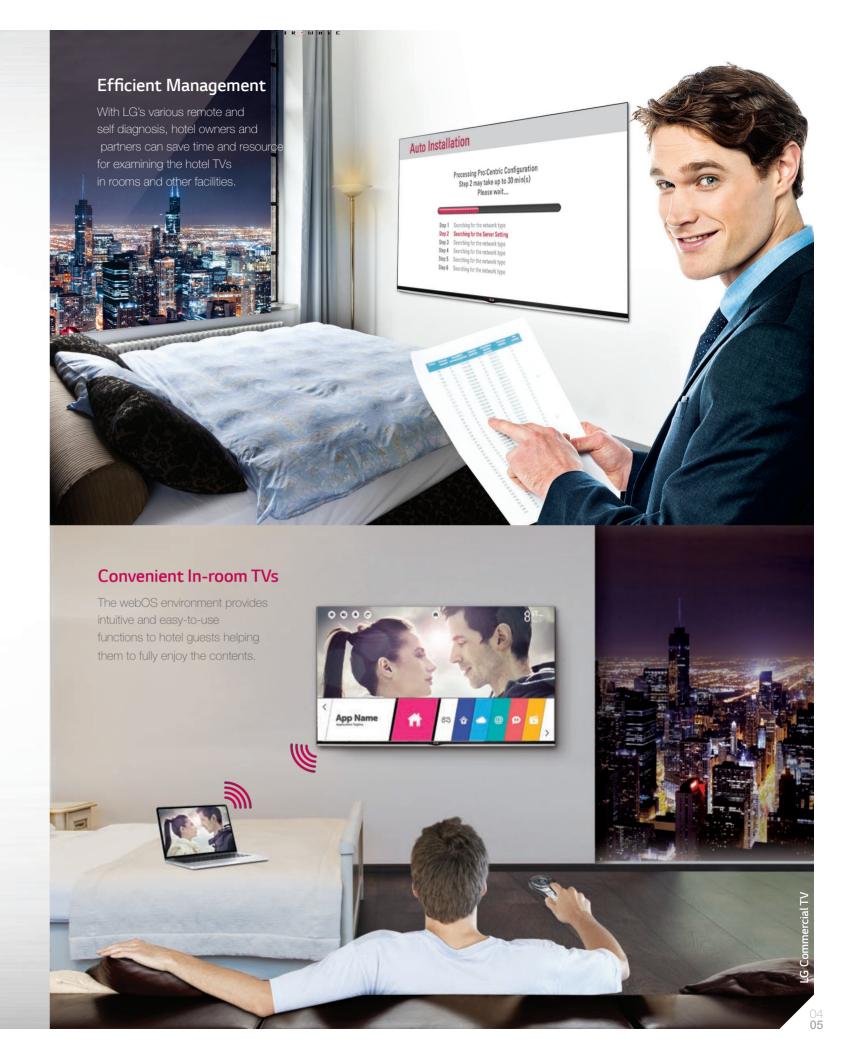


Pro: Gentric Solution

LG Pro:Centric is a middle-ware solution that makes hotel TVs to be more customizable and more efficiently manageable. Pro:Centric SMART products have premium functions with webOS user interface while Pro:Centric V products have valuable functions to cut to down TCO(Total Cost of Ownership) for hotel owners and to provide feel at home connectivity for hotel guests.



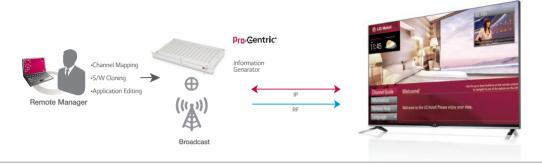


Pro:Gentric[®]V



DELIVERING YOUR VISION

LG's Pro:Centric V solution allows hoteliers to customize the in-room experience, providing an easy way to interface with program guides, internet data feeds and applications designed to connect guests to hotel services through RF or IP infrastruture.



USB Cloning

Your ordinary USB can be the perfect device for cloning all hotel TVs with astonishing speed and ease. The USB Cloning feature allows you to simply copy the TV settings to all TVs using a USB stick, a process that is fully automated to save a lot of time without having to set each TV one by one.





Self Diagnosis

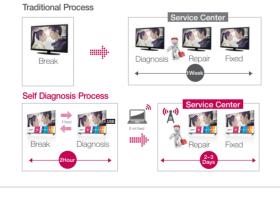
Enables service engineers to recognize technical issues in the TV quickly and easily through a USB device. The TV stores any technical issues it encounters and can output it to a USB device. Service engineers can use the information to analyze technical issues without the actual TV.



Lock Mode

The Lock Mode blocks external input sources for illegal communication, a useful feature for preventing misuse of TVs in facilities such as prisons, mental hospitals and other applicable public spaces.







Pro: Gentric V

Product Line up

LY570H/LY560H

- IP Return Path (For Pro:Centric)
- EzManager 2.1
- Remote Diagnosis (RF)
- Pro:Centric Application 3.0
- External Speaker Out
- HTNG 1.3 / HDMI CEC 1.4



LY540H

- Remote Diagnosis (RF)
- Pro:Centric Application 3.0
- External Speaker Out
- HTNG 1.3 / HDMI CFC 1.4



PCS200R

- P2020 e500v2 dual core SoC 1GHz System clock
- 2Gb 800 MHz DDR3 SDRAM 4GB Micro SD Memory
- (1) 10/100/1G Ethernet RJ-45 (1) USB2.0 ports
- Real Time clock PCle
- Altera ARRIA 2 FPGA (8 QAM Modulators & an 8 channel upconverter)
- 256 MB DDR3 buffer
- Digital PLL
- 256GB Min. SATA SSD











DELIVERING YOUR VISION



My Pro:Centric is one LG's hotel TV middle-ware solution that provides flexible and open platform that hotel owners, system integrators, or contents providers can create their own hotel TV contents and built them in LG Hotel TVs. This will help cutting down the TCO(Total Cost of Ownership) not only for hotel owners but also for the contents vendors or SIs.



Solution

TV set











Customized

Contents













Pro:Centric Products







Contents & App.

Create In-House contents

2 Deliver contents created by

certified SIs to End customers

Development

Customer(Hotel)

Hotel A

Hotel B

Hotel C

Hotel D

Features

Unique contents

My Pro:Centric supports representative SDKs such as Flash, HTML5 and Java. With this open environment, hotel contents can be more unique and dedicated for each hotel in spite of less development resource.



Customizable UI Flash, HTML5 and Java

Cost saving

Purchasing another premium hotel TV is not necessary to implement My Pro:Centric. Your current hotel TVs will serve you better with My Pro:Centric.



Easy TV management

Develop and utilize only the functions you need and eliminate the ones those are not necessary. This will maximize your management efficiency.

