

Pro:Centric®

by LG Business Solutions



LG Pro:Centric System

LG's Pro:Centric® Application enhances the hotel guest experience of their in-room hotel TV. Guests can locate and enjoy available television programming, check on the daily weather and review hotel amenities - all from the comfort of their room using their LG HD TV.

Pro:Centric acts as a digital concierge – guests are presented with a branded user interface on the television and can view “electronic billboards”, which present information on hotel amenities such as restaurants, bars, fitness and businesscenters; or use the interactive Electronic Program Guide (EPG) to select their favorite sitcom or find the premium movie channels.

The hotel staff can customize and update the billboards to promote amenities and services that benefit their guests. The ability to quickly and easily add or update information creates real savings in printing and distribution costs and enables more timely presentation of pertinent and valuable information to guests. When guests benefit, hotels benefit. By providing a simple means of access to entertainment and hotel services, Pro:Centric improves guest satisfaction and 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. Pro:Centric also offers the additional benefit of remote programming of the televisions' configuration files, (channel map and installer menu items), thereby saving the costs of room visits to modify these settings.

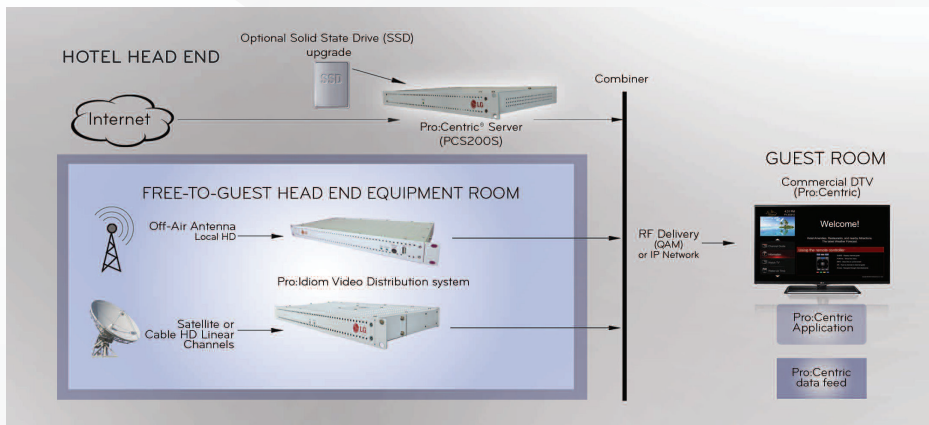
Pro:Centric in Action

LG's exclusive Pro:Centric system provides your guests with information at their fingertips without creating operational headaches for the hotel. The system is simple to install and has a client GUI for remote administration and maintenance using a secure remote VPN client.

The Pro:Centric server collects data from the internet, e.g. live weather or EPG data, 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 Pro:Centric system can also operate over a multi-cast IPTV network.

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

The Pro:Centric Server (PCS) can also deliver the TLX file to the TV's for programming of the channel map and installer menu settings, thereby avoiding room visits to change these settings.



Provisioning, Installation, Content, and Service

LG Fulfillment is happy to customize a Pro:Centric plan of action for your team that meets your facility's needs. This ranges from buying a server that we are happy to ship directly to Pro:Centric Installation certified integrator, to provisioning, installation, and remote or onsite service. Our certified Pro:Centric Installers and technicians can handle all of the details if you choose.

Don't have a designer on staff? No worries. Our content team can deliver brand-appropriate screens that integrate perfectly with your Pro:Centric interface. Content services are easily added on at any time during the ordering process and can be updated on as needed basis.





Offer Your Guests a Second-to None Hotel Experience

- **Customizable Welcome Screen:** Let your guests feel a warm and personal stay with the function to program customized name greetings.
- **Informative & Up-to-Date:** Provide guests with the power to receive updated information on weather, hotel amenities and other television programs right at the comfort of their hotel rooms.
- **Multi-Angle Display Stand:** The commercial-grade stand allows your guests to enjoy their program from any angle, while having the option to be secured to the table for security's sake.
- **Better Energy Efficiency:** Enjoy cost savings and stay green with better power management on the TV sets, through features such as Dynamic Power Savings and Static Power Savings.
- **Superb Ease of Management & Maintenance:** Easily clone TV settings from a designated master TV to all other TV sets through a USB memory device. With diagnostics that can be stored to the USB device, let service engineers easily troubleshoot, identify and resolve technical issues.

Hardware, Software, and Services

PRO:CENTRIC® SERVER (PCS400R)

- **Simple Installation**
- **Minimal Head-End Rack-Space**
- **High Reliability**
- **Supports Pro:Centric Direct (PCD)** - The PCS400R supports LG's new Pro:Centric Direct, HTML5 Content Management Software. Pro:Centric Direct offers a comprehensive UI (User Interface) Editor, along with customizable widgets and multiple theme templates to enable system integrators to create a unique guest user experience and express the hotel's brand identity and individuality through LG's Pro:Centric In-Room television.
- **SERVER ADMIN CLIENT** - PCA or PCD Admin Client Graphical User Interface (GUI) is provided and is remotely accessible via the Internet using VPN service and a standard web browser, to provide System Integrator administration users with a full suite of features to manage and support the Pro:Centric system. This includes system status and logs, and server settings, configuration for Channel lineup and Electronic Program Guide, UI Editor and customization tools, and managing television configurations settings and software updates.

Gold Application Software (PCA200)

- **Portal** - Welcome Page including branding logos and “skins” for customized User Interface (three options - “Classic”, “Classic Premium” and “Global Hotel”).
- Ability to add additional Portal “Information” buttons.
- Accuweather Billboard including local radar map, current conditions and 4-day forecast.
- **Customizable Billboards** –Using standard desktop publishing tools, electronic billboards can be created and customized to present guests with information on hotel amenities, local attractions and businesses. Up to 40 custom billboards are supported dependent on the Application Release Version operating on the server.
- **Interactive Electronic Program Guide (see below).**
- **Video Spooling** - deliver a video to the guest TVs for promotion and information purposes in full HD picture quality (up to 21 streams with optional SSD installed).
- Admin Client configuration tool for editing of portal messages and billboards.
- **Smart Apps launch** - where an Pro:Centric IPTV model has embedded smart applications available, these can be launched by the guest from within the portal menu (IP connectivity required).

EPG Option (PCG100)

- Fully interactive Electronic Program Guide (EPG) with program information and time schedules.
- Customizable color scheme. (With the Gold App)
- Available in full screen mode with picture-in-picture (PIP) video window or “classic view” overlay mode. (With the Gold App)

