

2011 CRN Product of the Year: LG EzSign TV

Message from Our Sponsor

Award-Winning Communications Solution

The LG EzSign TV, an innovation in digital signage, entertains customers and potential customers while maximizing the impact of your message. The free LG EZSign TV software for the PC lets you create your own signage content with almost no learning curve. Using a USB drive, you can easily transfer your content to the LG EzSign TV and then run it as a digital billboard—without additional hardware. Advertisement and information, along with a live television broadcast, can be arranged on the same screen to attract attention and deliver targeted messages to your customers in a way that captures their imagination.

LG Electronics
2000 Millbrook Rd.
Lincolnshire, IL 60069
1-800-897-8788

Issue Date: December 2011

The LG EzSign TV is redefining how customers experience retail environments—and the world is noticing. The product most recently has been tapped as one of the [2011 Products of the Year](#) by UBM Channel's CRN.

CRN's best products push the technological envelope or change their particular market. These products let users do more, do it better and do new things. LG EzSign TV lets even small retailers [communicate continuously and effectively](#) with customers and get their message across without breaking their budgets.

LG EzSign TV lets restaurants, retail outlets and other customer-facing businesses:

- **Save Money:** LG EzSign TV demands no investment in expensive hardware or outside expertise to create content or install the hardware.
- **Get Up To Speed Quickly:** Using a PC, users can customize predesigned templates with pictures and text and then upload content into the LG EzSign TV via a USB drive. Time from purchase to live content is nominal.
- **Control the Display:** Lock in the desired channel, volume and control panel with programmable public display settings.
- **Be Green:** LG EzSign TVs feature EcoSmart energy-saving mode to reduce power consumption and turn the unit off when not in use.

These benefits are all great conversation starters to cement your role as trusted adviser with existing customers or demonstrate solid know-how about the specific needs of these small vertical customers with potential buyers. Find out more about how [LG EzSign TV](#) can get your customers talking to you today.

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Help Your Customers Communicate Better with LG EzSign TV

CRN's Best Products of 2011

The LG EzSign TV is redefining how customers experience retail environments—and the world is noticing. The product most recently has been tapped as one of the Products of 2011 by UBM's CRN. LG EzSign TV lets even small retailers communicate continuously and effectively with customers and get their message across without breaking their budgets.



LG Electronics
2000 Millbrook Rd.
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January 11, 2012 Issue

Your customers count on you to understand how to deliver technology that helps them grow their businesses without creating a lot of extra work and expense. They may already know that digital signage can provide a quick and easy way to let businesses serve up news and other important ideas to customers. Now, though, take the conversation in a new direction: LG EzSign TV takes digital signage to an entirely new level by pairing television content with digital content to bring [impactful and exciting messages](#) to customers in a captivating way.

Any company with a customer-facing location, whether a waiting room or retail location, can [benefit from LG EzSign TV](#). Here are just a few ideas:

- **Restaurants and bars:** Show daily food or drink specials to customers while they watch sports.
- **Hospitality:** Display meeting room schedules, remind people of upcoming events or offer other information while guests check for local weather or news updates on the television.
- **Healthcare:** Help patients pass the time with television and deliver important health tips or warnings, or health-related factoids.
- **Education:** Share school event schedules or important announcements to students side by side with educational videos.

When you talk about the LG EzSign TV, you have lots of good news for your customers. It's cost-effective. Your customers won't have to buy a media player or other expensive hardware. It's simple. Creating and loading content is easy with the included software and a USB drive. It's customizable. The signage content can be readily revised to meet the needs of the business. Pre-made templates, combined with the users' preferred images, create sophisticated results quickly.

Find out today how to [start talking to your customers](#) about LG EzSign TV today.

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Help Your Customers Bring the Message to Life

CRN's Best Products 2011

There's more than one reason for you and your customers to love the [LG EzSign TV](#).

It is a product that is elegant in its simplicity yet powerful in its presentation. The combination of [digital signage and television](#) lets your customers deliver their messages in a friendly, non-intrusive format.

And it lets you open new conversations and business opportunities.



Message from Our Sponsor

LG EzSign TV is named a Best Product of the Year 2011 by UBM Channel's CRN

LG Electronics USA Commercial Displays serve customers in the lodging and hospitality, digital signage, systems integration, health care, education, government and industrial markets. The company delivers business-to-business technology solutions tailored to the particular needs of business environments.

LG Electronics
2000 Millbrook Road
Lincolnshire, IL 60069
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January 2012

Marketing wisdom has long said, "The medium is the message." Now the message is more powerful and sophisticated than ever before with [LG EzSign TV](#). This digital signage technology brings an entirely new, innovative and captivating message by letting organizations connect with customers in a sophisticated way without a big investment of either effort or budget.

The LG EzSign TV lets users combine a live television broadcast along with targeted information and advertisements on a single screen to create a direct and effective way to deliver a specific message to customers and potential customers.

Make the Most of the Message

[LG EzSign TV](#) technology provides a host of benefits that make it attractive to any organization with customer-facing opportunities for signage placement.

Cost Effective: Create content without investing in expensive, specialized design software. LG's free EzSign TV software lets organizations quickly and easily bring together a live television broadcast and customized messages aimed at enhancing branding or delivering information. In addition, the system lets you play content without buying an additional media player.

Easy To Use: Using a PC, you can customize predesigned templates with pictures and text, as well as desired colors or text and picture sizes. The software allows you to crop, format and resize content to fit the space. You can then quickly load their content into the LG EzSign TV via a USB flash drive. The sign also provides the flexibility to display in TV-broadcast-only mode for full-screen viewing of TV content without messages.

Secure: Lock in the desired channel, volume and control panel with programmable public display settings. Meanwhile, a two-year product warranty provides additional peace of mind.

Energy Efficient: LG EzSign TVs feature EcoSmart energy-saving mode to reduce power consumption. The Power Management settings turn the unit off when not in use. In addition, a wide variety of TV sizes (from 32 to 55 inches) allow users to meet their unique requirements.

The [LG EzSign TV](#) provides a simple and affordable alternative to even small organizations, including restaurant and retail sites, health care, education and more, to create impactful messages. Find out how to help your customers [empower their communications](#) with the LG EzSign TV.

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Build a Better Business with LG EzSign TV

CRN's Best Products of 2011

The LG EzSign TV is redefining how customers experience retail environments—and the world is noticing. The product most recently has been tapped as one of the Best Products of 2011 by UBM Channel's *CRN*. LG EzSign TV lets even small retailers communicate continuously and effectively with customers and get their message across without breaking their budgets.



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December 22, 2011 Issue

Today, small businesses have to connect with customers and build relationships in order to succeed... and wise use of digital signage can help small retailers close the communication gap with customers effortlessly. LG EzSign TV gives restaurants, retailers and other customer-facing businesses a powerful and sophisticated way to [deliver innovative and captivating messages](#) without spending a lot of time or money.

The LG EzSign TV lets users combine targeted information and advertisements with television content on a single screen to directly and effectively deliver targeted messages to customers and potential customers. The included digital signage software lets [anyone create content](#) without specialized training, while the system supports content playback without the need to invest in additional media player or other hardware.

The PC-based software provides [customizable, predesigned templates](#) that can be populated with pictures or text, and enhanced with user-specified colors or text and picture sizes. The software automatically crops, formats and resizes content to fit the space. Users can then quickly load their content into the LG EzSign TV via a USB drive. The sign also provides the flexibility to display in TV-broadcast-only mode to allow users full-screen viewing of TV content without messages.

The LG EzSign TV's EcoSmart energy-saving mode reduces power consumption. The Power Management settings turn the unit off when not in use. The [LG EzSign TV](#) is available in a variety of sizes (from 32 to 55 inches) to allow users to optimize the system to their environment. Meanwhile, security systems provide the ability to lock in a desired channel and volume level, and lock access to the control panel. A two-year product warranty provides additional peace of mind.

The LG EzSign TV provides a [simple and affordable option](#) for small organizations, including restaurant and retail sites, health care, education and more, to connect with customers and get their message heard. Find out more about how you can help your customers with innovative digital signage today.

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