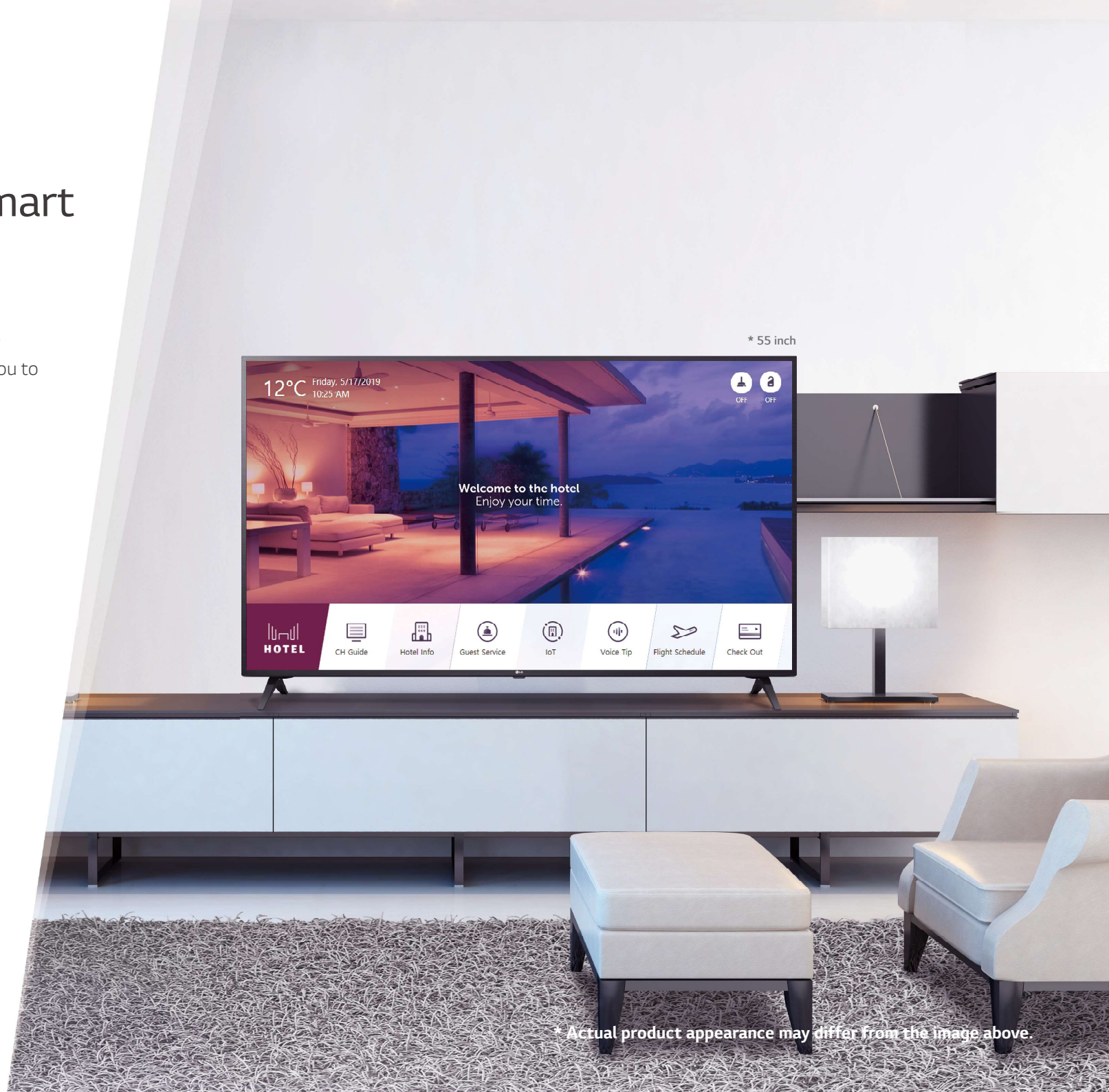
Customer Design Smart Hotel TV with Pro:Centric Smart

Hotel TV | UT660H Series

The UT660H series offers Ultra HD Displays, customizable apps, and Pro:Centric, hospitality content management software that enables you to easily create customized content.

- Pro:Centric
  Hotel TV Management Solution
- Overcoming Environmental Risks:
  Conformal Coating
- Voice Recognition
- Quick Menu

LG | Business Solutions



* Actual product appearance may differ from the image above.

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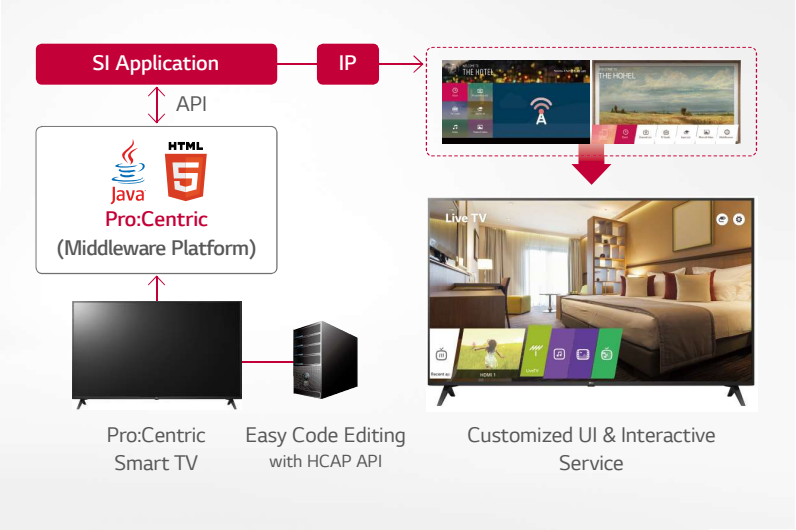
Pro:Centric Hotel Management Solution

Pro:Centric SMART is optimized for customizing hospitality services for hotel brands and guests through an IP & RF infrastructure. With its high picture quality, sophisticated design, and advanced connectivity functions, it upscales in-room entertainment and enhances convenience through high-end technology.

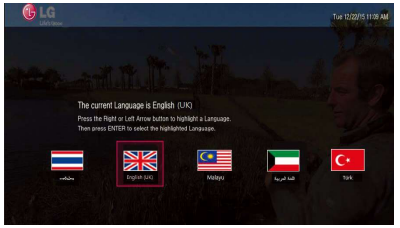


* Customized UI may be little different.

Pro:Centric Server Application

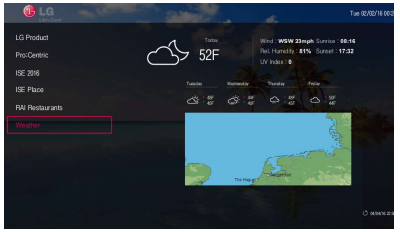
You can now express your hotel's unique identity with our customizable templates and pages. Pro:Centric provides you with a solution that be especially customized for your business.

Welcome Page



Language selection

Wake-up Setting

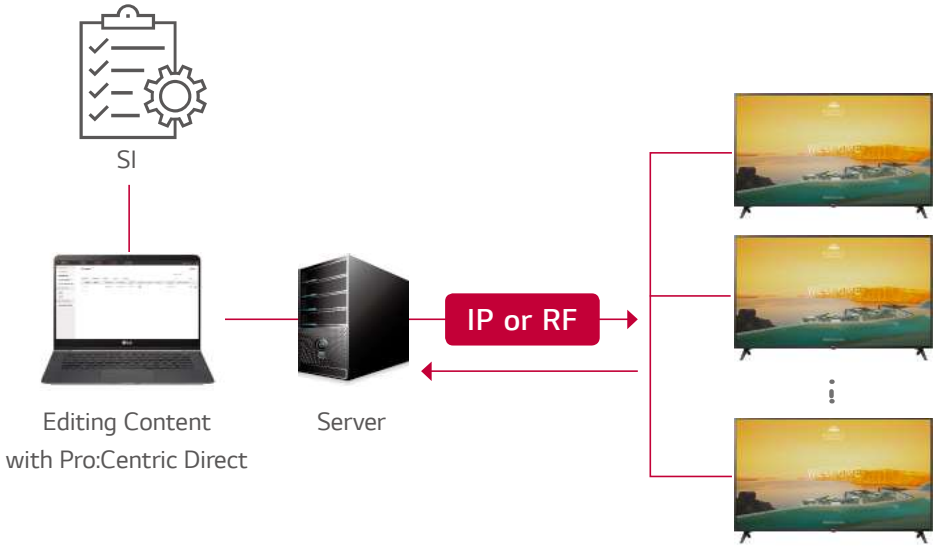


Weather Information

Pro:Centric Direct Solution

Pro:Centric Direct is a hotel content management system that supports simple editing tools and provides various solutions such as 1-click service and IP network-based remote management. With this solution, users can easily edit the user interface, provide customized service, and efficiently manage all TVs.

PCD version 3.0 offers IoT-based In-room control, as well as voice control through LG Embedded Natural Language Processing (NLP). These IoT and voice-related features will prepare hotels for a future where rooms will be enhanced by artificial intelligence.



* Actual UI may slightly differ when implemented.
* When PCS400R and PCD 2.0 are used, PCD feature is available, even in RF infrastructure. However, to provide interactive services in an RF infrastructure, Wi-Fi is required (RF+Wireless Infrastructure).

Pro:Centric V provides comprehensive solutions in an RF infrastructure. Through the Pro:Centric server and app, hotels are able to customize their settings and deliver information about hotel facilities and wake-up call services, weather forecasts, and other messages to guests, all while reinforcing the hotel's brand image.

Multi language

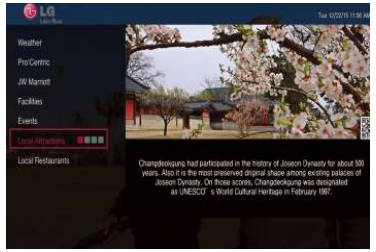
39 languages including Hebrew, Arabic, and Farsi, and language alignment are supported, making your guests' stay a more comfortable one.

(Right Alignment Hebrew, Arabic, Farsi)

Left Alignment (36 languages)

Customizable Template & Page

Choose an alternative look & feel template based on your preferences, and edit multiple sections with 40 pages of billboards with the web-based tool. (Up to 15 pages/sections available)



Basic & Easy Templates

Pro:Centric Application (PCA) provides one Basic & Easy Template, making a total of three templates, that customers can select according to their preference.

Welcome image of PCA

Multi Channel Spooling

Operation of up to 8 hotel channels (22 sub-channels) can offer various information and added services.

Conformal Coating

TVs in hotels or resorts can't avoid exposure to environments with salt, dust, iron powder, and humidity, which may lead to hampered performance over time. Conformal coating on the major circuit board (power board) eliminates these risks from such environments by protecting TVS from salt, dust, iron powder, humidity, etc.

* Actual images (TV display) available may differ from the example images shown.

Smart TV by LG WebOS 4.5

This is LG Smart TV with WebOS 4.5. Explore the latest LG Smart TV features, and discover TVs that deliver innovative technology, remarkable clarity, and true-to-life colors.

* Actual In-screen image may slightly differ.

Voice Recognition

From seamless interaction to consistent user experience, LG is going one step further to lead the commercial TV market by including voice recognition, allowing users to easily control LG TVs. Our stable and dependable solutions based on webOS and Pro:Centric Direct will significantly enhance the competitiveness of your products and services, helping you achieve a successful future for your business.

* TV native Control
* Server Based control
* Magic Motion Remote is required (sold separately)

Soft AP

Software-enabled Access Point (SoftAP) is a "virtual" Wi-Fi feature that uses software to create a wireless hotspot. The current version supports Bridge Mode, which enables network managers to control connected devices.

SmartShare

SmartShare allows users to share content more quickly. It also searches for the content they want in order to share it more easily, thereby simplifying the process of sharing between various devices.

* SoftAP should be set in installation menu after TV is on.
* Smart Mirroring may not be operated at the same time.

ScreenShare

Connect a smartphone or a laptop PC to TV via a Wi-Fi Direct connection. The TV will display the device's screen, and users can share their content and memories together.

Bluetooth Sound Sync

Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers via Bluetooth connection.

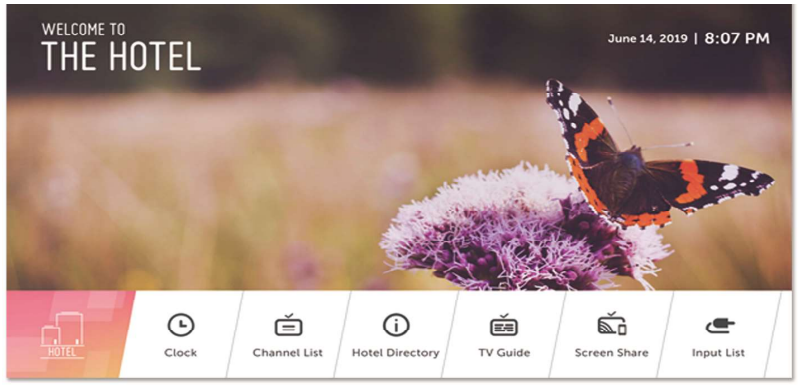
* Support devices for Bluetooth Sound Sync: Android (above v4.4 KitKat) / iOS based mobile device

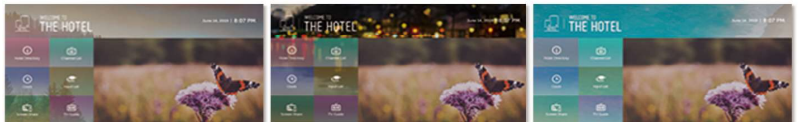
Instant On

The high speed loading system enables users to enjoy content immediately after turning on the TV.

Quick Menu

Enjoy LG's easy home menu solution. Now LG provides the new Quick menu (ver. 3.0), making it easier and more user-friendly than ever. The solution has been upgraded in a big way with the addition of the new Hotel Promotional Video Creation Tool. Users can now also use Quick Manager for easy information distribution throughout the same network without a server or USB Cloning function, turning the solution into a perfect solution for Stand Alone Usage Scenes.

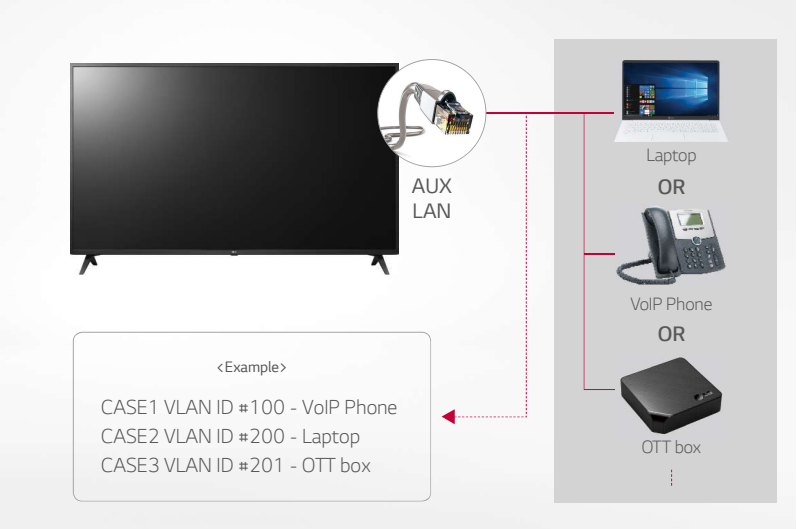




4 Templates

LAN out with VLAN (Virtual LAN) ID

Enhance the connectivity experience by overcoming the constraints of space. This feature enables users to manage a virtual LAN via the LAN out function, setting an ID for each device in the TV menu.



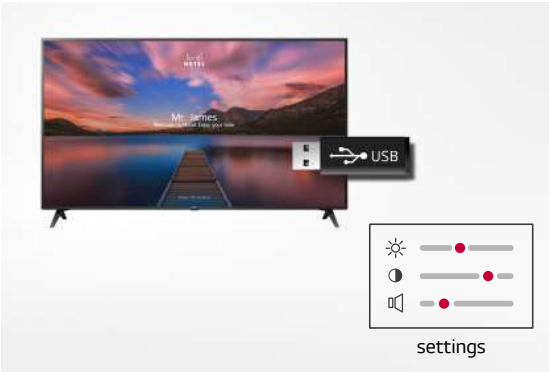
* AUX LAN (LAN out) ID: Set a VLAN ID to be assigned to external devices connected to the LAN out port. (An AUX LAN is used for assigning a VLAN ID.)
* VLAN ID: Create a separate Virtual LAN group with IDs (tagging).

EzManager

EzManager provides a convenient installation function for automatically set up Pro: Centric TV settings without the extra effort of configuration. Auto-installation requires 1-3 minutes while manual installation requires 3-5 minutes.

USB cloning

USB data cloning makes managing multiple displays more efficient for optimal operation. Instead of setting up each display one by one, data can be copied to a USB for one display, and then that data will be sent to the other displays through a USB plug-in.

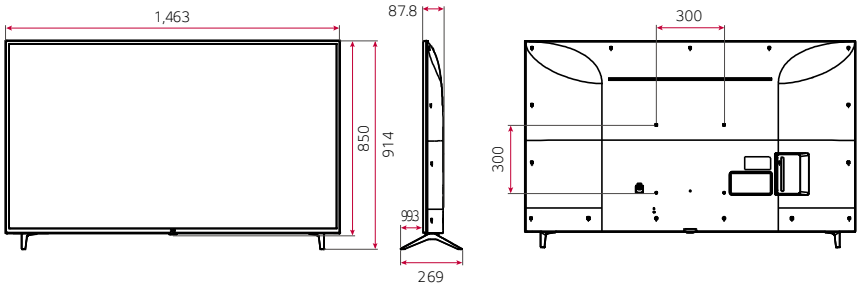


Pro:Idiom

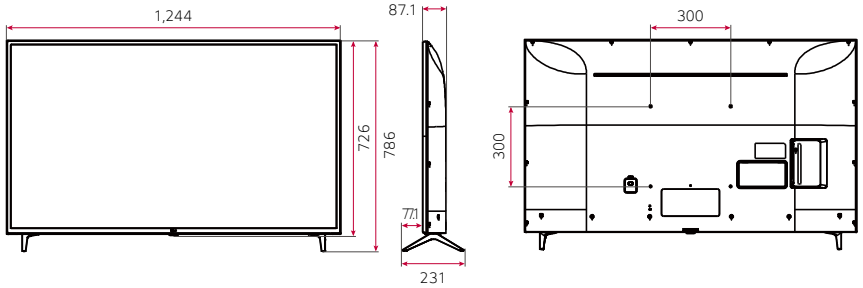
Prevent any illegal copying of content with widely used DRM (Digital Right Management).

DIMENSION (unit: mm)

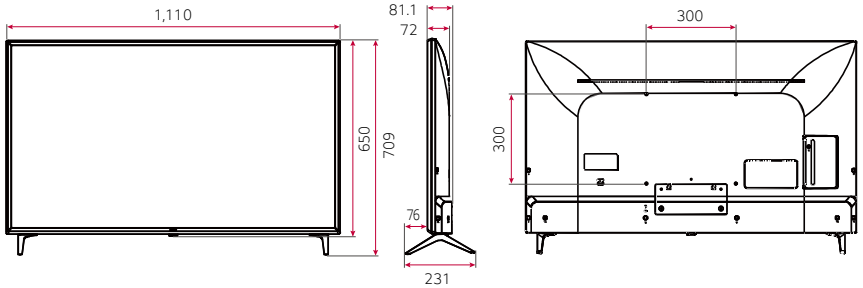
65”



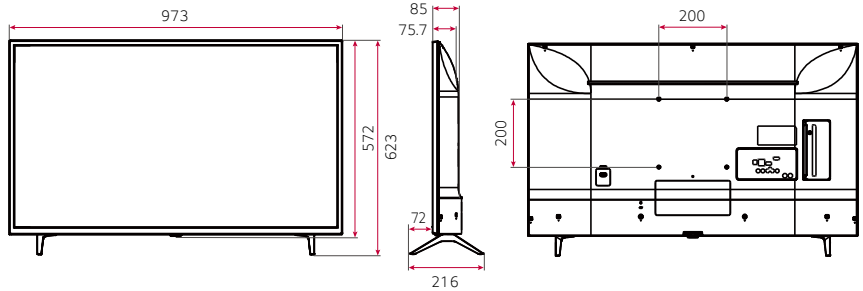
55”



49”

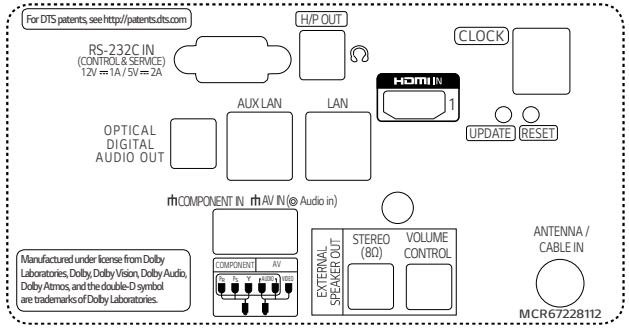


43”



CONNECTIVITY

65” | 55” | 49” | 43”



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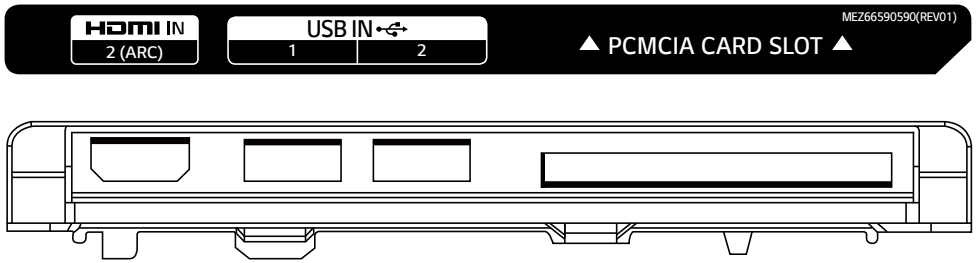

Side : A-5 Core
MAZ66165206

* Dimensions & Jack Panels (Read/Side) may differ from the above image, so please contact LG salesteam to verify before ordering.

SPECIFICATION

UT660H series		65UT660H	55UT660H	49UT660H	43UT660H
DESIGN	Stand Type	2 Pole	2 Pole	2 Pole	2 Pole
	Front Color	Ceramic Black	Ceramic Black	Ceramic Black	Ceramic Black
DISPLAY	Inch	65	55	49	43
	Resolution	3,840 X 2,160 (UHD)	3,840 X 2,160 (UHD)	3,840 X 2,160 (UHD)	3,840 X 2,160 (UHD)
	Backlight Unit Type	Direct	Direct	Direct	Direct
	Brightness (cd/m²)	400	400	400	300
BROADCASTING SYSTEM	Digital	• (DVB -T2 / C)	• (DVB -T2 / C)	• (DVB -T2 / C)	• (DVB -T2 / C)
VIDEO	HDR (10 Pro / HLG)	• / •	• / •	• / •	• / •
AUDIO	Audio Output	10W + 10W	10W + 10W	10W + 10W	10W + 10W
	Speaker System	2.0 ch	2.0 ch	2.0 ch	2.0 ch
	DOLBY ATMOS	-	-	-	-
	One Touch Sound Tuning	• (Ready)	• (Ready)	• (Ready)	• (Ready)
	LG Sound Sync	• (Bluetooth required)	• (Bluetooth required)	• (Bluetooth required)	• (Bluetooth required)
HOSPITALITY SOLUTION	Solution Type	Pro:Centric (Smart, V, Direct), Quick Menu 3.0	Pro:Centric (Smart, V, Direct), Quick Menu 3.0	Pro:Centric (Smart, V, Direct), Quick Menu 3.0	Pro:Centric (Smart, V, Direct), Quick Menu 3.0
	Data Streaming (IP & RF)	•	•	•	•
	HCAP (GEM / FLASH / HTML) ※ Service Carousel (TLL / XML)	GEM / HTML5	GEM / HTML5	GEM / HTML5	GEM / HTML5
	IP Return path	•	•	•	•
	Multicast / Unicast ready	•	•	•	•
	webRTC (Real Time Communication)	•	•	•	•
	Pro:Centric Application (version)	• (PCA3.8)	• (PCA3.8)	• (PCA3.8)	• (PCA3.8)
	Pro:Centric Server	PCS400R	PCS400R	PCS400R	PCS400R
	DRM	Pro:Idiom (S/W Type), Pro:Idiom Media	Pro:Idiom (S/W Type), Pro:Idiom Media	Pro:Idiom (S/W Type), Pro:Idiom Media	Pro:Idiom (S/W Type), Pro:Idiom Media
SMART FEATURE		webOS 4.5, Smart Home (Launcher Bar), Quick Access, Web Browser, Pre-loaded App, SDP Server compatibility, Magic Remote Compatibility (Ready), Clock (World Clock / Alarm), Soft AP, Wi-Fi (802.11ac, Built-in type), Screen Share (Miracast), Smart Share (DLNA), LG TV Plus App Compatibility, DIAL, Bluetooth Audio Playback, LG Sound Sync / Bluetooth, Mobile Connection Overlay, Voice Recognition (Standalone / Solution), IoT, EzManager (Simplicity), USB Cloning, Wake on RF, Wake on LAN, SNMP, Diagnostics (IP Remote), SI Compatible (TVLink Interactive), HTNG-CEC (1.4), Simplink (HDMI-CEC, 1.4), IR Out (RS-232C, HDMI), Multi IR Code, Anti-theft System (Kensington Lock), Chromecast Dongle Anti-theft Cover (Optional)			
HOSPITALITY FEATURES		Hotel Mode(Installer Menu), Lock mode (Limited), Welcome Video / Screen(Splash Image), Insert Image, One Channel Map, IP Channel Manager, External Speaker Out (Int / Ext Variable / Fixed), Instant ON, External Power Out, V-Lan Tag, RJP (Remote Jack Pack) Compatibility, External Clock Compatibility (LEC-005), Moving Picture Playback (SD / HD / Plus HD), Auto Off / Sleep Timer, Smart Energy Saving, Motion Eye Care			
JACK INTERFACE	Set Side	HDMI In 2.0, USB 2.0 (2), CI Slot			
	Set Rear	HDMI In (HDCP 2.0), Headphone Out, RF In, AV In (Phone Jack Type), Component in (Y, Pb, Pr-Video, Phone Jack Type), Digital Audio Out (Optical), RS-232C (Control & Service), Clock Interface (RJ12), RJ45 (Usage Purpose : 2 (Ethernet, Aux)), External Speaker Out (3.5mm Phone Jack) : 2 (Spk-out 1, 4W (Stereo, R : 2.0W, L : 2.0W, 8Ω) - Vol. Control1)			
DIMENSION (UNIT : mm / kg)	Vesa	300 x 300	300 x 300	300 x 300	200 x 200
	W x H x D / Weight (with stand)	1,463 x 914 x 269 / 21.6	1,244 x 786 x 231 / 14.5	1,110 x 709 x 231 / 11.3	973 x 623 x 216 / 8.1
	W x H x D / Weight (without stand)	1,463 x 850 x 87.8 / 21.3	1,244 x 726 x 87.1 / 14.3	1,110 x 650 x 81.1 / 11.1	973 x 572 x 85.0 / 8.0
	W x H x D / Weight (Shipping)	1,600 x 970 x 190 / 28.4	1,360 x 835 x 175 / 19.5	1,193 x 770 x 158 / 13.4	1,060 x 660 x 152 / 10.2
POWER (UNIT : WATTS)	Power Supply (Voltage, Hz)	100 ~ 240V, 50/60Hz	100 ~ 240V, 50/60Hz	100 ~ 240V, 50/60Hz	100 ~ 240V, 50/60Hz
	Typical	177W	142W	95W	101W
	Stand-by	0.5W	0.5W	0.5W	0.5W

* Specifications are subject to change without notice, so please contact LG salesteam to verify before ordering.

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