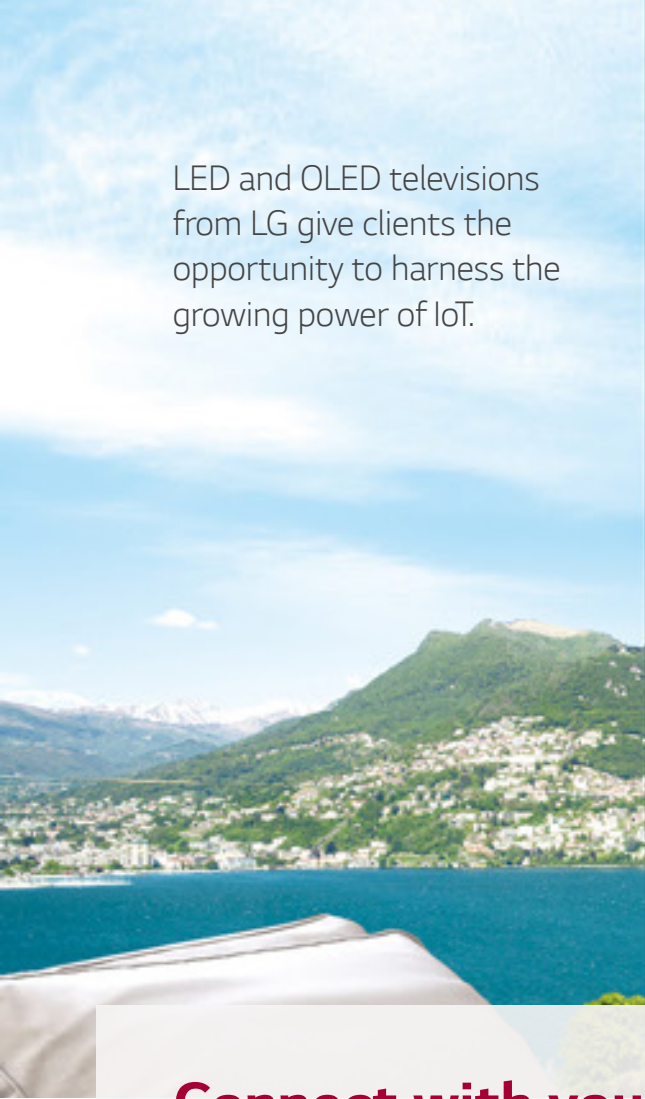# THE INTERNET
OF THINGS

LED and OLED televisions from LG give clients the opportunity to harness the growing power of IoT.

Connect with your guests

IoT is poised to transform how guests and operators interact with hotels. Its applications are as varied as setting aspects like lighting remotely to providing insights into how visitors use services. In this paper, three LG experts reflect on IoT offerings for the hospital sector. They are Information Display Specialist Manuel Padilla, Product Director Dongmin Lee, and European Lead Hospitality Verticals Yannis Pagoulatos.

What are the challenges and possibilities that come with using IoT in a hotel setting?

Manuel Padilla: When most people consider IoT technology, they generally think of consumer uses. By extension, any problems with its management are not really being considered, since the technology is only associated with the home, i.e., a single voice assistant installed in the living room and the bedroom, synchronised with a single account or device and used by the whole family.
Using IoT technology in the hospitality sector, meanwhile, presents a whole new set of challenges. In this case, multiple IoT devices - not only a voice assistant but also automatic lighting and curtains - are installed in a single hotel room. What's more, a single hotel can include hundreds of rooms, which presents a significant organisational challenge when

it comes to installing each individual device. An IoT deployment in a hotel requires a complex infrastructure that allows each device to be managed remotely through one server or platform.
At LG, we overcame this challenge by making our Pro:Centric Direct platform, which is installed in our LED and OLED hotel televisions, the central communications hub for all IoT technology within each individual room. It made perfect sense; we know for a fact that the most frequently used device in every hotel room is the television.
It also helps that LG televisions can already communicate with the front desk to order room service and facilitate other interactive services. From there, we found a way to allow guests to use their televisions to relay voice commands to individual devices in the room, whether that meant opening curtains, operating the lights or adjusting the interior temperature.

Any hotel owner seeking to supplement their existing technological assets in each room with IoT devices now has an easy solution. Not only can LG deliver state-of-the-art LED or OLED television units but also ready-made, smart-device-compatible software - in the form of the Pro:Centric Direct platform - and the servers that run them. The operator has a single point of contact, drastically simplifying the process by which new IoT features for each room are acquired and installed.

We're always keen to ensure that our IoT technology is truly scalable. It's important to allow hotel managers many options for their devices, so they can choose between different manufacturers and different brands. The main link is our software protocol, which we keep open to encourage other companies to develop new IoT devices that can work with our system.

How can IoT technology help hotels to better connect with their guests?

Yannis Pagoulatos: We are living through an especially disruptive moment for technology in the hospitality sector. For decades, the quality of any in-room entertainment system was judged against whether it was more advanced than whatever was in a guest's bedroom at home. By that metric alone, hotels are falling behind.
Now, it is increasingly likely that an in-room television system equipped with the latest streaming services will be little more than a carbon copy of what guests have in their own homes. The provision of in-room IoT technology, however, will allow hotel operators to recapture that old advantage. For guests, it can be a key differentiator.
IoT can allow guests to adjust almost every aspect of their room through a simple set of voice commands. Hotel owners can get

closer to offering an experience that feels like home. What's more, all the preferences saved by the guest can be remembered in the revenue-management system for when they visit again, helping to build loyalty to the brand over time. In-house restaurant income could be boosted through recommendations delivered through the television and labour costs reduced through the provision of a 24-hour contact service through the unit.
LG's IoT offering also presents various advantages for the operator from a backoffice perspective. We provide two interfaces for the owner: a front-facing version that focusses on the guest experience and another that provides analytics and data related to energy consumption, guest experience and personalisation. The latter allows operators to monitor the behaviour of guests, optimise the operation of personnel in the hotel and, through a built-in facilities manager, make energy savings based on room occupancy.

What are the benefits to hotels using LG IoT devices?

Dongmin Lee: Most hotel owners are enthusiastic about the potential of IoT devices to transform the experiences of guests and reap new operational efficiencies. That initial enthusiasm, however, is usually tempered by worries about costs. "That's very good technology," they'll often say, "but maybe I'll have to invest more. Besides, I don't want to change my infrastructure. "The great advantage of LG's approach to IoT for hospitality is that investment in new infrastructure is minimized by using LG OLED or LED televisions equipped with the Pro:Centric Direct platform.
From there, our IoT offering is infinitely scalable. Take interior lighting, for example. The Zigbee light bulb is an IoT device that can be purchased directly from Amazon and is not only compatible with the company's Alexa voice assistant and the Google Home device, but it can also communicate with our Pro:Centric Direct platform. This means that when operators choose LG to deliver IoT technology to their properties, the pace and scale of their investment can be as large or small as they desire.
Our latest IoT offering is the Pro:Centric Direct 3.0 platform, which we released a while ago. While it is one of the first steps LG is taking towards the implementation of the technology across the hospitality sector, we believe it will be the first of many. In the near future, we are confident that IoT devices will be present in every kind of hotel.

IoT technology, enabled by LG products, can help hotels to connect with their guest.

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