Innovation for a Better Business

Show More with
LG Digital Signage Solution

For Quick Service Restaurants

LGE Information Display Group

2016. 1.12

⊕LG | Business Solutions

Contents

Introduction

● Digital signage is a competitive advantage

The tech-savvy generation of millennials is expecting to receive up-to-date information with no delay wherever they go. Digital signage is already making this possible in many commercial and public spaces, such as airports, stations, museums, stadiums, retail stores, hotels, and restaurants. Instead of generic information, consumers are now looking for a more personalized shopping experience and seamless integration between online and offline shopping environments.

At the same time, the retail business owners are looking to cut costs and attract new customers in a highly competitive market. Digital signage improves the visibility of the store and its products, making it easy to upsell and promote items. It also enables effortless content management and immediate changes as needed. Quick service restaurants are among the major users of digital signage and the demand is growing.

LG has a total digital display solution for retail owner needs ranging from outdoor touch screens to video walls. The displays can be integrated to the point of sale (POS) system to display up-to-date stock information and promotions. Visual content keeps customers entertained while they wait. Digital signage makes restaurant management easier and creates a contemporary atmosphere that your customers enjoy.

2. Trends

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- What is happening in the retail and QSR industry?
- How Can the QSR Industry Benefit from Technology?

What Is Happening in Retail Industry?

● The rise of the Millennials – a truly digital and social generation

The Millennial generation, born from 1980 to 2000, is growing up and is already greatly affecting the retail industry.

There are currently nearly 92 million Millennials in the United States alone, a generation even bigger than the Baby Boomers[1]. The Millennials are the first generation of true digital natives having grown up around the internet and smartphones. Their affinity to technology distinguishes them from the older generations and affects their decision-making processes, information-sharing media, and spending habits. The Millennials have product information, customer reviews, and price comparisons at their fingertips; they are always looking for the best value at the lowest price.

As this young generation moves into its prime spending age, their spending is expected to represent 30% of total retail sales in the US by 2020[2]. This means that retailers need to have their stores ready–with proper digital solutions–so as not to lose this young, tech-savvy, and smart group of consumers.

1) US Census Bureau, 2015. 2) Accenture, 2013.

What Is Happening in Retail Industry?

● **Multiple shopping channels mean more specific purchase decisions**

Consumers appreciate a personalized shopping experience

Today's consumers have nearly limitless shopping choices and may find it hard to find the perfect product or service. Retailers can benefit from this by providing a curated and personalized shopping experience that reflects the customers' individual interests and needs, using insights gathered from customer data. The service providers must approach consumers with suggestions reflecting their taste to better attract them.

Online and offline shopping channels must be seamlessly integrated

The retail ecosystem has changed drastically with the rise of e-commerce and m-commerce. Consumers utilize multiple channels when shopping and their decision-making process starts way before the actual point of purchase, mostly online or on the move. It is crucial for retailers to integrate the online and offline shopping channels to provide their customers with seamless shopping experiences.

Multiple channels

Customer experience

Personalization
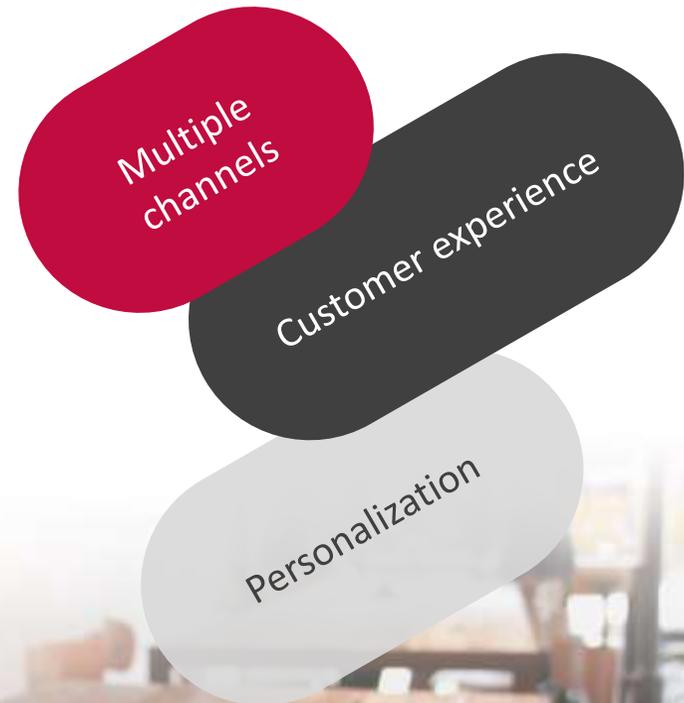
How Can the QSR Industry Benefit from Technology?

● **The QSR industry embraces technology as the market grows**

Fast food restaurants, also known as quick service restaurants (QSR), sell food that can be prepared and served quickly with minimal table service. QSRs represent one of the largest segments of the food retail industry and the global QSR market is expected to reach US$617.6 billion by 2019[1].

There are over 200,000[2] quick service restaurants in the US alone and the competition is ever-growing. In this highly competitive industry, the profitability depends on **efficient operations** and **effective marketing**. The restaurants are constantly looking for ways to stand out from the crowd to **attract more customers**.

Todays' consumers—especially the Millennials, who are among the biggest QRS customer groups—are avid social and digital media users. Therefore, the QSR industry is implementing various digital technology and business intelligence solutions, such as kiosks, signage systems, and analytical software.

1) Transparency Market Research, 2014. 2) Wikinvest, 2013.

Top 15 Restaurant Trends for 2015 and beyond *

1. Local sourcing
2. Social responsibility and accountability
3. Customized dining options for health
    :
9. Online and mobile ordering
10. Mobile apps
11. Digital signs
12. Kiosks and tablets
13. Technology for impromptu social gatherings
14. Scalping reservations
15. Instant gratification

Source:
gourmetmarketing.net

How Can the QSR Industry Benefit from Technology?

Ask Questions

Consumers want fast, fun, and easy technology

Technology options are also important factors in the customers' restaurant selection—according to National Household Survey, 41% of the 18-34 age group and 39% of the 35-44 age group estimate that the **availability of technology options** is an important factor when choosing a quick service restaurant[3]—and the demand for such technology is expected to grow even further.
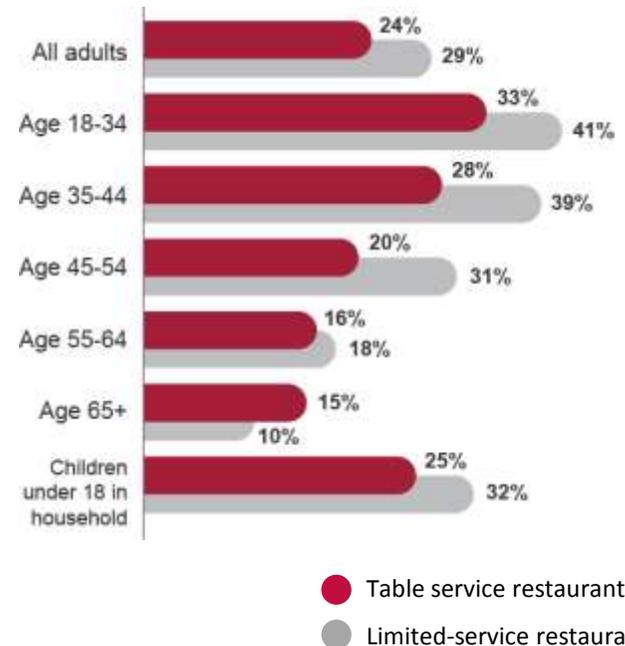
Digital technology solutions can benefit both the QSR business owners and customers, enabling **efficient operations** and providing **convenient, yet unique, customer experience**. The menu boards can be easily changed using digital signage; the customers can reduce waiting time using self-service options, such as kiosks; customers can also order refills, play games, enroll in loyalty programs, share their dining experiences on social media, and pay at the table using table tablets.

To stand out in the market, QSRs must provide quality food, but they also need to be **technically prepared** to keep up with the tech-savvy lifestyle of today's consumers.

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3) National Restaurant Association, National Household Survey, 2014.

Tech Matters

Consumers saying that the availability of technology options is an important factor choosing a restaurant.

	Table service restaurant	Limited-service restaurant
All adults	24%	29%
Age 18-34	33%	41%
Age 35-44	28%	39%
Age 45-54	20%	31%
Age 55-64	16%	18%
Age 65+	15%	10%
Children under 18 in household	25%	32%

● Table service restaurant
● Limited-service restaurant

Source: National Restaurant Association, National Household Survey, 2014.

3. Needs

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- What are the needs and expectations of QSR business owners and their customers?

What Are Your Customers Expecting?

- Name — Jason
- Age — 24
- Occupation — Designer
- Favorite store — Burger King
- Life pattern — Early Adaptor

Customers choose quick service restaurants when they want their food fast. Time and convenience matter to these customers; they are used to getting service in just one click and tend to be impatient.

A QSR must provide a smooth ordering process by clearly displaying the menus and promotions and providing personalized customer service for a fun and comfortable dining experience. The restaurant can minimize customer waiting time both in store and at drive-thru with self-service options and efficient order preparation.

QSRs can enforce their brand by providing the customers with a single customer view in every channel for a a seamless customer experience in and out of the restaurant – from checking out the menu on their mobile phone to the actual ordering process at the restaurant.

Customer Expectations

"EASY"

- Menu boards that are easy to understand
- Easy access to promotions and discount information
- Fun and comfortable dining experience

"FAST"

- No waiting in line
- Prompt responses to requests
- Seamless experience both online and in the restaurant

Is It Possible to Maximize Revenue and Simultaneously Enforce Your Brand?

- Name   Tim
- Age   42
- Occupation QSR owner
- Peak time   12:00~13:00

Maximizing revenue is the single most important objective of the QSR business owners. You can achieve that by upselling high-margin items and reducing operating costs, such as printing and shipping costs associated with changes in the menu. For business owners making investment decisions for new store assets, keeping the total cost of ownership low and handling operation and maintenance efficiently is critical.

You need to improve your brand image and have strong marketing strategies to attract new customers and provide pleasant dining experiences to make them come back. Today's consumers are persuaded less by materialism and more by experiences. Therefore, it is important for any businesses to provide the customers with unique and memorable experiences that create customer loyalty.

Business Owner Expectations

"REVENUE"

- Upselling new and high-margin items
- Reducing operating costs
- Minimizing the total cost of ownership when investing in new store assets or infrastructure

"CUSTOMER LOYALTY"

- Attracting new customers and retain existing ones
- Providing the customers with satisfactory dining experiences
- Enforcing and improving brand image

4. Solutions

- What are the benefits of digital signage?
- What kind of solutions can LG provide?

- LG References

What Alternatives Are There to Traditional In-store Advertising?

Share Needs

The use of digital signage in retail industry is growing rapidly

To ensure their customers' fast and easy dining experience, generate revenue, and enhance customer loyalty, QSRs have adopted digital signage. **Digital signage** uses digital displays and screens to display digital content, such as images, videos, streaming media, and information in public places for informational or advertising purposes.

Quick service restaurants are among the major users of digital signage and the demand is growing with the proven effect of digital signage both in operational and marketing purposes. Digital signage applications for restaurants include **drive-thru displays, menu boards, promotional displays, and infotainment displays**.

Static menu boards at drive-thru and behind the counter can be replaced with digital menu boards and drive-thru displays that display dynamic menus and can be updated instantly and remotely. New menus, promotions, and events can be displayed on promotional displays. Infotainment displays provide the customers with fun and informational content and reduce the perceived waiting time.

- **30%** of retailers invested in digital signage in 2013

- **50%-60%** of retailers increased digital signage budgets in 2014

- The use of digital signs in retail outlets is expected to grow from $6 billion in 2013 to $27.5 billion in 2018, at **35.7%** annual growth rate

- Nearly **82%** of companies currently using digital signage are "very satisfied" with the technology

Source: International Data Corporation (IDC)

Does Digital Signage Have Proven Benefits?

Share Needs

Digital signage provides many benefits

The benefits of digital signage have been recognized in terms of customer satisfaction, business, and operations.

Increased customer experience

One of the biggest benefits of digital signage for the customers is reduction in their perceived waiting time. By displaying entertaining content, such as video clips, customers are given something to do while they wait in line or at the table. Self-service options at kiosks also reduce waiting time and improve order accuracy, increasing customer satisfaction.

Efficient store operation

QSR business owners can have remote and centralized control and management of menu and signage displays, which means that the owners can make changes in the menu or promotional contents with just a few clicks. This reduces the burden of manually changing static menu boards and reduces recurring costs associated with menu changes, such as printing, shipping, and installation.
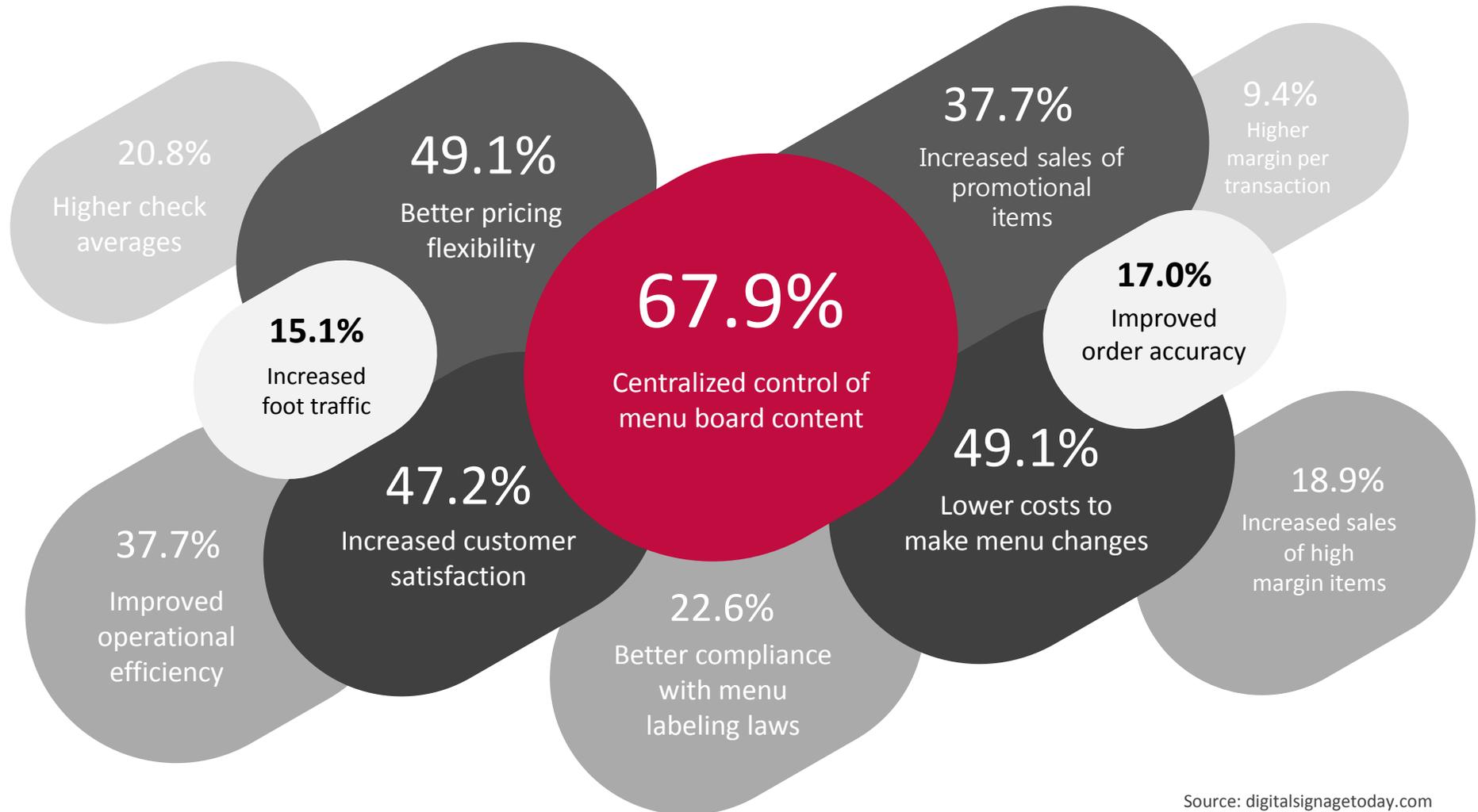
Easy upselling and effective advertising

Digital menu boards and promotional displays deliver marketing messages efficiently and effectively as they are more likely to catch the customers' attention than static signage. Eye-catching graphics promoting new menus or promotional items increases the chance of impulse purchases and upselling opportunities at the point of purchase.

The overall store design reinforces brand identity. Simultaneously, the unique customer experience provided by digital and interactive content makes the customers want to come back to the store.

Does Digital Signage Have Proven Benefits?

Share Needs

Digital signage provides many benefits

20.8%
Higher check averages

49.1%
Better pricing flexibility

37.7%
Increased sales of promotional items

9.4%
Higher margin per transaction

15.1%
Increased foot traffic

67.9%
Centralized control of menu board content

17.0%
Improved order accuracy

37.7%
Improved operational efficiency

47.2%
Increased customer satisfaction

49.1%
Lower costs to make menu changes

18.9%
Increased sales of high margin items

22.6%
Better compliance with menu labeling laws

Source: digitalsignagetoday.com

What Can You Achieve with Digital Signage?

- The all-in-one LG Digital Signage Solution answers the needs of both QSR business owners and customers

Outdoor / Drive-Thru

Drive-thru

DRIVE THRU

Cheese Burger $4.8   Cafe Americano $4.8

Outdoor display

Cheese Combo

Counter Zone

Cheese Burger $4.8   Original Combo $4.8   Original Burger

Menu board

Self-service at kiosk

$4.8   Cheese Burger

Instore Zone

Promotional display (video wall)

Entertainment (touch screen)

TODAY'S DEAL   Cheese Burger $3

What Can You Achieve with Digital Signage?

Share Needs

- **The all-in-one LG Digital Signage Solution answers the needs of both QSR business owners and customers**

Business owner
Tim (42, QSR owner)
Peak in 12:00~13:00

Outdoor
"Visibility of the store"
"Energy-efficient and sturdy outdoor display"

Counter
"Automatically changing menu board"
"Hassle-free menu updates"

In-store
"Enhanced brand image and customer satisfaction",
"24/7 operation"

Outdoor
"Information about nearby stores"
"Coupons and promotional messages in my hands"

Counter
"Clear view of the menu list and images"
"Get notified about new menu, promotions, store events, and discounts"

In-store
"Something to do while waiting at the table or in line"
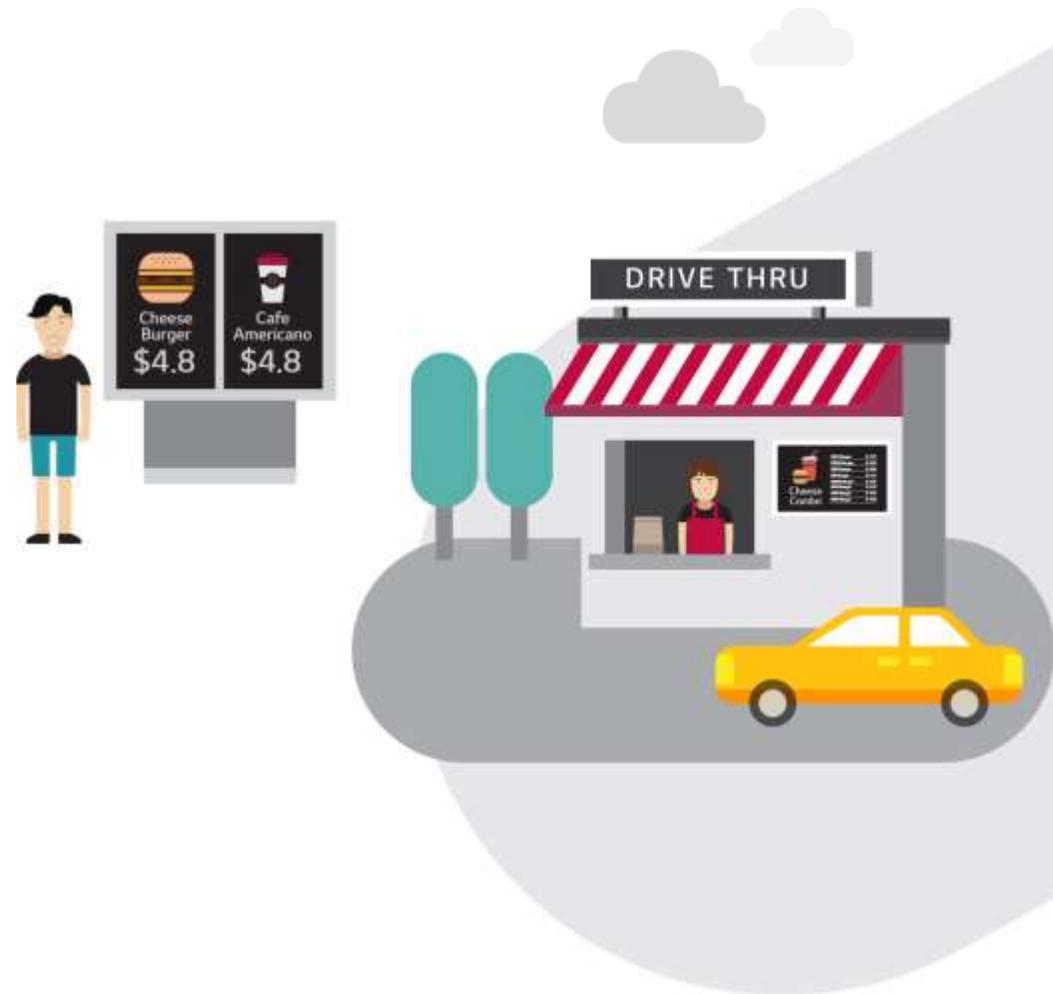"Waiting time is always a problem"

Customer
Jason (25, designer)
Early adopter

Outdoor display solutions increase visibility

LG's outdoor display solutions improve the restaurant brand visibility and attract nearby customers. The customers can enjoy an enhanced drive-thru experience with a highly accurate touch-screen order system.

Related Products

Drive-thru
• Open Frame XF2 series WX series

Promotion board
• Window facing XS2 series

Share Needs

Outdoor display solutions increase visibility

QSR owner

Stand out in the crowd. Attract customers.

LG wide-viewing angle IPS (In-plane switching) technology delivers clear images at high brightness (2,000-2,500 nit) even under direct sunlight. The built-in fans, safety casing, and temperature sensor in the display protect it from the harsh outdoor conditions, such as rain, snow, and dust, making it ideal for heavy-duty 24/7 outdoor operation. The bright display and large screen size make the outdoor display visible at a distance, raising your store's brand visibility.

The LG digital signage solution also supports short-range wireless communication, such as BEACON and Bluetooth Low Energy (BLE), which can be used to send event notifications, coupons, and promotional messages to nearby customers on their mobile phones. This way, your store can attract nearby customers and increase the opportunity of impromptu visits.

Customer

Use drive-thru easily and fast.

Drive-thru accounts for the majority of sales at QSRs. Therefore, it is crucial for the restaurants to have their drive-thru systems as well-equipped as the store inside. The LG digital signage for drive-thru screens have high resistance to the blackening defect to give the customers a clear view of the menu even under direct sunlight.

LG digital signage touch screens have a high panel stability to prevent image distortion and tailing when external pressure is applied. Anti-fog/anti-glare protective glass recognizes up to 10 touch points simultaneously for a realistic sense of touch, allowing clean and seamless navigation without ghosting. With enhanced visibility of the menu and accuracy of touch recognition, the restaurant can bring the drive-thru experience to the next level.

What is IPS?

IPS (in-plane switching) is a screen technology for liquid crystal displays (LCDs). It was designed to solve the main limitations of the twisted nematic field effect (TN) matrix LCDs such as strong viewing angle dependence and low-quality color reproduction.

Is Your Menu Easily Visible?

4. Solutions

Digital menu boards enable you to manage the store efficiently and help your customers make decisions

By integrating a digital menu board with a POS (point of sale) system, you can manage the store more efficiently and effectively. In addition, your customers have a better view of the menu and promotional messages.

Related Products

Standard signage

- Standard Premium
  LS75, LG73, SH7D series
- Standard
  SM5B series

Kiosk

- UHD Multi-touch
  WT70
  84TR3B

- Overlay Touch
  KT-T Series

Cheese Burger $4.8 | Original Combo $4.8 | Original Burger

$4.8

Share Needs

Is Your Menu Easily Visible?

Share Needs

Digital menu boards enable you to manage the store efficiently and help your customers make decisions

QSR owner

Upsell and promote. Enhance operational and marketing efficiency.

LG SuperSign software is an easy-to-use, cost-effective digital signage solution that enables you to create and manage the menu board content. You can monitor the contents remotely and schedule them to change automatically according to the time of the day, season, and customer demographics.

LG digital menu boards can also be integrated with a POS solution. This enables you to intelligently manage the store stock by automatically updating the menu board to upsell overstock items and remove promotions as the stock runs out.

Customer

Make orders easily and accurately.

LG IPS panel technology ensures accurate color saturation and contrast at wide-angle viewing, providing your customers with a clear view of the menu at any angle. You can display promotions and store events on the menu board to inform the customers and help their decision-making.

The self-service kiosks also speed up the order process and increase the order accuracy, removing the risk of human error caused by miscommunication or misunderstanding.

Are Your Customers Getting Impatient?

Share Needs

Keep your customers entertained while waiting

Interactive content and images displayed on digital displays improve the store's overall ambience and increase customer satisfaction by reducing perceived waiting time.

Related Products

Video wall
• Videowall Premium VH7, VM5 • Standard LV35 series

Small signage
22SM3B 10SM3TB

TODAY'S DEAL

Cheese Burger $3

Are Your Customers Getting Impatient?

Share Needs

Keep your customers entertained while waiting

QSR owner

Give your customers a special and memorable experience.

The moment they walk in the store, grab the customers' attention with vibrant images and videos.

LG's digital signage products can be installed on the wall, window, ceiling, or anywhere else you might think of. The displays can be installed horizontally or vertically with no image distortion. For video walls containing multiple screens installed next to each other to make a single canvas, LG super-narrow bezel-to-bezel thickness (as slim as 1.8mm) minimizes image disconnection and displays images and videos seamlessly across the screens.

Providing the customers with engaging contents ranging from interactive kiosks to large-screen video walls makes the customer experience special and memorable.

Customer

Waiting time becomes enjoyable and even feels shorter.

Digital displays help the customers in making decisions and keep them entertained during their waiting time. By displaying new menu items and promotions on the promotion board, your customers can decide what to order even before reaching the counter. Interactive and fun content, such as fun facts, trivia, short games, and video clips, give the customers something to do while waiting, ultimately reducing the perceived waiting time.

Case Study: Aroma Espresso Bar

A single platform for remote management of digital signage was critical to the success and cost-effectiveness of everyday operations at Aroma. With the built-in capability to modify content for existing templates, content created in-house at Aroma can easily be modified and updated to reflect changes in pricing, menu options, promotional items, and even the color-scheme.

The LG/YCD solution provides a highly functional digital merchandising solution and a tailored functionality that keeps the cost low while creating the right atmosphere for the customers.

"Using the combined LG/YCD solution has become a valuable marketing tool that helps maintain up-to-date marketing efforts by changing and modifying our digital menu boards as soon as we need to present new items and customer messages."

**Gil Kiryati, CEO of
Aroma Espresso Bar US**

Solution

- 55″ Class (54.6″ measured diagonally) LCD widescreen HD capable display monitors (M5520CCBA)
- 18.9mm bezel and sleek design
- Multimedia platform from YCD Multimedia

Result

- Enhanced customer experience with vibrant, high-quality visuals on an impressive scale
- Easy management of the menu board with through a centralized management platform
- Reduced operational cost

5. LGE Benefits

- What are the benefits of becoming a LG business partner?

Can Energy-efficiency and Performance Exist Simultaneously?

Energy-saving features and superior durability reduce operation and maintenance costs, decreasing the total cost of ownership (TCO). The operational efficiency is improved with content management software and seamless operation of the display hardware.

TCO Reduction		Operation	

Saving Energy

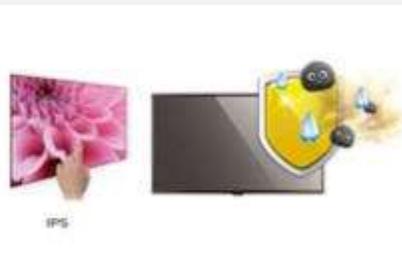Savings in electricity costs with energy saving features

- The **Smart Energy Saving** feature reduces energy consumption by approximately 30% while maintaining the same brightness and resolution
- **Auto Brightness Control** automatically adjusts the brightness in accordance with ambient lighting
- The **System on Chip (SoC)** technology enables a digital signage solution with no external media player

Durability

Superior durability enabled by the IPS technology reduces operation and maintenance costs

- Waterproof **Conformal Coating** protects the displays against water, dust, and iron powder
- Built-in temperature control gives **high resistance to blackening defect** at high temperatures (up to 110°C)
- **IPS** panels show no image distortion when pressure is applied
- Up to 40,000-50,000 hours of product life guaranteed even with 24/7 operation

24/7 Operation

Continuous advertising and marketing made possible by 24/7 operation

- **Enhanced failover function** enables content in the internal memory to be displayed without dead spots when the external inputs are working
- The "No Signal" image can be replaced with user-defined images

Content Management

Operational efficiency enhanced by LG SuperSign content management solution

- Broad range of template designs provided for **fast and easy content creation**
- **Remote and central monitoring and control** using computers and mobile phones
- Compatible with various content types, such as photos, videos, Flash, and music

What Kind of Products Does LG Offer?

Category		Outdoor			Counter / In-store			
Product		Window-facing (XS2 series)	Open Frame (XF2 series)	Open Frame (WX series)	Standard Premium (LS75, LS73, SH7D series)	Standard (SM5B)	Videowall Premium (VH7, VM5)	Videowall Standard (LV35 series)
Display	Screen size	49" / 55"	49" / 55"	47" / 72"	42" / 49" / 55"	32" / 43" / 49" / 55" / 65"	49" / 55"	47" / 55"
	Panel / resolution				IPS / 1,920 x 1,080 (FHD)			
	Brightness	2,500nit (Typ.)	2,500nit (Typ.)	2,000nit(Typ.)	LS75/SH7DB: 700nit LS73: 500nit	450nit	VH7B: 700nit VM5B: 500nit	47": 450nit 55": 500nit
	Bezel	6.5mm (L/R), 9mm (T/B) 11.4mm (L/R), 13.5mm (T/B)	6.5mm (L/R), 9mm (T/B) 9.9mm(L/R),12mm (T/B)	11mm (even bezel) 29.7mm	7.4mm (T/L/R/U even)	32" - 13mm (T/R/L), 18mm (B) 43'~65" - 11.9mm (T/R/L), 18mm (B)	0.9mm (even bezel)	3.2mm (L/T),1.7mm (R/B) 2.25mm (L/T), 1.25mm (R/B)
	Special features	Temperature sensor Auto brightness sensor	Temperature sensor Auto brightness sensor Cooling FAN	Temperature sensor Auto brightness sensor Cooling FAN	Temperature sensor Auto brightness sensor Even bezel	Content scheduling SuperSign Ez (embedded template) Built-in Wi-Fi, Beacon	Narrowest bezel LAN daisy chain Image gap reduction Camera calibration	Temperature sensor
Durability & energy saving	Operating temperature	0 °C to 45 °C (w/o Direct Sunlight) 0 °C to 35 °C (Direct Sunlight)	0 °C to 50 °C (w/o Direct Sunlight) 0 °C to 40 °C (Direct Sunlight)	0 °C to 40 °C 0 °C to 50°C	0°C to 40°C	0 °C to 40 °C	0 °C to 40 °C	0 °C to 40 °C
	Operating humidity	10 % to 80 %	10 % to 80 %	10 % to 80 %	10 % to 80 %	10 % to 80 %	10 % to 90 %	10 % to 90 %
	Power consumption (Typ)	190W (max 210W) / 220W (max 260W)	190W (max 250W) / 230W (max 310W)	300W / 1000W (max 1300W)	110W / 125W / 140W	60W / 75W / 85W / 100W / 120W	220W	130W / 160W
	Smart energy saving	85W / 100W	85W / 100W	170W / 400W	LS: 80W / 90W / 100W SH: 60W / 80W / 95W	45W / 55W / 60W / 70W / 85W	110W	85W / 90W
Content management	External media player	No	No	No	Yes (MP500/MP700)	Yes (except 32")	Yes (MP500/MP700)	Yes
	SuperSign W/Lite/C				Yes			

LG: Using Smart Technology for Better Life

LG is focused on building a lasting relationship with, and providing the highest satisfaction for our customers.

LG Electronics plays an active role in the global electronics markets with our assertive global business policy. As a result, LG Electronics has 128 local subsidiaries worldwide, with roughly 83,000 executives and employees.

LG Electronics uses advanced technologies to drive our customers forward. Our vigorous commitment to research and development is demonstrated by our creation of the next-generation flat-panel display.

LG Electronics has increased its focus on smart technology that adds convenience and joy to our customers' lives. Our definition of smart technology embraces sensitive communication with customers to provide products that everybody wants to use—and easily can. This customer-oriented approach has become the most important development philosophy for LG, and we strive to provide our customers with valuable products reflecting their needs.

At LG, we have been delving deeply into design and research that takes full advantage of our technologically advanced era. The work of our design team is geared toward the company's vision of becoming a "Digital Life Creator." Technology is becoming an increasingly important part of our modern lives. A growing number of products come equipped with "intelligent" microchips and networking options. This design area, though still in its early stages, has great potential.

Innovative Product Leadership

- Most reliable display panel in the market
  - Leading-edge panel technology
- Video wall bezel competitiveness
  - World's narrowest bezel (less than 2.0mm bezel-to-bezel)
- UHD delivering superior clarity
  - Ultra-close viewing distance and realistic image reproduction

Total Solution Provider

- SoC-based smart platform
- Display devices with integrated IT solutions
  - Digital signage: SuperSign
  - Hotel TV: Pro:Centric

Global Business Partnership

- Customized solutions reflecting customers' needs
- Cooperation with trustworthy partners from concept planning, designing, and installation to operation and maintenance phases
- Top-notch service solution

LG: Innovative Product Leadership

Most reliable panel in the market:
Leading-edge panel technology

IPS

IPS accurately displays the quality and color of an image at a 178° ultra wide viewing angle. There is no fall-off in color accuracy and no diversion in the contrast ratio at wide angles. From bright sunlight to the most challenging lighting environments, the displays are designed to reproduce and maintain the ultimate color temperature for life-like images.

TIPA AWARDS 2013

"iPad is thin and lighter than any other netbooks… it's got a gorgeous 9.7inch IPS display…
super high quality and you get a great viewing angle as well." - Steve Jobs, January 2010

The world's narrowest bezel video wall:
Less than 2.0mm bezel-to-bezel

LGE has the first video wall display to feature an unprecedented bezel-to-bezel measurement of about 1/16th of an inch, allowing displays to be connected seamlessly with others.

This creates a powerful, impactful video wall that becomes less a collection of panels and more a cohesive, continuous image for an engaging, immersive viewer experience.

When combined with the significant improvements LGE has achieved in maintaining the brightness uniformity across screens, keeping the edges as bright as the center, the image quality is unrivaled.

WINNER BEST/SHOW InfoComm 2013

UHD delivering superior clarity and sharp details even at close viewing distances

The UHD display technology with ultra-close viewing distances and realistic image reproduction allows for a window simulation and alternative in applications where the view is lacking or no windows exist.

The extreme efficiency of the LED-based UHD display provides an economical alternative to windows of the same size and shape.

ULTRA HD

84WS70MS-B

2013 WINNER

2013 MOST INNOVATIVE PRODUCTS

LG: A Total Solution Provider

SoC-based smart platform

webOS

To capture the best of all worlds in digital signage software, LG has created WebOS, a platform for intuitive user experiences, simple customization, easy connection, and convenient management.

LG WebOS eliminates the need for end-users to have external media players, which simplifies installation and maintenance. The plug-and-play solution only requires a network and code — and the user is ready to display content.

The users can either run the system as a rental subscription (SaaS) or as a client installation on a server that only needs an Internet connection to function.

WebOS for Signage provides content providers and app developers with flexibility and usability that enables faster development and seamless integration.

WebOS for Signage also enables a variety of web-based applications across multiple platforms, including Linux, Android, iOS, and Windows, as well as the ability to create applications using HTML 5.

Digital signage

SuperSign

SuperSign is an all-in-one management software that allows the user to control a display and media player and enables creating and distributing digital content. SuperSign includes the client-side PC Editor for creating and editing content, and the server-side Web Editor.

Using the SuperSign video wall content management software, the user can display content by cutting it into multiple pieces in a cost-effective way. In addition, SuperSign supports scheduled content playback on linear and asymmetric video walls.

Hotel TV

Pro:Centric

LG Pro:Centric Smart is the smartest way to control and customize Hotel TV. It offers customizable tools for optimizing Hotel TVs with IP-based content, such as Web-kit and HTML5. This makes it possible to provide premium hotel services with no set-top boxes. With LG Smart TV technology, additional services, such as enhanced connectivity and display sharing, are available to guests.

With Pro:Centric, the hotel owners can easily communicate up-to-the-minute information to their guests and tailor welcome menus, giving the rooms an added personal and hospitable touch.

LG: Global Business Partnership

LGE has a strong global network. We have manufacturing and production plants, sales offices, and research and development facilities in 128 countries, fully supporting our business in over 200 countries. We strive to change the life and business of our customers around the world with innovative technologies and products.

Production sites 104

Sales offices 44

Research & development facilities 61

Others 14

Number of employees : 83,641   Revenue : 59.04 trillion (USD 55.91 billion)   (2014)

Global Service Network

LG offers its business partners outstanding service and support.
In LG Electronics, we thrive to provide the highest quality products and services. LG Electronics will continue the positive and productive relationship with system integrator providers and customers for mutual benefit. An efficient charging system can be applied to both mixed (device & service) and service-only projects; new methods for revenue management and invoice are applied.

- **B2B service network in 49 countries**
  - Product training and certification
- **Multinational warranty service**
  - Local sales engineering support
- **Pre-sales engineering support**
  - Training & pilot technical support
- **B2B warranty packages**
  - Extended warranty, quick swap etc.

Innovation
for a Better Business

Thank You

LG | Business Solutions