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA, Inc., based in Englewood Cliffs, N.J. is the North American subsidiary of LG Electronics, Inc. a global force in consumer electronics, home appliances and mobile communications. For more information, please visit [www.LGsolutions.com](http://www.LGsolutions.com)

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