PRO:CENTRIC HOTEL CONTENT MANAGEMENT SYSTEM

A sense of luxury in a hotel room

There are certain amenities expected of any hotel room. It has to have a clean bed, a bathroom, temperature control and interior lighting. What transforms a place to sleep and wash into a hotel room, however, is the television. This basic technological amenity allows guests to decompress and helps hoteliers offer not just a room, but a home away from home.

However, it's not enough to just offer a television; it needs to be easy to use. This isn't always the case. Increasingly, guests must go through incomprehensible interfaces to reach entertainment options. Few things dent a guest's impression of a seamless stay more than being forced to call reception just to find out how to change the channel.

LG developed its new Pro:Centric hospitality content management suite with these problems in mind. The system acts as a digital concierge for guests. Upon entering the room, they are greeted by a custom-branded interface and interactive programme guide. It offers access to anything from local news and weather to premium film channels. It even offers an easy search through on-site amenities. The plethora of content and practical interface means that IT technicians may breathe a sigh of relief upon learning that a Pro:Centric television has been installed in every room; they're unlikely to be called to instruct guests on their TV.

Personalisation and flexibility

LG Electronics originally made its name supplying consumer electronics to post-war households in Korea. Since then, it's developed a formidable portfolio of cutting-edge televisions for a range of markets, including the hospitality sector. The wide range of hospitality products includes OLED hotel TV sets for luxury suites, desktop IPS monitors for front desks and back offices, professional displays and video walls for common areas, and software platforms designed to meet hospitality needs.

Pro:Centric is the latest manifestation of this drive to perfect hoteliers' entertainment offerings. LG had management in mind when it included its Remote Management System (RMS) in each Pro:Centric System. Hoteliers can now run diagnostics on malfunctioning televisions from their offices. Individual guests may never even know about problems. RMS also permits hoteliers to configure room channels according to the purpose of a guest's visit. A businessperson staying for a single night could be furnished with information on local restaurants and bars. A family with small children in tow might find the latest children's films or childcare arrangements on the television's home screen. Guests can also stream wireless content from each unit thanks to built-in Miracast and WiDi services.

At its core, Pro:Centric is a malleable system. Its software is friendly to developers who wish to tailor content on anything from an individual LG television to an entire building's worth of them. Both IP and Coax-based integration allow for customised services and eliminate the hardware pairing of a set-top box, resulting in significant cost savings. Pro:Centric also supports the installation of Java, Flash and HTML 5-based applications. Uniquely, developers can include site-relevant apps in each unit.

Pro:Centric's potential isn't limited to hotel televisions. Pro:Centric-enabled TVs are easy to install in electronic billboards that can further promote local amenities and on-site services. Controlled from a single, compact server within the hotel, this allows further savings in printing and other advertising costs.

A direct solution

The flagship program, Pro:Centric Direct, makes it easy to design a unique hotel television user interface. It comes with intuitive, stylish templates and offers simple tools so hotels can create their own. This way, operators can fully customise and tailor their content to suit the needs of their guests. It also provides services such as network-based remote management.

The Pro:Centric Direct suite builds on previous iterations by featuring an all-new authoring tool. Programmers can drag and drop widgets onto the unit's home screen, as well as integrating new 'over-the-top', or OTT, streaming of content from sites like YouTube and BBC iPlayer. Systems integrators have virtually unlimited design options for user interfaces and welcome screens. They can also interface with their own network services so that guests can stream and pair content from iOS and Chromecast compatible devices.

This has recently been made even easier with the introduction of the PCS400R server, which allows hoteliers to implement Pro:Centric Direct regardless of whether they are using an IP or radio frequency (coaxial) infrastructure. The combination of the Pro:Centric Direct and the PCS400R allows hoteliers to communicate directly with their guests and lets guests contact hotel staff. Through this interactive solution, guests can order room service, check out, or even ask for more towels via the hotel TV. Hoteliers can also send messages to guests via the server. Messages can be personalised to include the guest's name, share the latest promotions, or communicate breakfast options.

The release of the PCS400R server and the Pro:Centric Direct system is a testament to LG's deep commitment to research and development in the hospitality content provision space. The company will continue to strive to offer operators and guests an accommodating, friendly and - above all - stress-free experience through cutting-edge televisions and supporting software.

The LG Pro:Centric suite is not limited to televisions. The interface works with a wide variety of display options.

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Further information
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