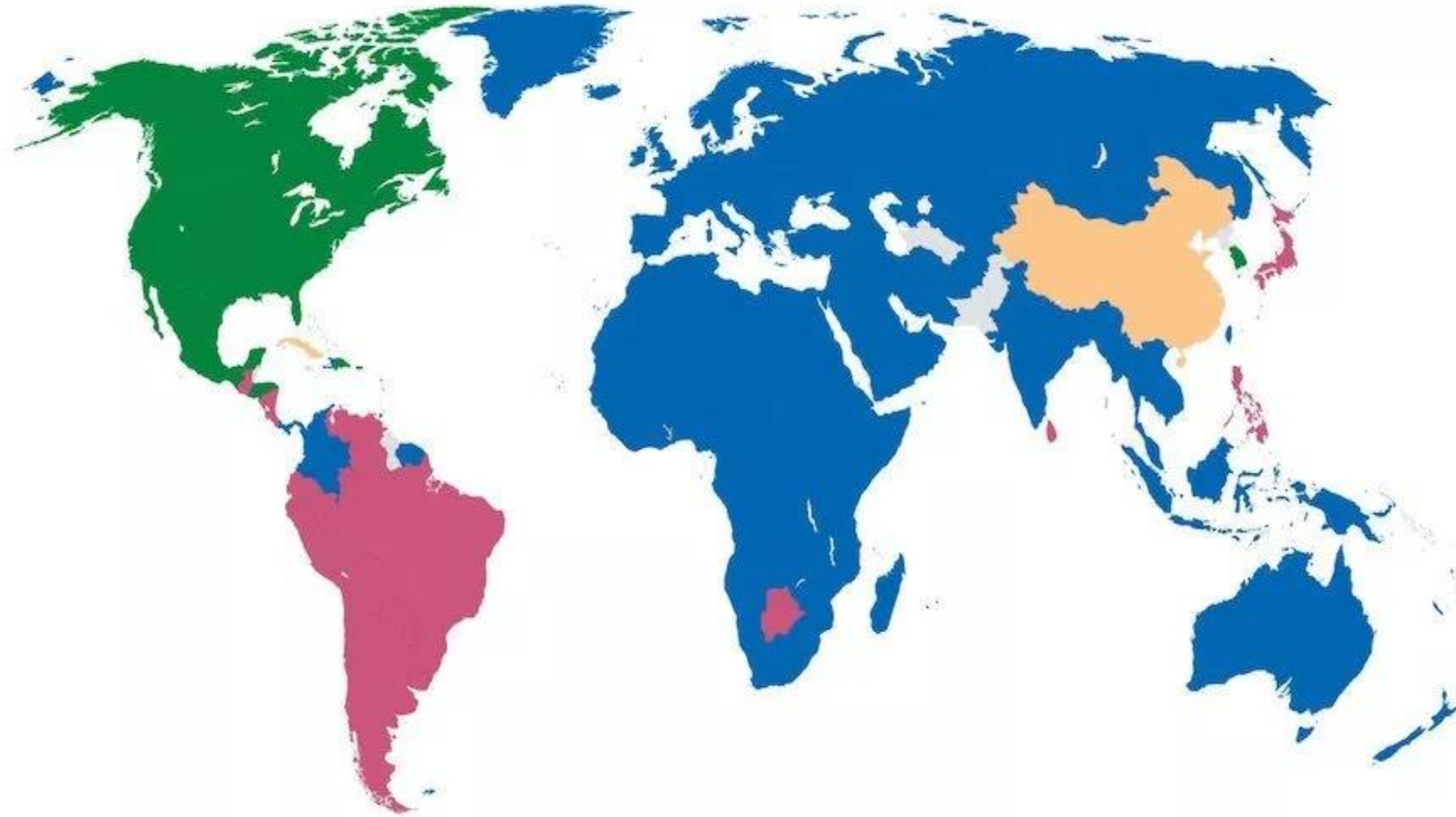





Commercial TV


Global Broadcasting standard



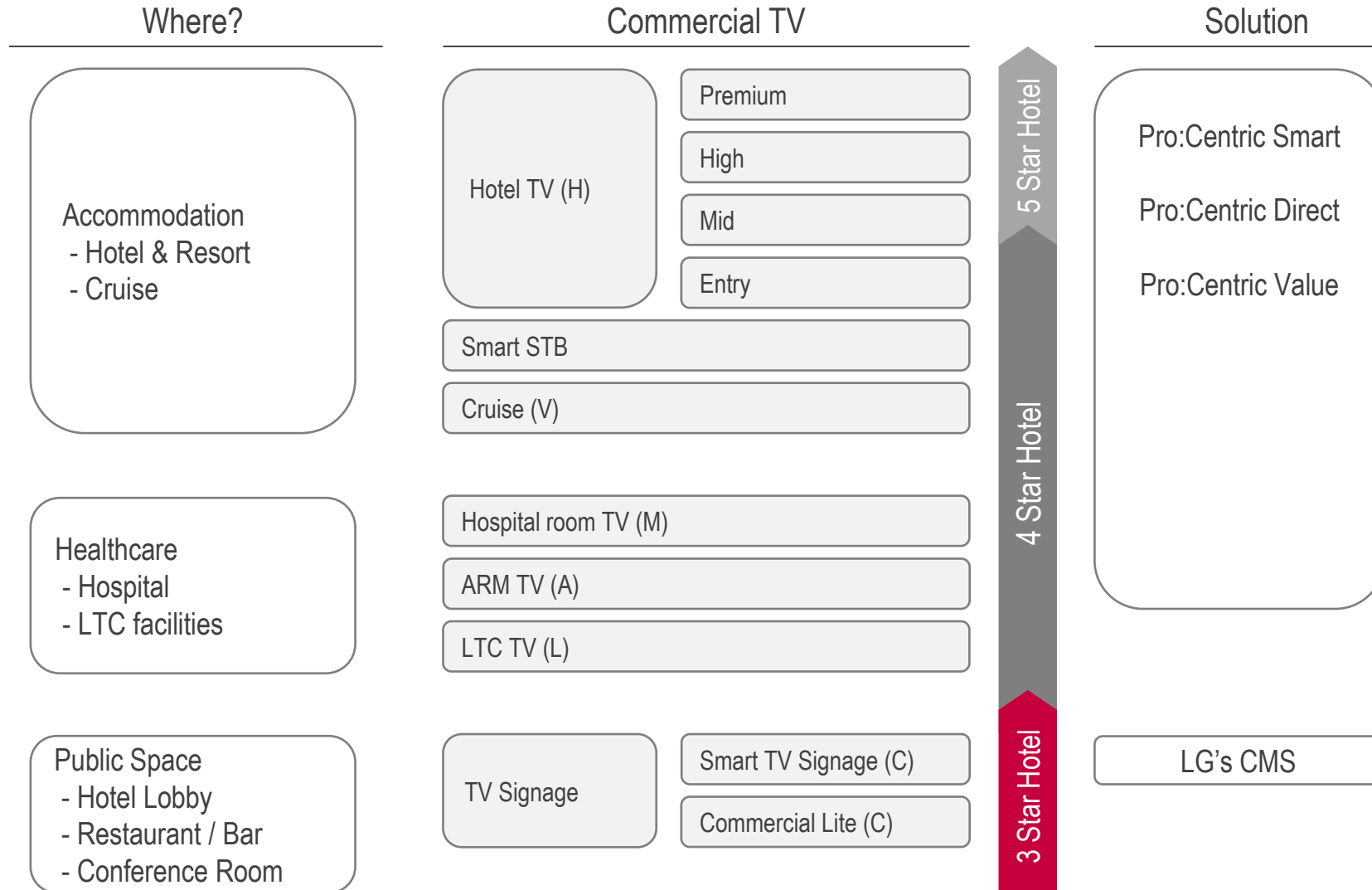
ATSC 

ISDB-T 

DTMB 

DVB-T/T2 

Commercial TV definition



Hotel TV usage

Hotel TV can be installed various places in Hotel

Guest room



Lobby



Training room



Restaurant



TV Signage usage

TV Signage is a Commercial product which is added Signage feature on TV.
Also TV content can be used as Signage content as well.



Hotel TV vs. Consumer TV

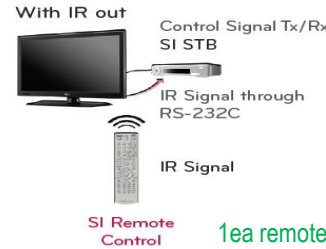
Hotel TV



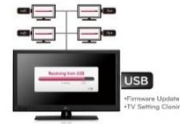
Target usage: Hotel



Channel map, Ad, flight info, 1 click service ...



1ea remote controller



USB Cloning : Easy installation



Hotel mode



Centralized control

Pro Centric



User Convenience

✓ Various service

✓ TV & Set-top usage

Effective Hotel Management

✓ Installation

✓ maintenance

✓ Compatible with Hotel solution

Consumer TV



Target usage: Home

Need Set-top box






2ea remote controllers

All setting by Manual

There is no features for multiple TVs maintenance.

Need Set-top box

TV Signage

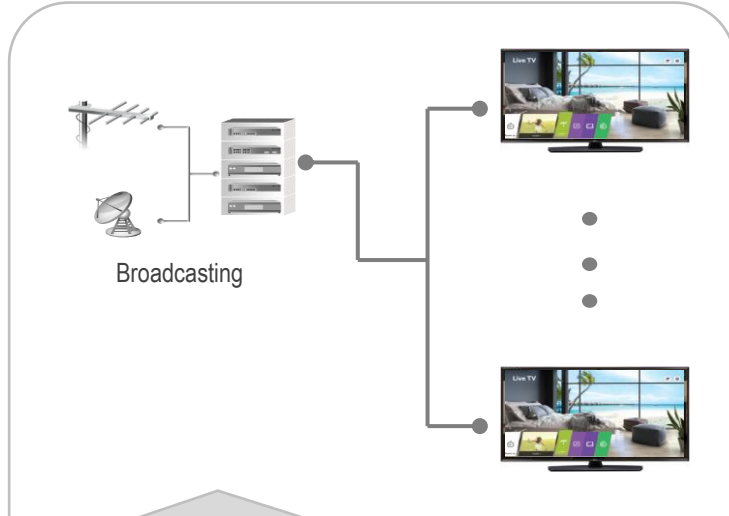
Product Category	Usage Scene	Operation Time	Warranty	Solution
<p>Smart TV Signage</p> <p>640S</p>	 <ul style="list-style-type: none"> ▪ TV Live channel + advertising content e.g.) Retail Shop, Pub 			<p>LG's CMS</p>
<p>Commercial Lite</p> <p>340C</p>	  <ul style="list-style-type: none"> ▪ TV Only e.g.) Retail, Hotel, Hospital, Public Space ▪ Commercial Display Only : e.g.) Education, Conference Room 	<p>16hr / day²⁾</p>	<p>2 Years</p>	

1) CMS: Contents Management System

2) SI or Customers should keep operation guide in user manual or installation guidance provided by LG Electronics

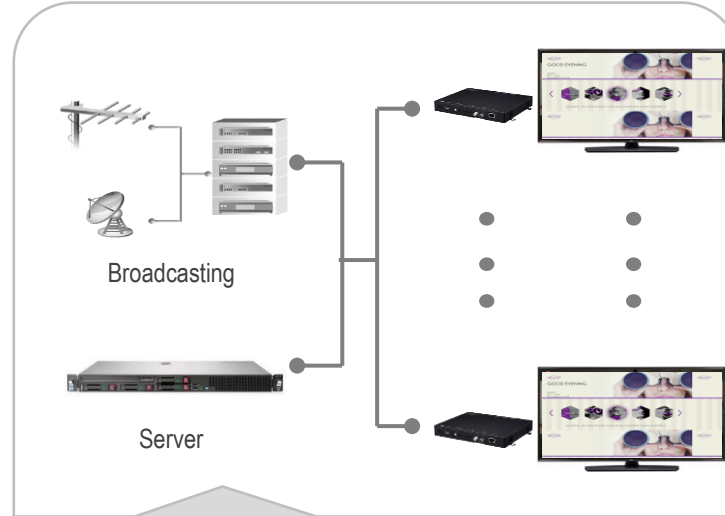
※ Consumer TV
8hr/day, 1 year of warranty

Hotel TV solution



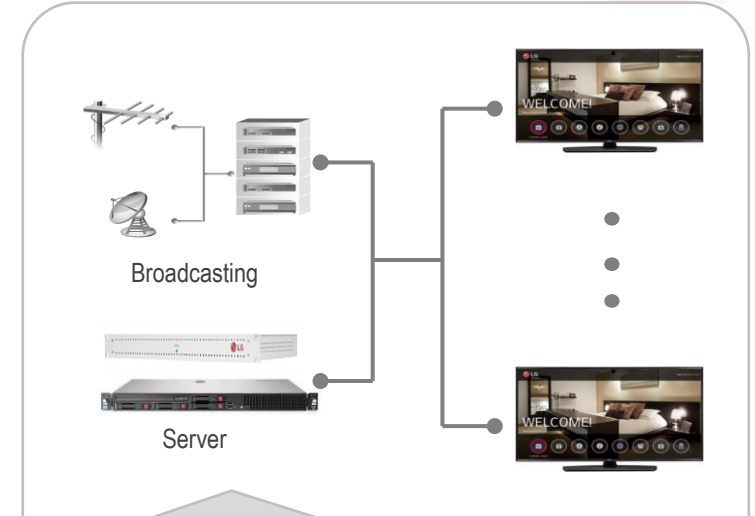
Stand alone

- Signal Infra. : RF (Coaxial)
- Only Live TV



Interactive Solution with SI's Interface BOX

- Signal Infra. : RF (Coaxial) or IP
- Live TV & Interactive Service

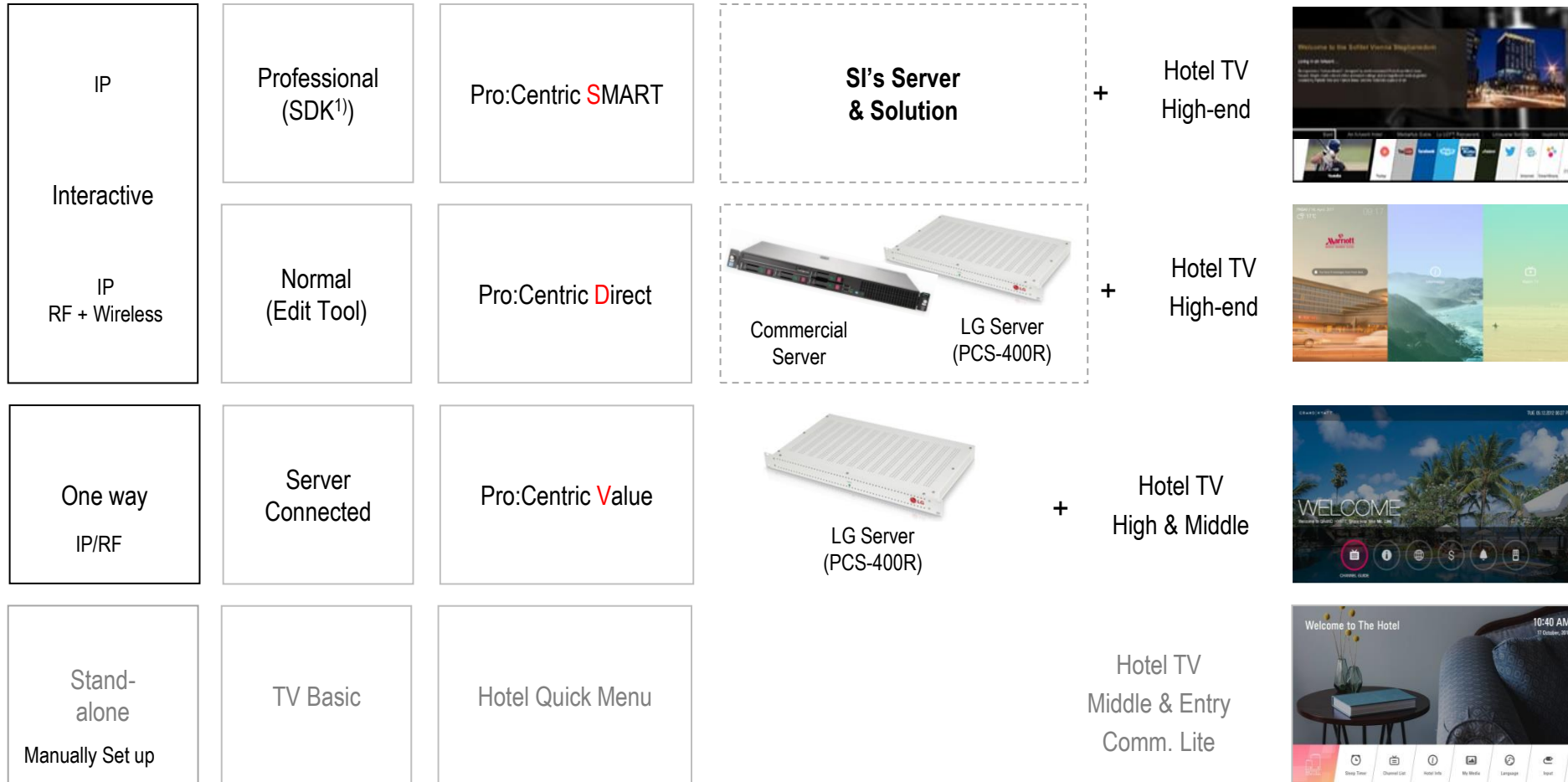


Pro:Centric Solution

- Signal Infra. : RF (Coaxial) or IP
- Live TV & Interactive Service¹⁾

1) Supporting service of Pro:Centric is different depending on the type of Solution – Value / Direct / Smart

Pro:Centric



1) SDK : Software Development Kit

webOS5.0 New Feature

LGE Confidential

LG Information Display

Gallery Mode

Expand Unique Features to All Smart UHD Models

Expansion : '19Y OLED ▶▶▶ '20Y OLED & UHD



<Hotel Lobby>



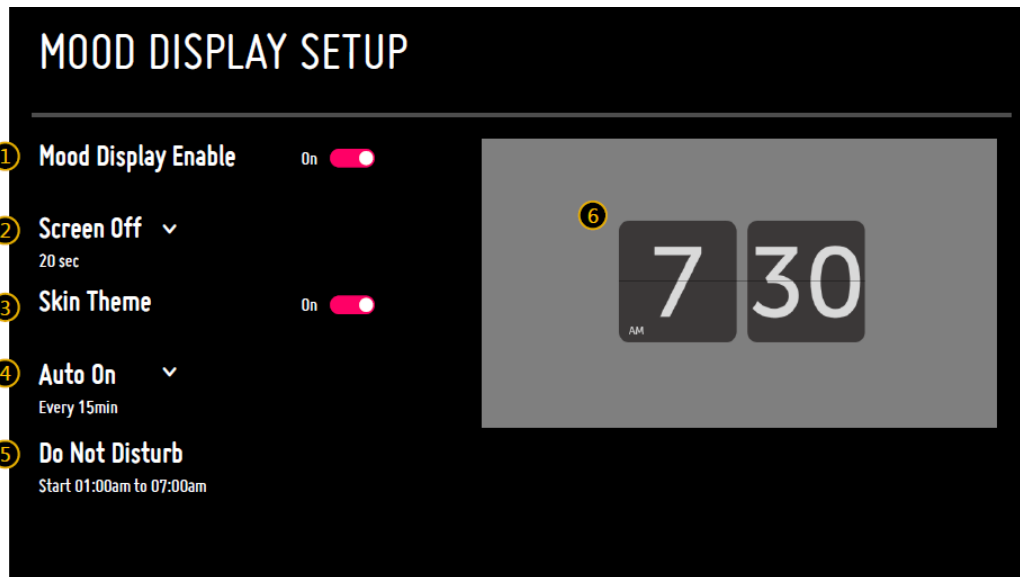
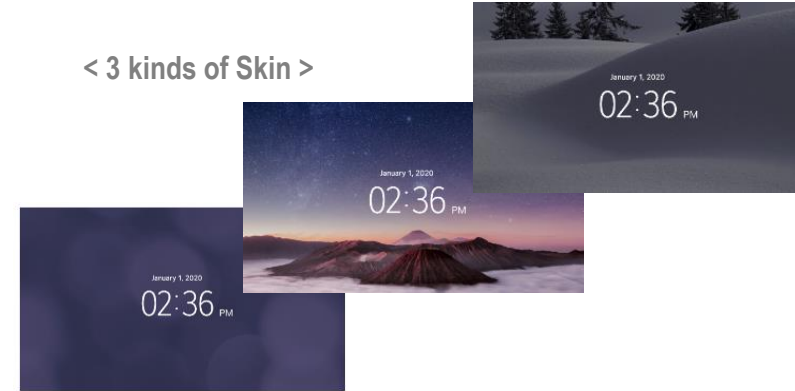
<Guest Room>

WS9H ES9H US7H US6H US3H LS3H

Mood Display

- Expose Time information with Gentle-mood Skins
- Fade in & out Clock Operated on 'Instant On' status, following the setting or pressing 'OK' Key
- Replace Ext. clock as a SW clock

< 3 kinds of Skin >



How to Set & Use

- 1 On/Off the Mood Display feature
- 2 Set the duration time of exposing clock Fade In & Out
- 3 On/Off the Skin with a gentle mood
- 4 Set the frequency of exposing Time information
- 5 Set the 'Do Not Disturb' schedule for keeping the guest from disturb of sleeping

WS9H ES9H US7H US6H US3H LS3H

Except for NA

Quick Menu 4.0

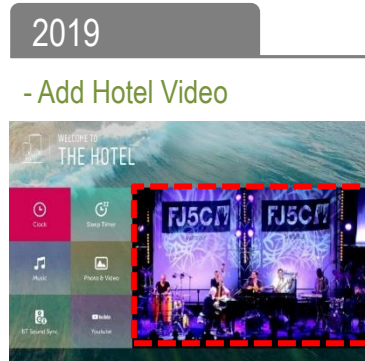
- Perfect Solution for Stand-Alone Scene
: TV embedded Solution without additional purchase
- Add Hospital Templates for Healthcare



- Launcher Type
- List-base Edit



- Template Type
- Template-based Edit



- Add Hotel Video

- Network Distribution of Setting



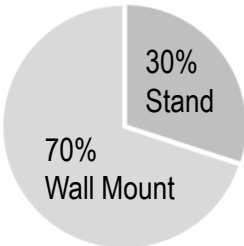
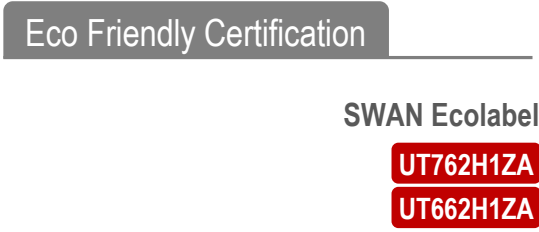
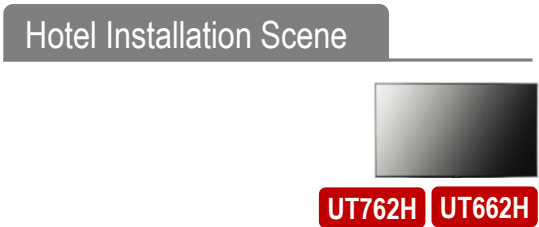
2020

+ Additional Templates for Hospital

- 1) Bar Type
- 2) Medicare
- 3) Therapy
- 4) Healing

Eco Friendly

Standless / SWAN certification for Nordic EU



More Durable

Conformal Coating
Asia, Cruise TV (NA / EU)



- Asia **US761H** **US660H**
- EU Cruise **UT762V** **LT662V** **LS662V**
- NA Cruise **LT662V** **LT660V** **LS660V**

Soft AP

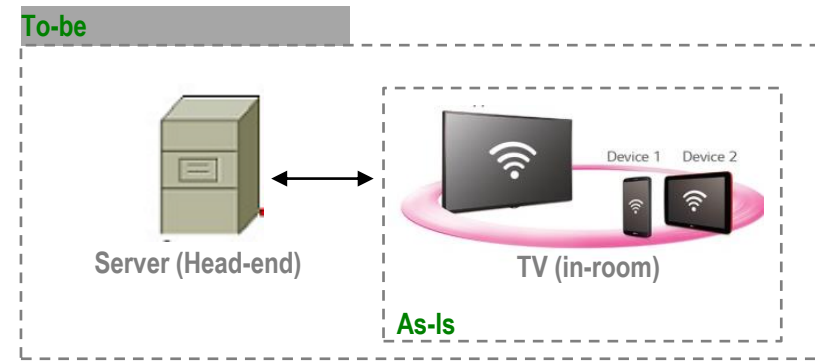
SoftAP enables TV to be an internet hub (Hot Spot)
Advanced SoftAP allows network managers to control connected device

~ 2018



- Max 5 devices wireless connect
- Signal level adjustment
- Wi-Fi channel select
- Set Password (Security Key)
- LAN/Tag (via HCAP)

2019/20



- Support Bridge Mode
: Send connected device information (IP Address) to Central server

LG Hospitality TV offers guests a secure one to one connection

Keep guest from connecting to the TV in other room

User Scenario for Commercial “Screen Share” App.

- Allow Guests to mirror the screen of mobile device and PC to TV screen via wireless connection

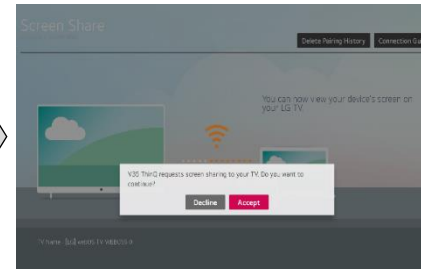
* Mobile Device and PC should support Miracast or Wi-Di standard



Launch 'Screen Share' App

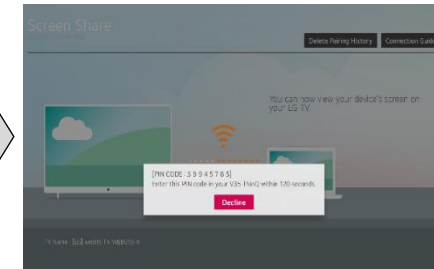


Select LG Hotel TV on mobile phone



LG Hotel TV request your confirmation to continue

* No more "Listen mode" for obviating unintended connection



Guest needs to input code

Security Points for Secure Connection

- 1 Passive "Listen Mode" has a high risk of unintended connection
 - Cannot connect to directly before entering Screen Share App.
 - Launched the app by Guest, then permit to connect & mirroring content
- 2 TV re-check Guest's intention (Input Pin Code)
 - 8-digit password is required for secure connection of guest devices
 - * To use Pin Code option, need to change the settings in Installation Menu

Benefits for Guest

→ Allow only Secure Screen Sharing to *My In-room TV only*



Hotel TV Solution

LG Solution

Pro:Centric Smart / Direct / Value

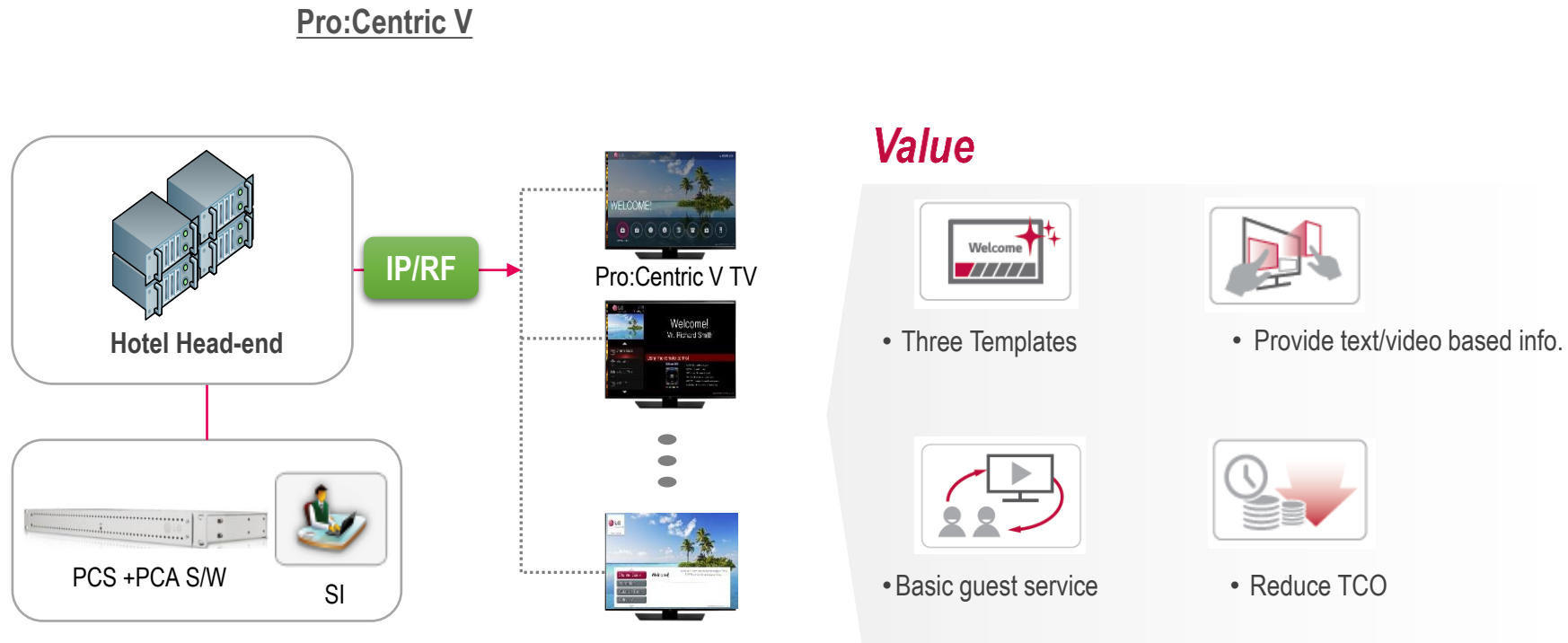
		Composition		Main UI
SDK (IP)	Provide SDK and co-work with SI	Pro:Centric Smart	+ SI Solution (SI Server)	
CMS (IP/RF)	IP/RF based Solution	Pro:Centric Direct	+ SI Server or PCS-500R	
	RF based Solution	Pro:Centric Value	+ PCS-400R	
TV Basic (RF)	TV embedded Template	Hotel Quick Menu	Customizable App	

Functions			Pro:Centric V	Pro:Centric Direct
Content Management	Editing	Template	Basic Type + 3ea	Basic Template + Fully customizable template, Support FHD
		Color Theme	-	8ea
		Widget	-	User Friendly GUI & Widget based editing feature(35ea)
		Animation Effect	-	Rotate + 7ea effects
	Content Service	Grouping Service		3 different template design & feature for each group (and each Accor Brand)
		Message	-	Enterprise Application (AD Banner, Ticker, Messages)
		Channel Map	supported	Flexible Channel Map
		Channel Management	Interactive/Native EPG, Sorting, etc.	Support Pay Channel for COAX (Open API ready)
	Video Channel	21 Channels	21 channels	
	Multi Language	39ea	Language Editor	
Maintenance	Remote Management	TV Monitoring	-	Remote TV Control & Monitoring (Chain Monitoring)
		Remote Update	Update the Splash Image, Update TV Configuration, Update TV Firmware	Update the Splash Image, TV Configuration, Update TV Firmware & PCD Server, Enterprise server metric, VPN Supported : remote access to server
Guest Service	Enhanced Hotel Service	PMS based service	Welcome Message, Billing Information	Welcome Message, Billing Information, Express Check-out
		Billboard	Supported	Supported
		Housekeeping	-	1-click service (Digital Concierge with 3rd party)
		Smart Apps		TV Built-in smart apps & native featuring interacting
	Service with SI Partners	Cast Service Connectivity	-	Google Chromecast (Support via SI partners)
		IoT Service	-	Support IoT Framework (Light, Curtain, Door lock with SI Partners)
	Common Service	Common Service	Weather Information(Accuweather), Wake-up	Weather Information, Wake-up, Flight Info. (3 airports)
Voice Service	Voice Command	Voice Command	-	20 commands (with Embedded NLP) . Page change. . TV Control (ch. Up/down, ch. number change, vol. up/down) . IoT things control : Zigbee things direct pairing with TV (Need to verify IoT things for compatibility)
Open platform	API	Open API	-	Open API for SI Partners
Infra	Infra	Support RF/IP	IP/COAX (One Way)	IP/COAX (Wi-Fi)

	Pro:Centric V	Pro:Centric Direct
H/W	PCS200S & PCS400R(PCA 3.7.5 only)	PCS500R or Any server with Dual 1GB Ethernet Port, 8GB RAM, 3.4GHz CPU, 500GB SSD
S/W	Software is already installed into H/W. PCA3.0/3.5/3.7/3.7.5 *The application (S/W) can be upgraded via VPN	Software is offered as a package file. PCD 4.0 PCA 3.8
Application Type	GEM (JAVA)	GEM / HTML
Application Editor	LG provide the editor program	LG provide the editor program
Limitations of the editor	3 Templates provided by LG	3 Tempaltes +Authoring tool for content editing
Data output	RF or IP	IP, RF+WiFi

Pro:Centric V

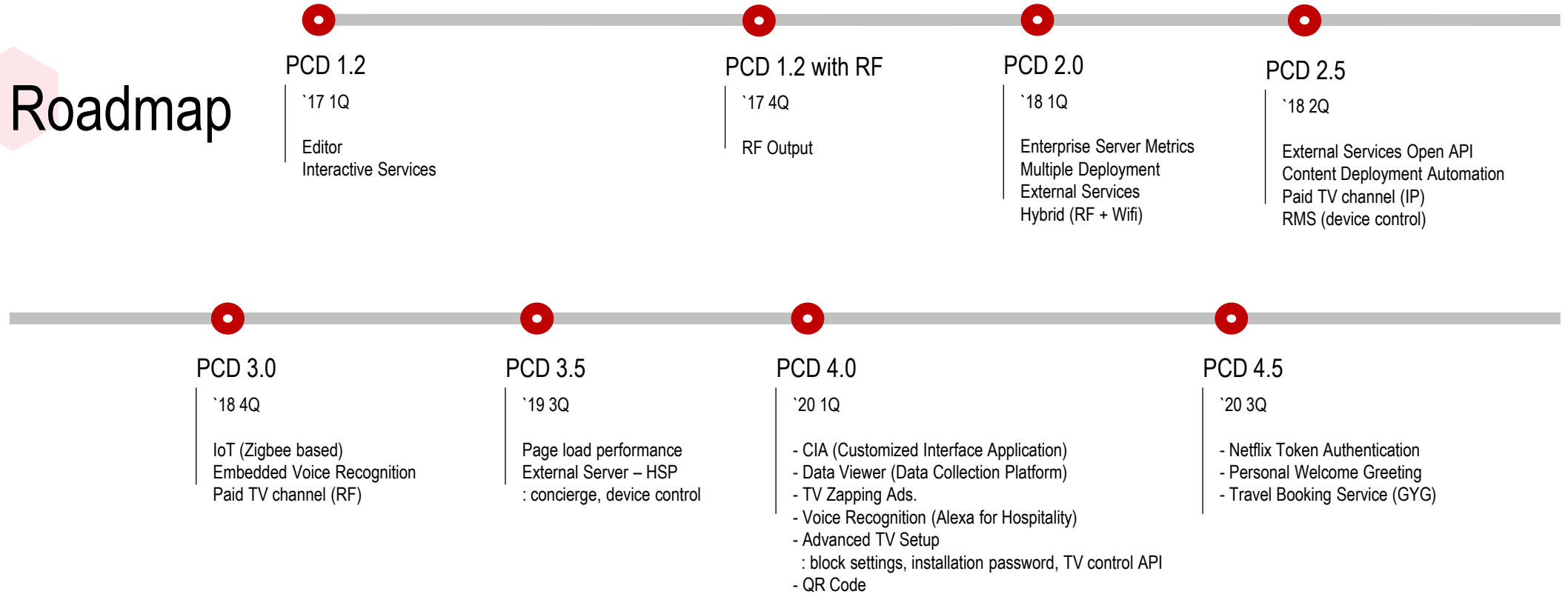
Easily deliver unique digital content with Pro:Centric Server via existing RF distribution network



Pro:Centric Direct

Roadmap

Roadmap



Pro:Centric Direct 4.5 new features – Netflix Token Authentication

Summary

Enables customer to watch Netflix in room with non authorized SI.

Background

Hotel can increase customer's satisfaction by allowing customer to watch Netflix at hotels without Marriott and authorized SI*

*Authorized SI :
GuestTek, Quadriga, Sonifi,
World Cinema, Acentic, Hoist,
Intertouch

Implementation

Hotel IT manager
SI

Key feature

1.Requirement

- 1) Token authentication
- 2) Enable PMS server
- 3) Netflix button of remote control must be noticeable

2.Avaliable

- 1)Higher than HCAP v1.23.0
- 2)Models
 - ① `20YHotel Smart TV: `20.4Q MR (Global)
 - ② `21YHotel TV : UR760H / UR761H / UR762H
 - ③STB-6500 : `21.1Q MR

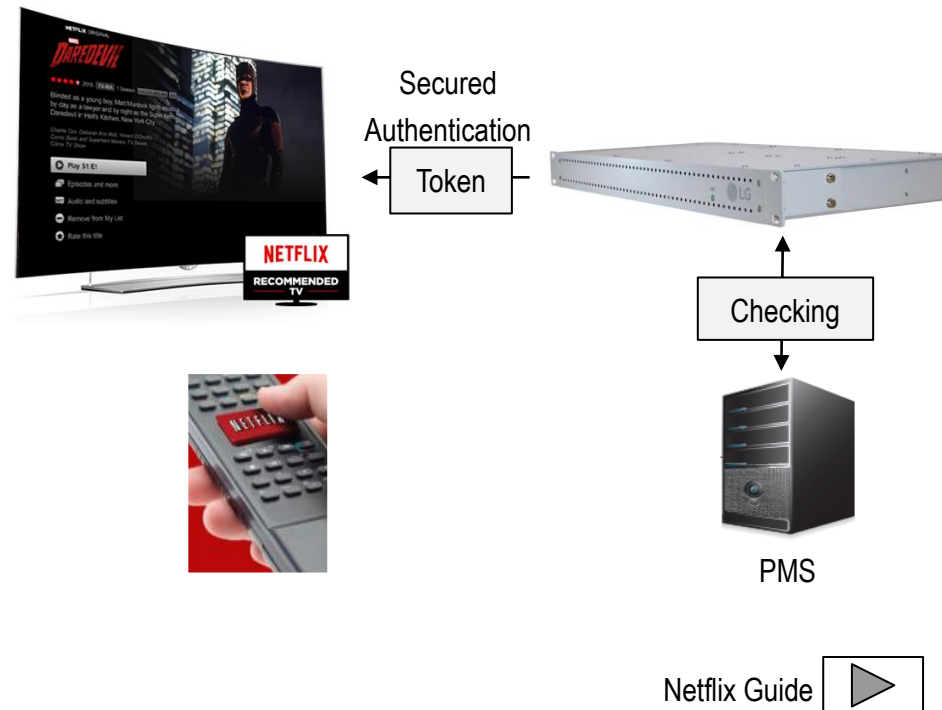
Usage Scene

Ex) Customer check in. checking PMS on.

Available Netflix app.

Customer check out.

Reset Netflix history and ID of Customer viewed.



Pro:Centric Direct 4.5 new features – Personal Welcome Greeting

Summary

“welcome greeting” is a function to show a specific message at a specific time according to the customer in a specific room.

Background

It can increase customer satisfaction by delivering a special message to the customer only on the TV in the room.

Implementation

Hotel Staff

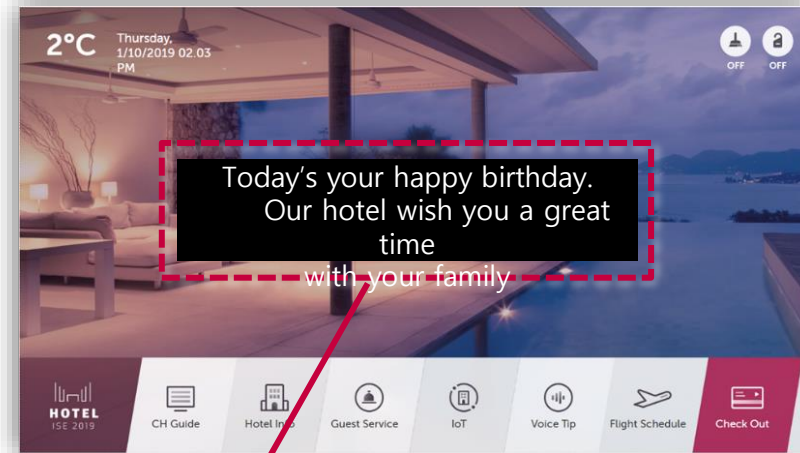
Key feature

1. Make special message
2. Adjustable viewing date
3. Select target room(s) to be shown
4. Support Multi languages
5. No need PMS connectivity

Usage Scene

Ex) “Today’s your happy birthday.
Our hotel wish you a great time with your family.”

“Period : 2020/7/24~7/24
Room No.1205”



Hotel Staff

Customizable Area

- ① Message
- ② Period
- ③ Target Room
- ④ Language

Thank you