



Pro:Centric™ Applications from LG



LG

Life's Good

www.LGcommercial.com

When Guests Benefit, Hotels Benefit

Pro:Centric™ Applications

Enhance their in-room experience with LG's Pro:Centric content delivery system

Providing incredibly easy-to-use content delivery and a flexible communications interface, LG opens up new and exciting possibilities in guest room interactivity. Guests will be able to locate and enjoy available television entertainment with the channel selection guide application, check on the daily weather, and review the available hotel amenities.

With an optional Web Editor, Pro:Centric also acts as a digital concierge - guests will have the ability to see hotel amenities such as spa treatments, restaurants, and golf. Adding an optional Electronic Program Guide (EPG) application, your guests will enjoy selecting their favorite sitcom and finding out the plot for that evening's show.

When guests benefit, hotels benefit. By providing a simple means of access to hotel services and amenities, Pro:Centric promotes a consistent revenue stream for your property. The cost-effective delivery of uniform services and features across both RF (radio frequency) and IP (internet protocol) based networks eliminates the need for additional hardware such as a set-top-box in the room.

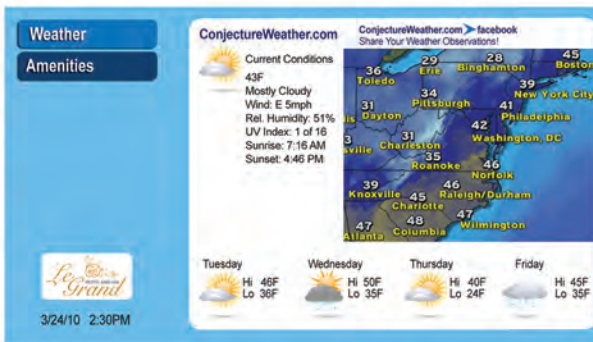
From the guests' expectations to the hotelier's needs, LG takes everything into consideration.



- Basic Bundle (PCS-100R plus PCA-100)
 - Portal - Welcome Page
 - Weather Billboard including local radar
 - 1 - Hotel Amenities Billboard
 - Channel Selection Guide



Portal - Welcome Page



Weather Billboard

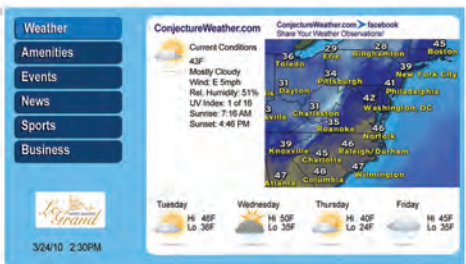


Hotel Amenities Billboard



Channel Selection Guide

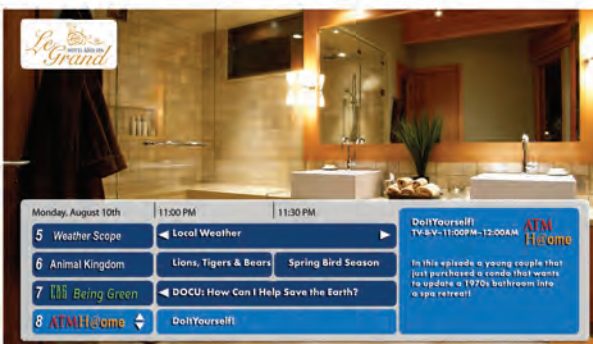
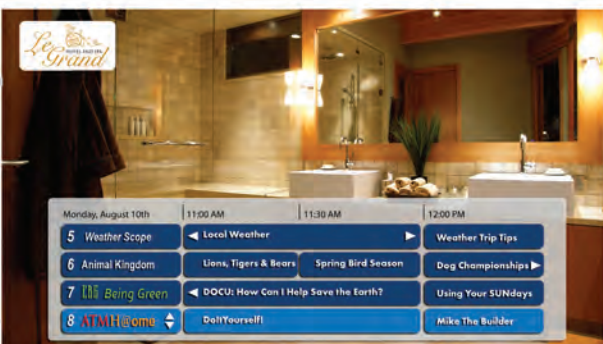
- Upgrade Web Editor Bundle (PCW-100)
 - Portal Page
 - Weather Billboard including local radar
 - 5 - Customizable Billboards – Using the Web Editor tool, the billboard menu selection can be customized to focus on the main hotel amenities such as: Attractions, Events, News, Sports, Business – OR – Restaurant, Business Center, Fitness Center, Spa – OR – whatever the hotelier wants to display
 - Channel Selection Guide



5 - Customizable Billboard Menu Selections



- EPG Option (PCG-100)
 - Channel Selection Guide with Program information and time schedules.
 - Can be used with both Basic or Web Editor Bundles.



Electronic Program Guide (1 day, 3 day, or 5 day selections)

Pro:Centric in Action

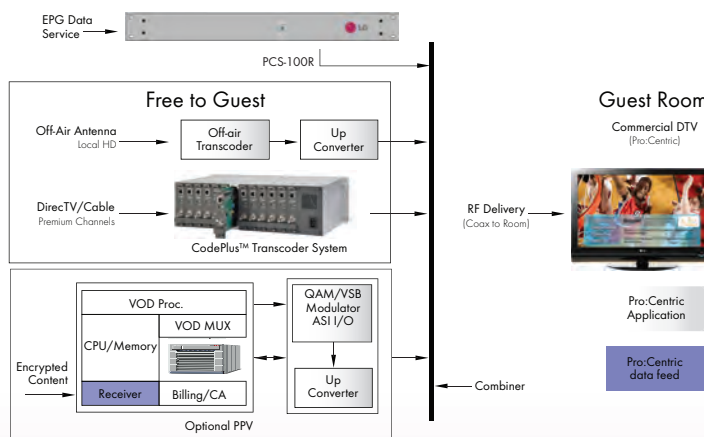
LG's exclusive Pro:Centric system provides your guests with information at their fingertips. What it doesn't do is cause you set-up and operation headaches.

The Pro:Centric server collects data from the internet which is regularly sent to the TVs over your existing RF distribution system to ensure that the most up-to-date information is displayed on all your Pro:Centric TVs.

With the streamlined delivery system of Pro:Centric, you can specify the data channel to avoid interference with existing content channels.

The transmitted data includes channel and program information, as well as any additional customized messages you'd like to share with your guests.

Hotel Head End



Compatible LG Models:



42/37/32LG710H

Pro:Centric LCD Widescreen with Applications Platform

- LG's Exclusive Pro:Centric Applications Platform Supports Java™ and Adobe® Flash® applications
- b-LAN™ Integration
- RoHS Compliant
- EcoSmart™ Energy Saving Levels
- MPEG-2/MPEG-4 H.264 Decoding
- HD VOD PPV Encryption Integrated Pro:Idiom
- USB Cloning
- USB 2.0 Media Host for photos and music
- Native Display Resolution 1366 x 768
- Built-In Tuner ATSC/NTSC/QAM Clear Tuner
- Dynamic Contrast Ratio 50:000:1
- 2 HDMI™ V1.3 Inputs with HDCP
- 2-year limited warranty parts/labor

42/37/32LG700H

Pro:Centric LCD Widescreen with Applications Platform

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- RoHS Compliant
- EcoSmart™ Energy Saving Levels
- MPEG-2/MPEG-4 H.264 Decoding
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