



- www.lg.com/b2b
- www.youtube.com/c/LGCommercialDisplay
- www.facebook.com/LGInformationDisplay
- www.linkedin.com/company/lginformationdisplay

LG may make changes to specifications and product descriptions without notice.
 Copyright © 2020 LG Electronics Inc. All rights reserved. "LG Life's Good" is a registered trademark of LG Corp.
 The names of products and brands mentioned here may be the trademarks of their respective owners.

Hospitality Dedicated Content Management Solution

Key Points

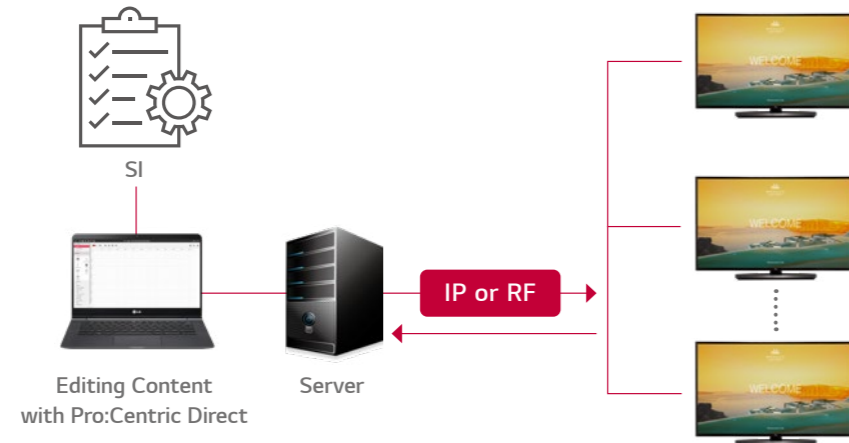
- Fully Customizable Content
- Remote and Channel Management
- Pro:Centric Direct 4.0 (NEW)
- Intuitive and Stylish Templates
- Intuitive Service



* All images are for illustrative purposes only.

What is Pro:Centric Direct?

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 the solution, users enable to design UI easily and provide customized service while managing TV efficiently. New features such as IoT-based In-Room Control with Voice Recognition and advanced content editors are also available, showing the evolution of Pro:Centric Direct over the last few years and into the future.



Pro:Centric Direct will solve your problems you have faced and satisfy your guests' needs.



Difficulty about UI Creation

*Editing UI template is so difficult without help.
Fully understanding SW menu is one of burdens.*

Difficulty about branding unification and management

*UI / Design identity needs to be unified globally.
A number of hotel TVs need to be managed more efficiently in a centered place.*



Needs for real time information and customized services

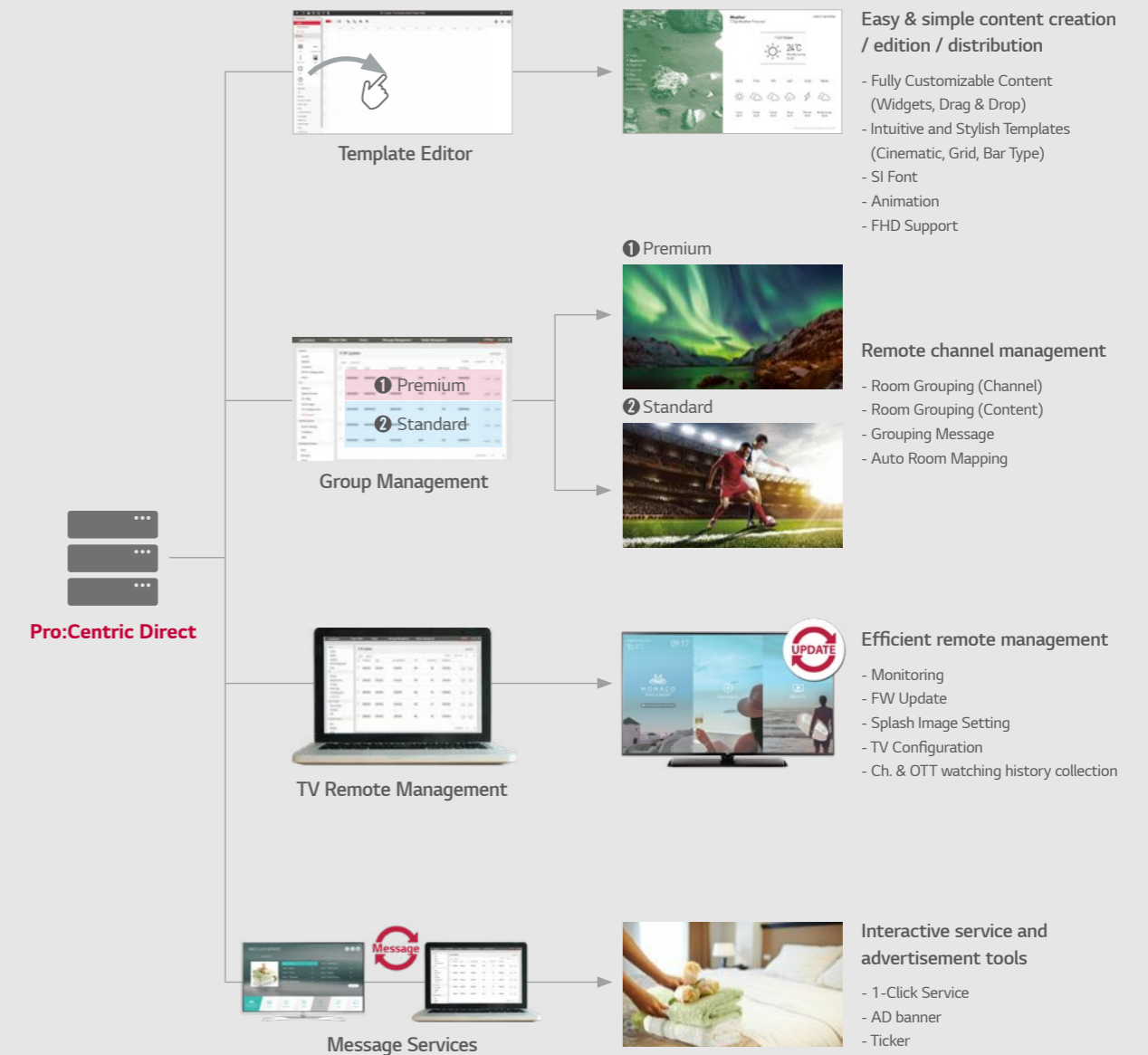
*I need to know real time hotel information and events.
I want to get customized services for the visit.*

What is Pro:Centric Direct?

Intuitive and Stylish Templates, 1-Click Service to Advertising Solutions.
Experience Direct Service with Pro:Centric Direct

Pro:Centric Direct provides easy and user friendly authoring tool to create unique content such as Drag and Drop feature, and customizable widgets, so expected to lighten the burdens of users who are not used to handle complicated SW program. Also, its intuitive UI and interactive service for room / laundry service provide a new experience for the guests, as well as stylish templates and multi-language support will ensure guests' comfort throughout their stay. For the hotelier, not only does it offer efficient content production and management, but it also maximizes advertisement effectiveness, which contributes to improving the hotel image.

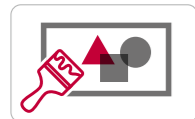
Pro:Centric Direct Major Features



UI Management

Create and edit your own UI / content without coding via simple and easy UI management tool.

Users can fully customize UI via free (empty) templates, or they can use 3 kinds of intuitive and stylish templates LG provides. These UI management tools help you enrich hotel TV with informative content and deliver information in more effective way, and guest will feel more welcomed and be satisfied with their hotel experience.



Fully Customizable Content

Free (Empty) Design Template

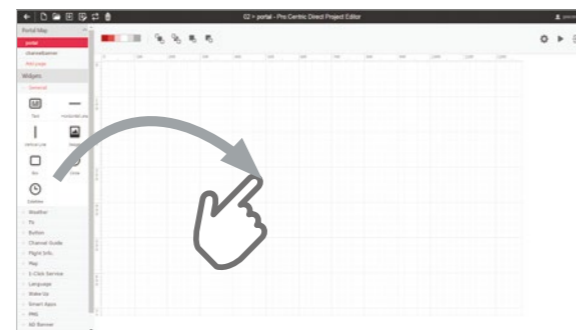
Design a template freely, and express your hotel's identity and uniqueness with Pro:Centric Direct. As Pro:Centric Direct provides free design templates, customizable widgets, and a Drag & Drop function, you can compose a template in a simpler way. From Welcome pages to Billboards, you can edit font*, images, text, and links, and place them where you want. It will give a strong impression to guests, and differentiate your hotel from others.



Font* : Users can select font they prefer.

Drag & Drop Editing

Using Pro:Centric Direct is not complicated or difficult at all thanks to Drag & Drop function. Just drag and drop widgets for Billboards, Weather, Flight information pages, and put them where you want. This function will help you easily organize and edit to make your own classy templates.



Widget Setting

Easily compose a template with various widgets (1-Click service, weather, maps, and more, as well as text and images). When a widget is on the canvas, you can adjust it in terms of size, location, and color, and you can also set widgets to be shown on all pages. Show useful information to guests at a glance by using the widgets, as well as creating your own chic designs.



SI Font

Utilize various fonts instead of conventional ones and have color effects on them. Users can now register their own fonts and express concept and brand image of properties in more effective way. Also, color of fonts can be changed and fonts background be highlighted, so delivering main messages with emphasis.



Animation

Give animation effects on content. Content can be enriched with activeness and intuitiveness, and it will entertain guests making hotel brand image more refined. You can make animation effects on background as well as each element by moving and setting its speed.

Background transfer setting

- Direction (Left / Right / Top / Bottom)
- Speed (Fast / Medium / Slow)

Element animation setting

- Direction (Left / Right / Top / Bottom)
- Entrance : Fly In, Expand, Fade in
- Exit : Fly out, Shrink, Fade out
- Other : Rotate (Clockwise / Anticlockwise)
- Start / End time
- Speed (Fast / Medium / Slow)

* Only for webOS 3.0 models or later



FHD supported

The function of Pro:Centric Direct has evolved from "HD supported" to high-resolution "FHD supported", giving customers greater satisfaction. Strengthen and address your brand message with better and clear content.



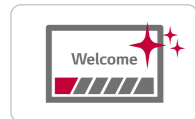
FHD

HD

UI Management

Create and edit your own UI / content without coding via simple and easy UI management tool.

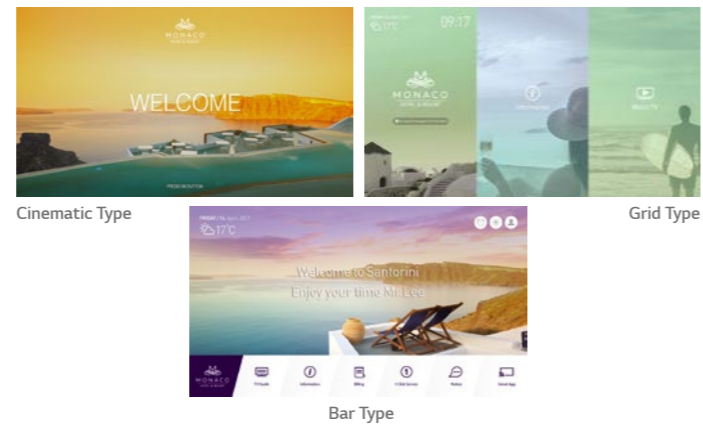
Users can fully customize UI via free (empty) templates, or they can use 3 kinds of intuitive and stylish templates LG provides. These UI management tools help you enrich hotel TV with informative content and deliver information in more effective way, and guest will feel more welcomed and be satisfied with their hotel experience.



Editing Support Tools

Basic Design (Provided) Templates

Pro:Centric Direct supports three types of intuitive and stylish theme templates (Cinematic Type, Grid Type, Bar Type). If you do not have enough time and skill to configure and design a template, simply choose one of three themes as your preference. These three types of theme templates will be sufficient to show your hotel's identity.



Background Images and Music Supported

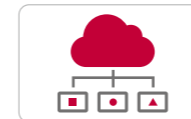
Don't worry about finding proper background images and music for content. When it comes to images, Pro:Centric Direct supports various background images about dining, room, beach, golf, and others. You are able to decorate each page with different polished images. Over 100 background images will effectively deliver messages which you try to inform. Also, by including carefully selected several background music, hotel rooms and properties which are full of luxurious moods, guests can enjoy upgraded in-room experience.



Group and Remote Management

Enhance management efficiency and guests satisfactions.

With group and remote management functions, the hoteliers can provide different channels to each group or room according to the purpose of their visit. Not only channel providing to each group, managers are able to send messages and notices to selected groups, so customers can get customized and useful information from the hotel. Also, FW update, Splash Image setting, and TV on/off in all rooms are available through the IP network.



Grouping for Customized service

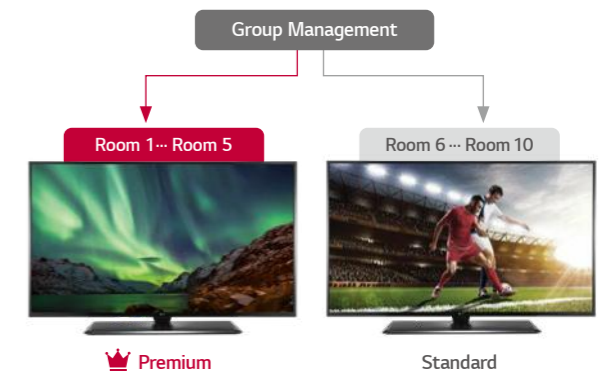
Channel Grouping

Differentiate channels for each group or room according to the purpose of the guests' visit (e.g. conference, family holiday). Managers can provide customized channel service by grade and by group, so guests can enjoy different services and receive optimized information in each room.



Room Grouping (Content)

Pro:Centric Direct Content may be distributed based on a group. It is able to give differentiated content to different customers and a result that is suitable for each customer grade. Provide more value to your customers with differentiated contents for each room category.



Grouping Message & Notice

Send different messages and notice to selected guests. Thanks to its grouping functions, customers are able to get customized messages and notice, and it will alert important information relevant to their visit to guests.



Group and Remote Management

Enhance management efficiency and guests satisfactions.

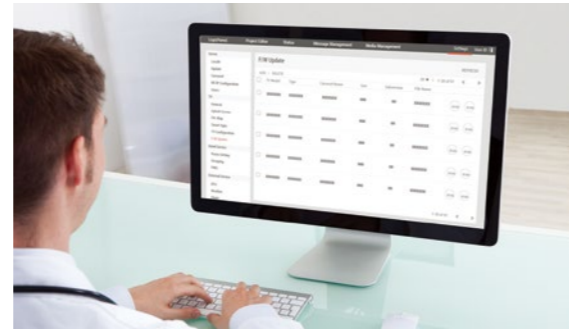
With group and remote management functions, the hoteliers can provide different channels to each group or room according to the purpose of their visit. Not only channel providing to each group, managers are able to send messages and notices to selected groups, so customers can get customized and useful information from the hotel. Also, FW update, Splash Image setting, and TV on/off in all rooms are available through the IP network.



Remote Management via IP network

Monitoring

Monitor the basic environment such as TV serial number, IP address, MAC, Firmware version and Room numbers at a centered place. Also, when it comes to Power on/off, users can control them without visiting each room.



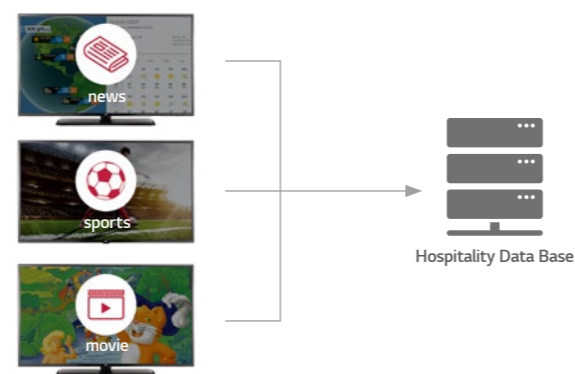
Remote Management

Remotely update FW (Firm Ware), set Splash Image and TV Configuration without needing to visit the rooms. TV configuration and software can be remotely updated, which helps improve productivity, allowing managers to concentrate on other services and avoid time wasting.



Ch. & OTT watching history

Channel and OTT viewing information may be collected. Provide your customers more value by monitoring customer preference. (To protect personal information, it is possible to collect only the entire viewing information of the property unit, not the audience information of a specific customer.)



Auto Room Mapping

Pro:Centric Direct automatically registers the setup environment required for TV to communicate with server and utilize the Interactive Service during the first installation. It is more convenient to manage without manually inputting the serial number of the room and the hotel.



Interactive Service and Advertisement

Interactive Service and Advertisement

Customers can now request hotel services including room cleaning and laundry by one click on the TV. In addition, hotel managers can deliver advertisements and messages with a desired location of the screen.



Interactive Service

1-Click Service

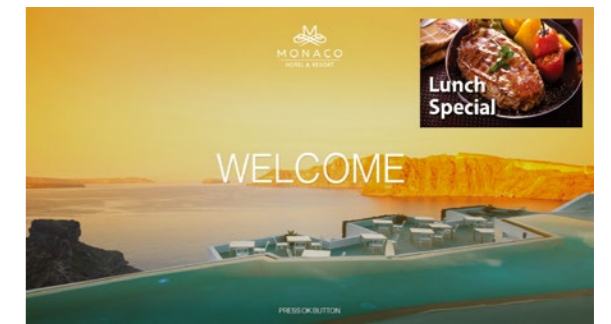
1-Click service improves guest comfort and management efficiency. With a simple click on the screen's service button, guests can conveniently request a variety of services, such as room service, room cleaning and laundry service. Also, as these requests are monitored and recorded at the center, the guests' needs are responded immediately, without exception.



Advertisement Tools

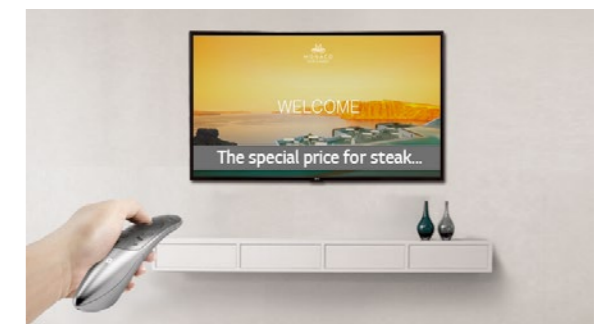
AD Banner

Maximize advertisement effectiveness with AD Banner. AD banner can be displayed in a desired position. Image, text type, and schedule can also be set, so you can expose advertisements in the most effective way.



Ticker

Inform guests of hotel events, promotions, and facilities' information through Ticker. Time schedule, internal count and time, speed, and background color of a ticker can be set, so you can deliver clear messages timely and make a favorable impact on guests.



IoT Control and Voice Recognition

IoT Control&Configuration and Voice Command &Video Response

Users can control from IoT settings of rooms to content release and check a variety of information including flight schedule, TV & IoT control through voice recognition.



1. IoT Control & Configuration

Configuration of IoT

Access your room's IoT settings in the admin menu, such as room type and the list of IoT devices. Create IoT-related content in the Editor menu, allowing managers to configure IoT services.

Installation of IoT

Easily pair nearby IoT devices in the Setup menu; the values are automatically delivered from the TV to Pro:Centric Server.

Using IoT in Pro:Centric Direct

Control your IoT devices through the PCD IoT menu—even through voice, via embedded NLP.



2. Voice Command & Video Response

Hotel Information

From your flight schedule to hotel meals, check a variety of information through voice recognition (e.g. flight schedule, weather, hotel shuttle bus schedule, Wi-Fi, restaurants, time information / alarm setting).

TV Control

Control your hotel room TV through voice control (e.g. on/off, volume, channels).

IoT Control

You can even control connected devices, such as lighting, curtain, thermostat, or door lock.



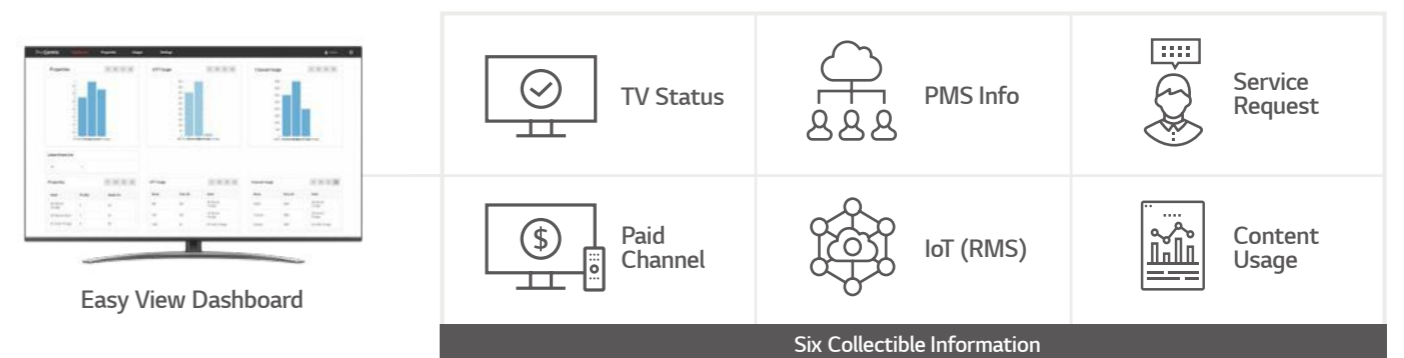
Three Key Features of Pro:Centric Direct 4.0



1. Data Gathering platform

Getting Meaningful Data

Through the admin menu on Pro:Centric Direct 4.0, users can get meaningful information such as accumulated data of each menu use and TV status monitoring.



2. Voice Assistant

LG ThinQ working with Amazon Alexa for voice assistant in Hotel (English Only)

By using Amazon Alexa's voice control technology applied to LG ThinQ, users can easily handle room control & hotel services as well as check weather or flight schedule.

