In-Room Solutions Streamline Guest Experience

ANAHEIM, Calif., /PRNewswire/ -- LG Electronics is showcasing its full line of solutions, led by LG's Pro:Centric™ technology, at the 2009 Hospitality Industry Technology Exposition and Conference (HITEC). LG is displaying plasma HDTVs with a stunning new single-layer design, as well as a new single-cable-connection Remote Jack Pack and EcoSmart™ display technology.

Pro:Centric technology is a standards-based applications platform that streamlines information sharing from the hotel to guests, improving the overall guest experience. A cost-effective way for hotels to deliver uniform services and features over both coax and CAT5- IP (Internet protocol) based networks; this system can provide in-room services without the need for additional hardware such as set top boxes.

Now available for integration in the lodging environment, Pro:Centric facilitates quicker execution of new applications and back-office integration. This robust interactive applications platform enables hoteliers to customize the entire in-room experience, providing a unique way for hotels to deliver uniform services and features.

Providing hotel owners with an Electronic Interactive Program Guide, Pro:Centric provides advanced channel search and selection capabilities for easier channel surfing. Future releases will allow hoteliers to customize their applications with unique authoring tools and Java-enabled technologies.

For example, the system will be able to deliver guest-friendly information such as room service menus, spa services and golf course schedules on the HDTV at the touch of the remote. (Note: such guest service applications may require optional software, hardware, a third-party subscription service contract and customization at an additional cost.)

Further enhancing interactivity and utility, LG's flat-panel displays with an MPI port are compatible with new technology from Control4 Corporation. Combined with LG's Pro:Centric integrated HDTVs, the Control4 card creates an automation system allowing guests to control lighting, room temperature, draperies and entertainment systems through the TV remote control. Control4 technology is now available for integration with LG hospitality HDTVs.

Combining LG's Intelligent Sensor and Power Saving functions for both plasmas and LCDs, new "LG EcoSmart" technology takes smart energy savings one step further. The Intelligent Sensor function automatically adjusts the picture brightness based on the amount of light in the room, which can help to save energy.

On LG's LCDs, Dynamic Power Savings reduces power consumption under most conditions and optimizes picture settings, while Static Power Savings allows the

installer to set the preferred power consumption level. Plasmas feature three power saving modes which also provide a choice in the maximum power consumption level.

This combination of automatic settings and options for manual adjustments helps hoteliers save on energy costs and allows increased energy savings while still providing superior picture quality to guests.

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