



LG Pro:Centric Cloud

The Optimal Hotel Management Solution



Cloud Service



Content and Group Management



Enhanced User Experience



Monitoring



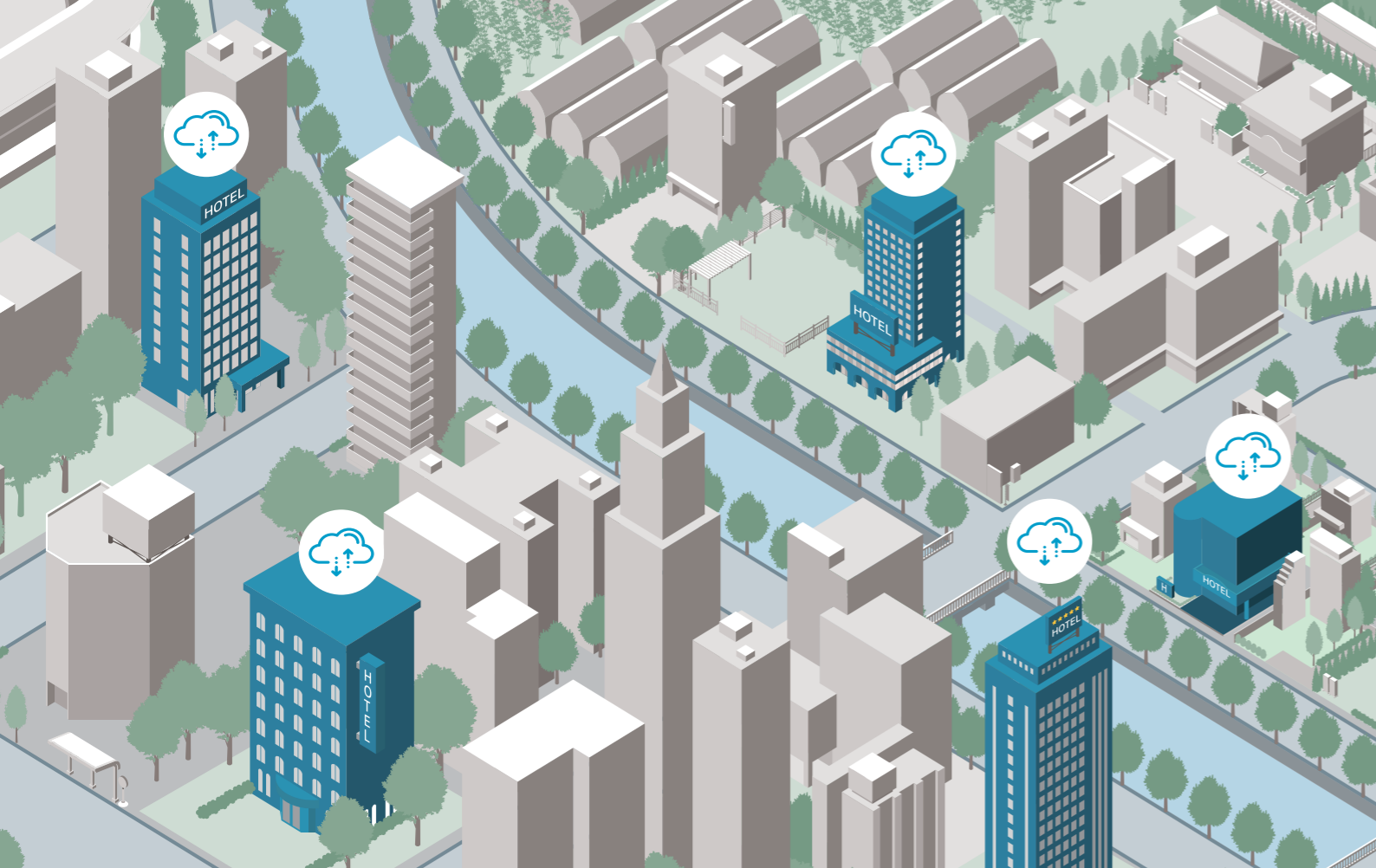
Data Viewer



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CLOUD SERVICE

LG Pro:Centric Cloud is a cloud server-based solution that operates in a network-connected environment, enabling remote access regardless of location and minimizing the need for unnecessary on-site visits. In addition, LG Pro:Centric Cloud provides excellent scalability, making it easy to add new devices into the solution and able to integrate seamlessly with other systems. Compared to traditional on-premise solutions, LG Pro:Centric Cloud allows for cost savings in initial investment.

* Since LG Pro:Centric Cloud is a cloud-based solution, it may be affected by network conditions.



What is LG Pro:Centric Cloud?

LG Pro:Centric Cloud is a powerful yet convenient cloud-based hotel management solution that allows for integrated management. This comprehensive management solution empowers hotels to create content easily for in-room displays, delivering customized services to their customers. By utilizing LG Pro:Centric Cloud, hotels can monitor the status of rooms and customer requests and accumulate meaningful data generated while operating a hotel.

* LG Pro:Centric Cloud is available for use through a paid subscription, and requires a separate registration.

ENHANCING THE HOSPITALITY EXPERIENCE



SI Company

SI companies can conveniently operate the solution due to streamlined licensing and installation process. Additionally, they can seamlessly integrate it into their system using Open API.



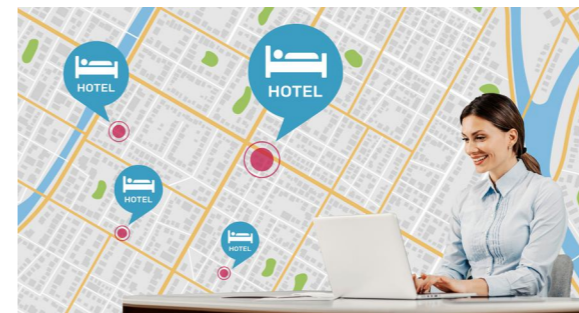
Hotels

Hotels can obtain valuable data related to customer usage that can help hotel operations. Additionally, easy content creation and customized advertising can lead to increased revenue.



Customers

Customers can receive personalized services, easily access hotel-related information and events, and request room service using their mobile phone.



ACCESSIBILITY

One of the key advantages of cloud-based solutions is accessibility. Remote management and system access are possible anywhere with a network connection. LG Pro:Centric Cloud can be managed and updated remotely from any location, simplifying the management of hotel TVs and reducing the need for physical visits to sites.



SCALABILITY

LG Pro:Centric Cloud's scalability streamlines license issuance and installation, utilizing its cloud server-based architecture for seamless expansion across regions without the need for separate servers. In addition, with the subscription of a solution license, we provide an Open API that allows customize and utilize functions necessary for linking with other systems.



REDUCED INITIAL COST

Hosting your own server and installing a solution can be costly because purchasing solution licenses and establishing an initial system are expensive. However, cloud server-based solutions have lower initial investment costs compared to on-premise solutions because they do not require physical servers or operation costs.

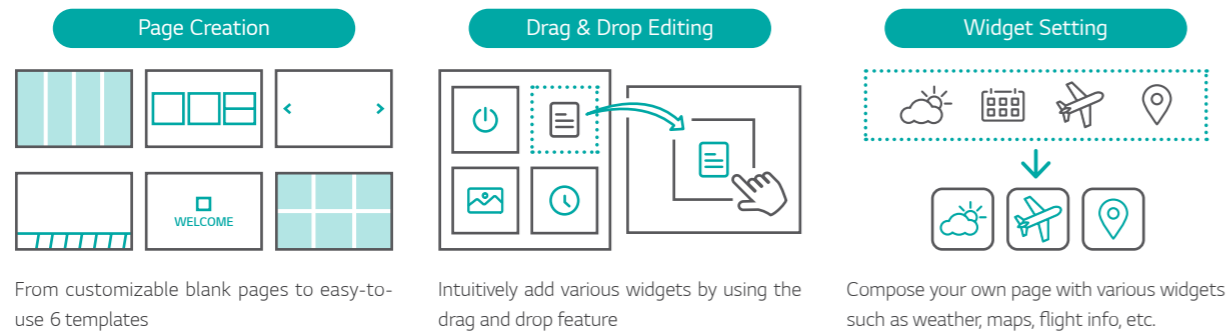
* All images are for illustrative purposes only.

CONTENT AND GROUP MANAGEMENT

When operating a hotel, effective communication with customers is essential, whether it's through displays in the lobby or guest rooms. Meeting these communication needs requires various content to be played on the displays. With LG Pro:Centric Cloud, hotels can effortlessly create content that showcases the hotel's identity or provides essential information to customers. Furthermore, LG Pro:Centric Cloud enables hotels to deliver customized services by tailoring the content to individual customer preferences.

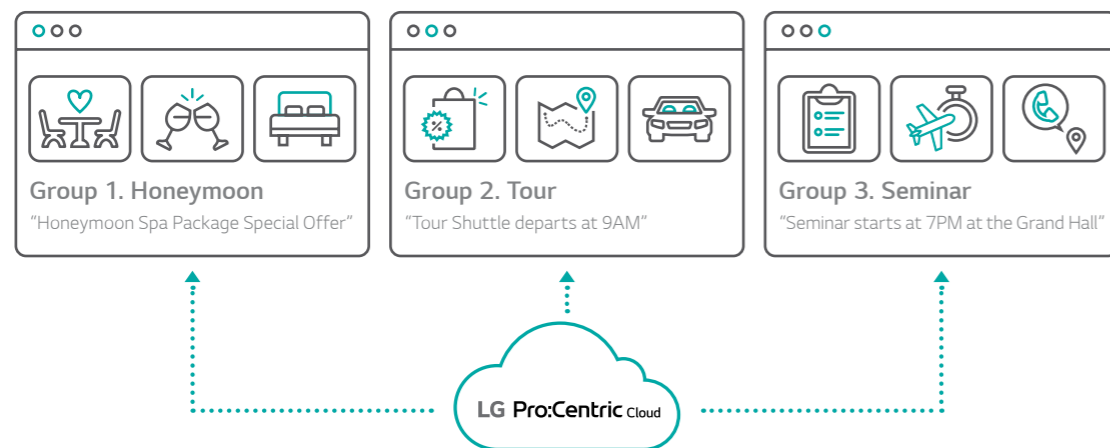
SIMPLE AND EASY CONTENT MANAGEMENT

LG Pro:Centric Cloud's intuitive editing tool allows users to easily put together intriguing screen images with various template options and widgets. The ideal design becomes easier than ever since everything from choosing fonts and changing sizes, inserting images and video clips, to applying various animation effects can be done with the simple drag and drop functionality.



FLEXIBLE GROUP MANAGEMENT

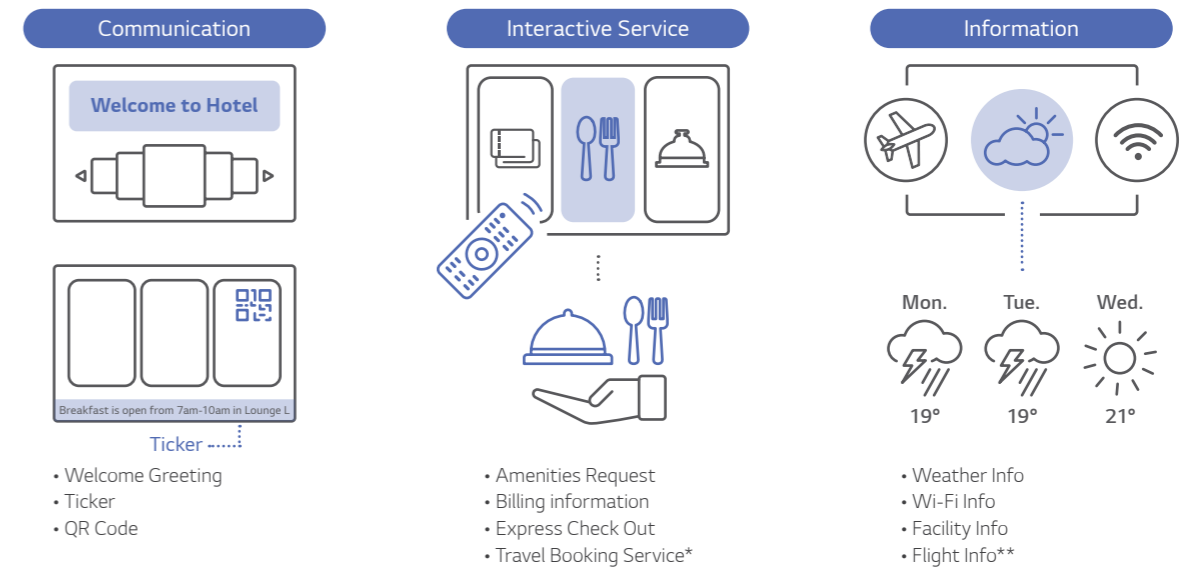
Hotel managers can coordinate in-room TV channels to fit each guest. Different channels and messages can be provided to each group according to their preferences, purpose of visit, room grade, etc.* Not only that, special promotions and notices can be sent to select groups with customized services and more effective marketing.



* LG Pro:Centric Cloud does not collect any personal information of guests as a tool that helps hotels to group rooms and manage tailored content.

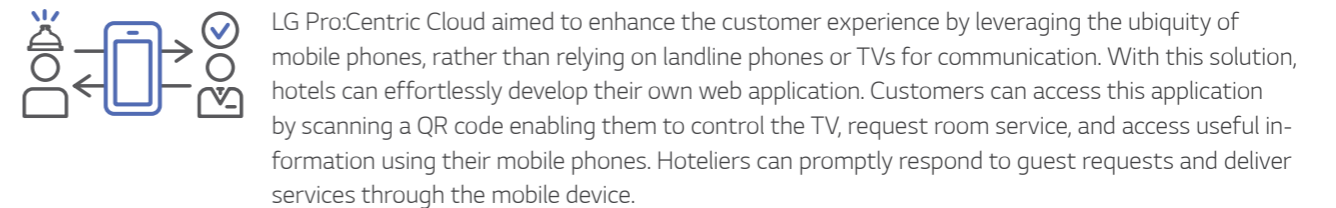
ENHANCED USER EXPERIENCE

With LG Pro:Centric Cloud, hotels can elevate guest experiences to a new level of personalization and interactivity. Through in-room TVs, specialized services can be provided to guests, creating tailored experiences. Starting with a warm welcome message upon entering the room, hotels can deliver customized advertisements and announcements to specific guest groups via the TV. Additionally, guests can conveniently request services or access information.



* Purchases can be made via a guest's phone by scanning the QR code on the TV to access purchase links.
** Please note that a separate fee is required for flight info service usage.

WEB APPLICATION EDITOR



OTT* SERVICE



With LG Pro:Centric Cloud, hotels can offer guests their preferred OTT service, such as 'Netflix' or 'YouTube'. Guests can log in using their own accounts and will be automatically logged out upon checkout.

* OTT service : Over-the-top media service.
** To ensure seamless access to OTT service, it is necessary to check for compatible TV models and PMS (Property Management System) availability. In addition, please note that there may be countries where the OTT service is not provided, so please contact the local sales office for more details.

EXTERNAL SERVICE INTEGRATION



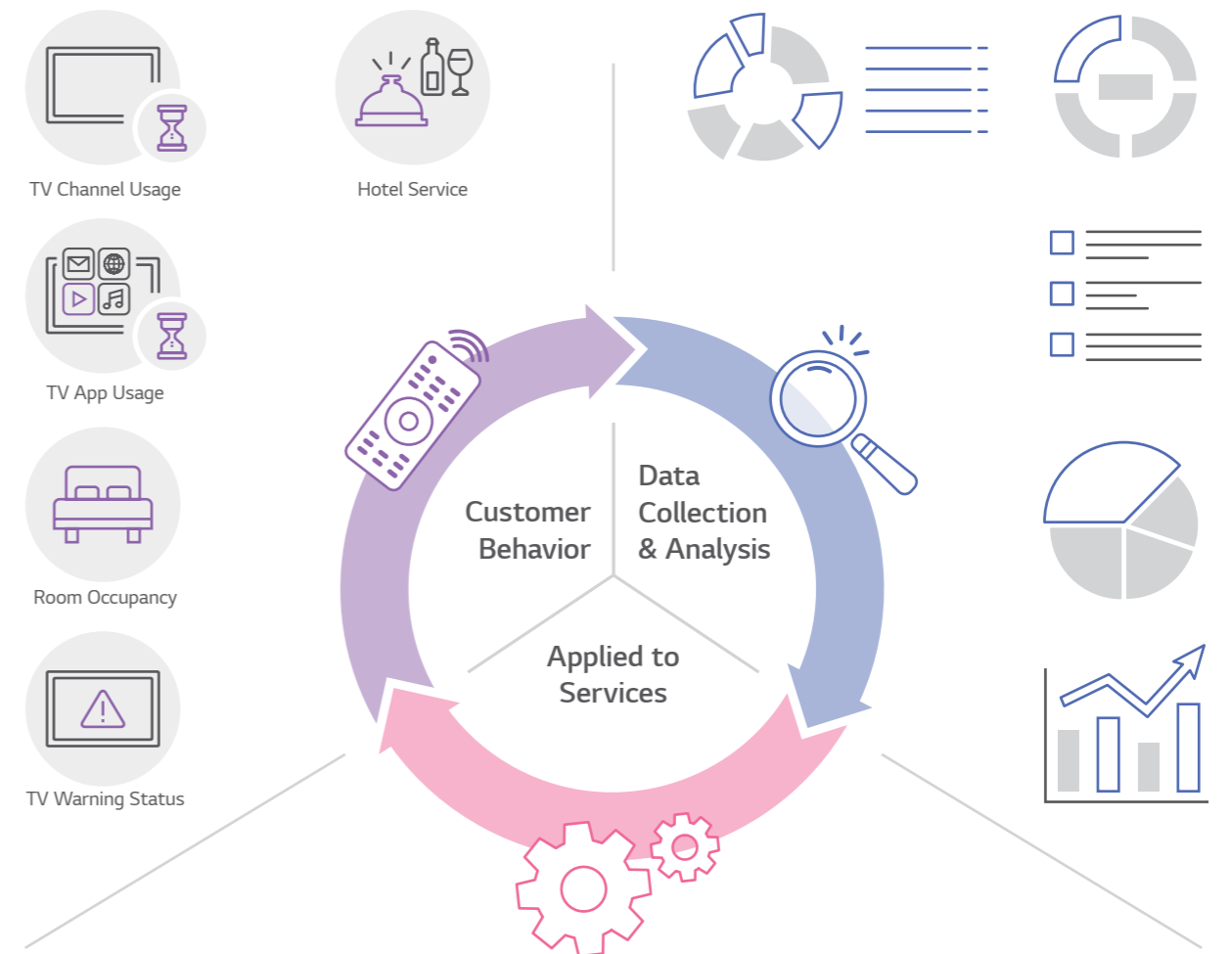
LG Pro:Centric Cloud seamlessly integrates with third-party service providers to bring a range of solutions directly to guest rooms, including the "GYG (Get Your Guide) Trip Service". This service enables guests to access a variety of local tour packages and excursion programs through in-room TVs, allowing them to discover information and make purchases* from the comfort of their rooms. Additionally, the solution can be linked with external services such as weather information and flight details**, enabling guests to conveniently access this information on their TV.

* Purchases can be made via a guest's phone by scanning the QR code on the TV to access purchase links.
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DATA VIEWER

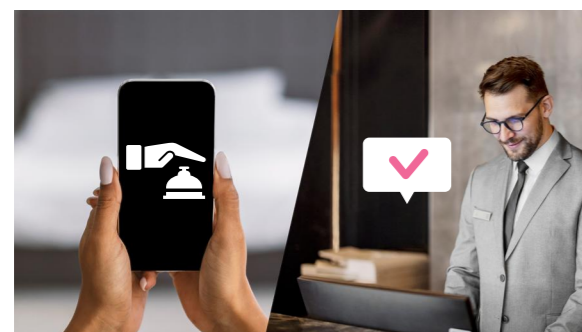
LG Pro:Centric Cloud offers a comprehensive data viewer that empowers hoteliers to access valuable information through various dashboards. This enables them to run their operations more efficiently and make informed decisions based on guest preferences. For instance, hotels can analyze individual guest's TV viewing patterns to gain insights into their behaviors and preferences, such as duration of stay in the room and preferred channels. This information can be utilized to provide personalized suggestions or rearrange channel offerings, ultimately enhancing the overall guest experience. Additionally, hoteliers can monitor warning statuses and promptly address any device issues to ensure smooth operations. With the data viewer, meaningful data is collected and hotels can analyze the data themselves to gain valuable insights, that can improve the guest experience.



MONITORING

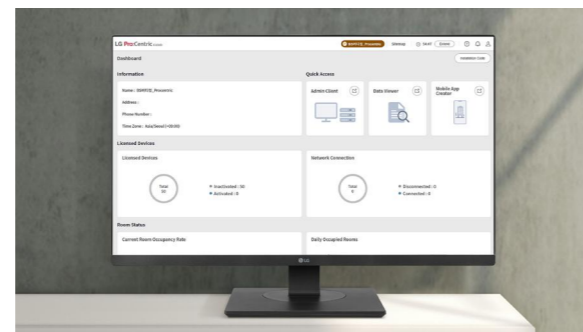
While operating a hotel, it is crucial to monitor room status and service requests from customers in real time. By utilizing LG Pro:Centric Cloud, hotels can easily monitor the essential aspects of hotel through the room manager and dashboard features.

* Since LG Pro:Centric Cloud is a cloud-based solution, it may be affected by network conditions.



ROOM MANAGER

When a customer submits a room service request through the mobile web app created with the functionalities of LG Pro:Centric Cloud mentioned earlier, hoteliers can instantly and efficiently track these requests using the room manager.



DASHBOARD

LG Pro:Centric Cloud provides a comprehensive dashboard that offers valuable information for efficient hotel management. This includes details on licensed devices, network connectivity, and room-related data such as current occupancy rates and daily room utilization. The dashboard's intuitive interface makes it easy to access and interpret the essential data required for successful hotel operations.

