



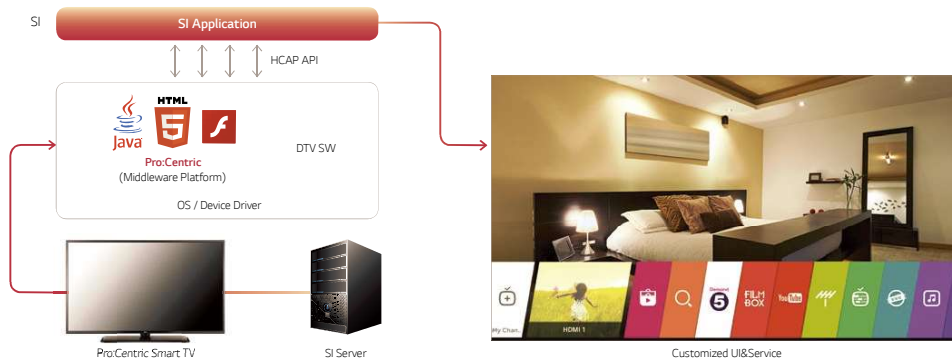
# A Premium Smart Solution With UHD Content Delivery

## Pro:Centric® Smart UW761H

Pro: Centric Smart is an elaborate and smart mode of control and customization for commercial televisions. With the customizable tools including HTML5, Java, and Flash, users can optimize the commercial TVs according to their purposes with IP-based programs. This expansion of control provides premium hotel services to guests without the need for a set-top box. Additionally, as the Pro:Centric Smart models are compatible with Pro:Centric Server Application, you can remotely manage TVs in a centralized coaxial infrastructure you already have.

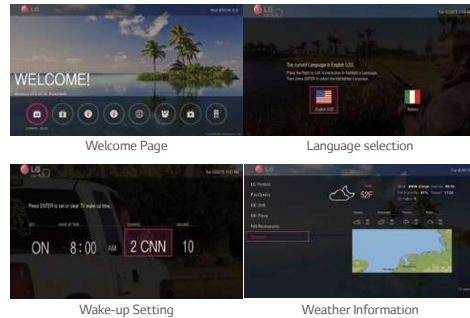
### Pro:Centric Smart Application Platform

LG Pro:Centric SMART offers extended customizable tools, HTML5, Java and Flash. With these, the partners can optimize Commercial TVs to edit and develop their own enhanced service design. Also, it gives visual impact on and delivers messages to customers as users intend.



### Pro:Centric Server Application

You can now differentiate your hotel with our customizable templates and pages which can be specialized for your property. Pro:Centric® provides you a solution that is easily customizable for your business.



#### • Various Features

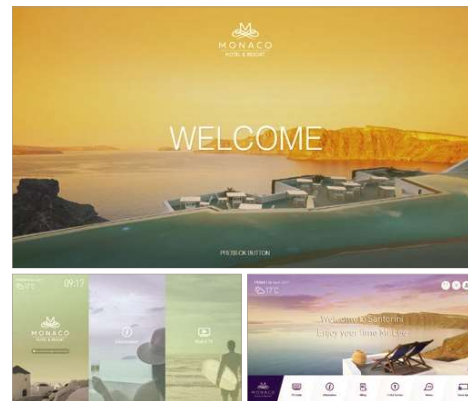
PCA serves the convenience of the guest through a Wake-up setting, Weather Information, Map Service, and much more functions that you can choose.

#### • Customizable Template & Page

Choose an alternative look & feel template based on your reference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool.

### Pro:Centric Direct Ready

Simply create your own templates and remotely manage TVs on the IP network with Pro:Centric Direct, LG's content management software. Pro:Centric Direct offers a free design template, along with customizable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type) in order to promote branding and meet guests' tastes and needs. Its interactive solution, including 1-click service, and intuitive UI impress guests while elevating their hotel experience. Plus, for hoteliers, not only does it offer efficient content production and management, but it also maximizes advertisement effectiveness, which contributes to improving the hotel brand.



### Ultra HD TV

#### 4K Resolution

ULTRA HD is the future of digital picture, possessing four times higher resolution than that of full HD. Stunning 8.3 million pixels gives a flawless picture quality and incredibly vivid detail.



#### 4K Upscaler

Enjoy Full HD content in 4K ULTRA HD quality. The 4K Upscaler automatically upgrades Full HD content to ULTRA HD through the six steps of the upscaling processes.



#### 4K IPS Wide Viewing Angle

One of the secret behind LG TVs outstanding viewing experience is the specially designed TV panel. IPS 4K delivers true colour from any angle with 4 times the resolution of Full HD. With IPS 4K, every seat is the best for watching content in your space.



### Smart Connectivity & Convenience

#### Smart Share

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



#### Bluetooth Sound Sync (Bluetooth 3.0)

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



#### SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

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



### webOS 3.0

#### Intuitive Launcher Bar

You can switch to any app, broadcast, VOD, or connected content without navigating through complicated steps. Instantly find your entertainment right on Home/Launcher in the screen.



#### Magic Remote Ready

Magic Remote can operate everything on the TV and set-top box at the same time using motion and voice controls. Take control of your entertainment experience with a new level of remote control convenience. Spend less time for searching and more time for enjoying.

