

## FOR IMMEDIATE RELEASE

### NEW LG OLED GALLERY SERIES HOTEL TVs DELIVER PREMIUM HOSPITALITY EXPERIENCE

*With LG Pro:Centric Technology Built in, New Family of Slim OLED TVs  
Will Amaze and Engage Hotel Guests*

LINCOLNSHIRE, Ill., Jan. 5, 2021 – LG Business Solutions USA has redefined the hospitality display experience with the new LG OLED Gallery Series Hotel TVs, created specifically for luxury hotel brands seeking to attract and engage premium guests. The ultra-slim, Gallery Series TVs blend seamlessly into nearly any room design and offers hoteliers a one-of-a-kind gallery mode that turns the TV into a piece of art when not in use.

Michael Kosla, hospitality vice president, LG Business Solutions USA, said, “The new OLED Gallery Series is inspired by the art world, with sleek lines and virtually no gap between the TV and the wall it’s mounted on, complementing luxury guest rooms and public spaces. And



LG-exclusive hospitality technology allows hoteliers to create innovative, engaging guest experiences.”

The 65- and 55-inch class LG OLED Gallery Series Hotel TVs (model WS960H) come with LG’s Pro:Centric Smart technology and support for networked IP and Wi-Fi connectivity. Along with LG Pro:Centric Direct and Pro:Idiom digital rights management, which are also included, Pro:Centric Smart technology enables hoteliers to deliver personalized content while protecting copyrighted studio content throughout a hotel property.

The LG OLED Gallery Series Hotel TVs build on the success of the award-winning LG GX OLED TVs introduced this year for the consumer market. Selected by Time Magazine as one of the 100 Best Inventions of 2020, the elegant art-inspired gallery design features an ultra-slim form factor – the 65-inch model is less than 0.8 inches thin. Paired with an included specially-designed wall mount, Gallery TVs hang flat on the wall, providing a dramatic appearance, transforming the screen into a piece of art.

From a centralized control system, hotel operators can deliver TV channels to guest rooms, as well as over-the-top streaming content and applications that run on LG’s built-in webOS platform, such as weather apps, location-specific content, hotel services, and more. The combined platform can even offer control of next generation, Internet of Things (IoT) devices as hotels introduce them to their guest rooms.



In addition, the WS960H series Gallery TVs have integrated surface sound that comes directly from speakers that are integrated with the OLED panel itself over four distinct areas. This innovative approach to sound design allows LG to minimize the borders around the screen and focus viewers’ attention on the sleek visual design of the product and the beautiful content it displays.

“Taken together, the LG OLED Gallery Series TV solution supports a premium, immersive, customizable hotel experience,” said Kosla. “OLED’s rich colors and vivid picture quality are unmistakable, and its perfect black and sleek form factor make the TV itself a striking interior design element.”

Beyond its ultra-slim form factor and elegant, minimalistic design allowing for luxury guest room and public space placement, hotel guests will immediately be captivated by the TV's impressive image quality.

Both the 65-inch and 55-inch LG OLED Gallery Series TVs feature a 1,000,000:1 dynamic contrast ratio and support for High Dynamic Range (HDR) 10 Pro content for stunning, detailed picture quality. They also support Hybrid Log Gamma (HLG) content, an HDR format for broadcast cable, satellite and live TV.

LG OLED Gallery Series TVs feature three HDMI, two USB, two RJ45, one RS-232C, one MultiPort interface (RJ12), one antenna/cable in connector, and optical digital audio out.

For more information on LG's commercial display portfolio, please visit [www.lgsolutions.com](http://www.lgsolutions.com).  
For high-res images, click [here](#).

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#### **About LG Business Solutions USA**

The LG Electronics USA Business Solutions division serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Electronics USA Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$53 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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