

Hotel Public Areas

Upgrading Hospitality Public areas

& Hotel upselling: Design & energy efficiency

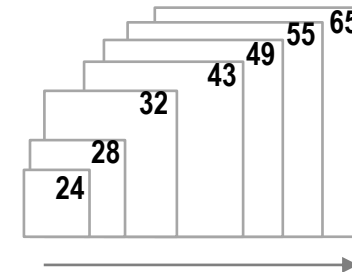
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Digital elements introduced at Hotel TV & Signage Monitors

1. More Displays to Have UHD resolution



2. TV Screens Get Even Bigger



3. Choosing a Smart hotel TV is a key

In-Room Entertainment



In-Room Service



Infotainment Solutions : Service Scene

5 Fitness Center



- Cyber Fitness
- Enjoyable Content

4 Hallway



- Way Finding
- Property Information

3 Meeting Room



- Conference/ Meeting
- Collaboration

2 Reception

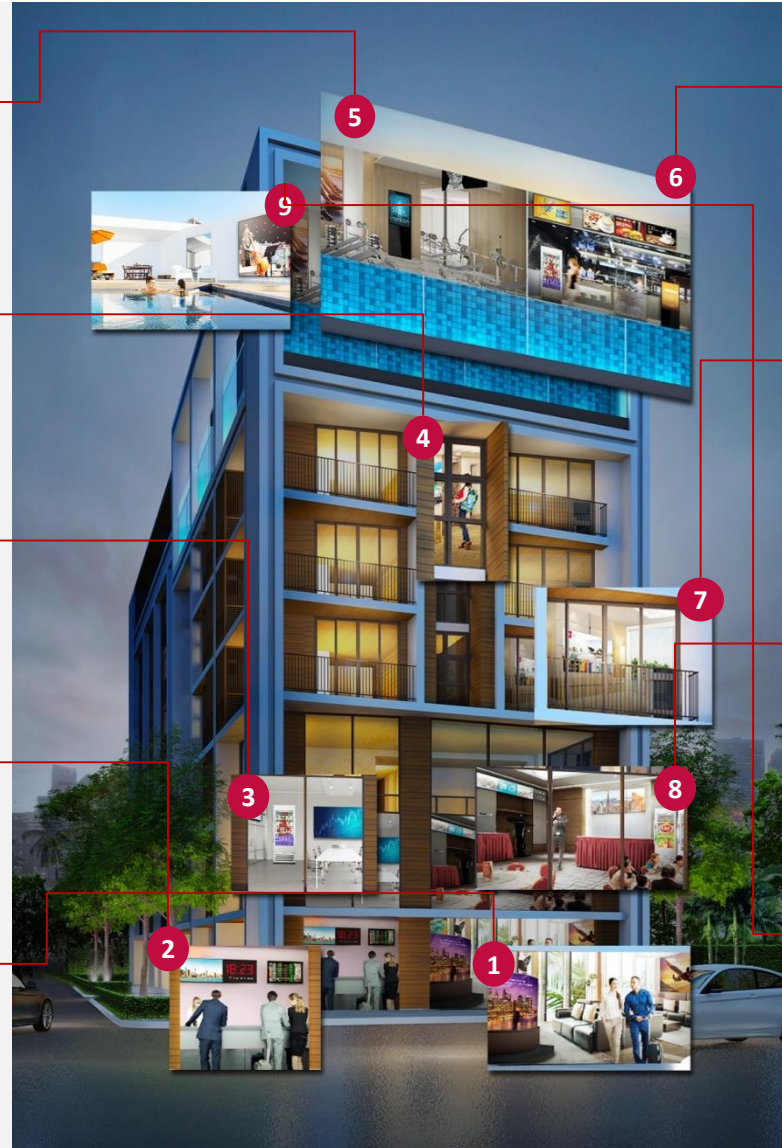


- Welcome Message
- Property Information

1 Lobby Hall



- First Impression
- Enjoyable & Informative Content Service



6 Restaurant / Bar



- Advertisement
- Promotion Information

7 Hotel Room



- Residence
- Rich Content
- Convenient User Experience

8 Conference Center / Event



- Event Information
- Special Effect

9 Outdoor Swimming Pool



- Outdoor Environment
- Enjoyable & Informative Content Service

1. Service Scene – Lobby Hall

- Provide memorable first impression with unique digital sculpture.



Products & Solutions



Video Wall:
55VH7B /
VM5B
49VH7C /
VM5C



Dual-view Curved OLED:
65EE5PC



In Glass Wallpaper
55EG5SD

SUPER SIGN
webOS
SuperSign:
content management

Space characteristics

- First impression of the hotel
- Need to Create luxury/smart image with visual, informative, and convenience features
- Need to be able to update contents real-time in accordance with changing information such as weather and local news

LG's Solution

- Improved liveliness of the space with video wall and advertisement, video clips, and promotional contents
- Efficient utilization of the space with dual-view OLED signage
- Creation of unique digital sculpture with In Glass Wallpaper Monitors
- Easy, real-time content management with SuperSign Solution

2. Service Scene – Reception

- Improve communication and information sharing at the reception with Smart signage solution.



Products & Solutions



Touch Monitors
32" -75"



Ultra Stretch:
86" BH5C /
BH7C / 88" BH7D



Space characteristics

- Place where the hotel guests are being helped in person for Check-in, Check-out, and Concierge Service
- Need to provide quick service and various information
- May cause inconvenience or complaint when the queue time gets long

LG's Solution

- Ultra Stretch Displays:
 - Provide various information (world time, currency, hotel service, etc.) and images/videos concurrently on one screen
- Standard Signage:
 - Provide useful information such as room service and promotional messages
 - displaying various contents with PBP/PIP function
 - interactive service with Touch Signage

3. Service Scene – Meeting Room

- Provide pleasant and smart work space for business travelers and guests.



Products & Solutions



Large Monitors
UHD
98LS95
86UM3C, 75UM3C



Small 22" Monitors
outside

Touch Monitors
UHD
86TR3D
55/65/75TC3D



Space characteristics

- Need to provide nice service and facility for business travelers and guests who have expectations for the money they paid
- Place where powerpoint/video presentations and discussions take place
- Various service request (F&B, Concierge, etc.) may take place

LG's Solution

- Delivery of presentation/meeting materials with superior image quality, made possible by Ultra HD Display
- Small monitors in external side with conference info
- Able to request for service with simple touch via Touch Screen Kiosk
- Interactive Digital Board: All-in-one collaboration solution for effective meetings

4. Service Scene – Hallway

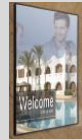
- Provide helpful information to the guests whilst improving the interior design.



Products & Solutions



Standard
Signage &
touch
displays



Mirror Monitor



Ultra Stretch:
86" BH5C / BH7C / 88"
BH7D



SuperSign:
content management

Space characteristics

- Place leading the guest to hotel rooms and other accommodations
- Need to provide helpful information such as directory and way finding

LG's Solution

- Delivery of Information and advertisement through Standard Signage
- Interactive customer service with Touch signage (KIOSK)
- Provides interesting experience to the guests with Mirror Signage, which can be used both as a real mirror and information display purpose such as weather, news, properties real time information

5. Service Scene – Fitness Center

- Maximizes aesthetic and functionality of communal spaces with Digital Signage



Products & Solutions



Video Wall:
55VH7B /
VM5B
49VH7C /
VM5C



**Standard
Signage**



**Mirror
Signage**



SUPER SIGN SuperSign:
webOS content
management

Space characteristics

- One of critical places in the Hotel as today's guests prioritize well-being and wellness
- Need to create lively and active environment with entertaining yet helpful videos and content
- Interactive service may encourage the users

LG's Solution

- Delivery of lively videos with Ultra Narrow Bezel Video wall
- Interactive service with Mirror signage and touch signage
- Delivery of entertaining contents with various Standard Signage Monitors

6. Service Scene – Restaurant/Bar/Cafe

- Deliver the menu, price, promotions, and videos clearly to the guests.



Products & Solutions



OLED/UHD/FHD TV



Ultra Stretch:
86 BH5C / BH7C / 88 BH7D



Standard Signage
& touch displays



Transparent Cooler
49WEC

Space characteristics

- Need to ensure visibility of the menu, price, and promotional information
- Need to provide self-service options
- Need to fully utilize the limited space and provide visually interesting contents

LG's Solution

- Effective delivery of menu and price information using Standard Signage
- Able to provide self-service option with Touch Signage
- Able to create lively environment with high-quality TV Displays

7. Service Scene – Swimming Pool

- Provide vivid images at the outdoor swimming pool regardless of the ambient environment.



Products & Solutions



- Outdoor Model:
XF3C, XS2C,
49XS2B



- Outdoor LED
Signage:
LBS Series

Space characteristics

- In need of providing entertaining and informative visual media for the hotel guests at the outdoor pool
- Environmental factors such as sun light, temperature, humidity, rain, snow, and etc. should be considered in the space

LG's Solution

- LG Outdoor LED designed to be used 24/7, with a guaranteed lifetime of 100,000 hours with high brightness and vividness
- LG MRI ensures clear visibility in any conditions and guarantee 10 years lifetime
- Display manufactured with 7.5mm / 13.5 mm thick cover glass prevents damage from physical impact

8. Service Scene – Hotel Room

- Let the guests enjoy their stay with full package of LG's prestigious and premium OLED hotel TV, signage and combination of partner's product



Products & Solutions

- Hospitality



TVs:
4K UHD UV7
Series
Full-HD LV7



- OLED
Hospitality TVs:
55/65EU961H

LG Pro:Centric
SMART

LG Pro:Centric
DIRECT

Pro:Centric Server:
PCS400R

Space characteristics

- Place where the guests spend most of his/her time
- Need to provide the guests with comfortable environment like home
- Need to provide the guests with luxurious interior design and cutting-edge technology

LG's Solution

- LG TV/OLED Hospitality : Feel and enjoy premium experience with blade slim and OLED 4K picture quality
- Hospitality Solution: can select solution from SI partner's one or from LG solution , which is the Pro:Centric Direct

Thank you