



OLED TVS FOR HOTELS



High-end hotels are complimented by the beautiful aesthetic of LG televisions.

Innovative smart TV for a premium hotel experience

A luxury hotel experience requires exceptional service, top facilities and the latest design. But as technology becomes more and more intertwined with our lives, have you considered the impact of technological excellence on your premium hotel experience?

Exciting and innovative technology are increasingly considered as a sign of distinction in the hospitality industry. As guests interact with screens every moment of their lives, they expect hotels to offer technology that meets their premium standards.

A screen slimmer than a painting

An example of luxury through technological invention is LG OLED Wallpaper Hotel TV. It offers a window into another world - in a way that looks like an actual window! OLED TVs gives the market a new vision on what a television can do.

The aesthetics of the OLED Wallpaper TVs make it an ideal choice for high-end hotels. Although televisions have not always been attractive items from a design point of view, the thin depth and almost weightless design of this wall-mounted TV allows it to be a standout feature.

Self-lighting technology

OLED panels are equipped with self-lighting technology, with no backlit units; when the pixels are off, there is no parasitic light in the background and the picture is totally black. The self-lighting pixels create greater contrast between light and dark and represent gradations in colour with unprecedented fidelity.

OLED televisions also have an extremely fast response time, so fast-moving, highly detailed images are displayed in high-resolution without delay. The TVs can also be seen from a wide viewing angle, meaning it can be seen clearly from all over the room.

The technology used for the first television screens, the Cathode Ray Tube, dominated the market for decades. LG believes that OLED technology will be a market-leading solution for a significant amount of time, and will lead the market for years to come. However, LG's current offerings are not the last word in this technology, as the company focuses on innovation. Developments will include advancements in

bezel dimension and maximum curvature radius.

Best possible service

The premium offerings in the hospitality industry reach throughout the hotel. It's expected that rooms will not only offer televisions of the highest grade, but also that hotels themselves use innovative technological solutions to provide the best possible service. This need to offer exceptional service is the inspiration for LG's holistic hospitality TV solutions, which meet the needs of guests and hoteliers alike.

LG offers hotels TVs specifically designed for the hospitality industry – commercial-grade televisions that differ significantly from consumer televisions. LG Hotel TVs can be connected to management systems, allowing volume and channel settings to be set externally, and for hotel-specific welcome screens to be created. A lock mode blocks non-compliant content from external sources, while an additional security feature – a commercial-grade stand – is installed to prevent theft.

Personalised and interactive content

LG hotel TV management systems – Pro:Centric Smart, Pro:Centric Value and Pro:Centric Direct – are particularly important tools for the hospitality industry. Pro:Centric Direct allows Internet Protocol (IP) network-based remote management, which means that televisions

can offer guests a personalised experience. Channels can be managed by grade and group to tailor them to the needs of the guest. This means that an individual business traveller can get information on a hotel's conference facilities, while a family could see details of childcare and children's films.

Pro:Centric Direct's easily editable templates make it possible to create welcome content that reflect the hotel's specific branding and design, play marketing videos, and advertise hotel facilities and services. The units can even be updated to greet the guest by name.

TVs in all the hotel rooms can be managed externally, eliminating the need to spend time and resources going from room to room. Through Pro:Centric Direct, it is possible to edit channel labels and set the start volume level, as well as the brightness and colour of the display. A key lock blocks the remote menu key, stopping guests from altering the TV's settings. Remote management also means that software can be installed and updated remotely.

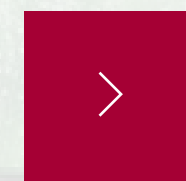
Combined with LG's PCS400R server, Pro:Centric Direct enables the hotel room television to take guest experience to a new level, allowing guests and hotel management to interact with each other. Messages can be sent to specific rooms via the server, providing information on promotions and available facilities as well as information such as menu options. For guests, the server creates a seamless and easy way to communicate their needs via its interactive solution, including 1-click services on the television. This makes it possible for guests to book an appointment at the spa, request more towels, order room service, see their invoice and check out at the end of their stay, all via hotel TV.

A hospitality solution

Combining ground-breaking screen technology and the system management tools to impress guests and contribute to the smooth running of a hotel, LG provides holistic hospitality TV solutions designed to appeal to the hotel industry on numerous levels. LG will continue creating and refining solutions for the hospitality industry. Seen by consumers as an industry leader, quality, design, price and innovation are of the highest importance to LG Electronics.



LG OLED displays are ultra-light, slim and offer stunning picture quality.



Further information
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