

## HITEC 2024 Booth #3036

### **LG HOTEL TVS WITH GOOGLE CAST AND AIRPLAY, CLOi ROBOTS, DVLED DISPLAYS AND EV CHARGERS FEATURED AT HITEC 2024**

CHARLOTTE, N.C., June 25, 2024 — [LG Business Solutions USA](#) will demonstrate an impressive array of hospitality-focused innovations at the HITEC 2024 hospitality technology trade show, June 24-27 at the Charlotte Convention Center, with highlights including Google Cast- and Apple Airplay-ready TV models, captivating DVLED displays, a new electric vehicle (EV) charger, two distinct CLOi autonomous mobile robots and more.

According to LG Business Solutions USA Senior Vice President Michael Kosla, the unique capabilities and advanced features of LG's hospitality solutions are already enabling hoteliers and hospitality businesses to elevate their customer experiences and deliver exceptional service that meets the needs of today's tech-savvy, content-hungry travelers.

“LG is the world’s leading supplier of hotel TVs for a reason, and by making our selection of models Google Cast- and Airplay-ready, we are empowering hospitality businesses to deliver hotel stays with superior personalization and instant access to virtually any streaming content a guest desires,” Kosla said. “With the addition of powerful crowd-pleasing robot assistants, attractive digital signage displays with webOS™ control software, touch-capable signage, displays optimized for digital artwork and customizable DVLED displays, we aim to help HITEC



attendees envision their guest rooms of the future and all the value-added experiences our technologies can offer throughout a property.”

In booth #3036, visitors can test out LG’s newly launched Google Cast and Airplay-ready capabilities on a 75-inch TV model (75UM77H), which brings the comfort and convenience of home to the hotel experience. Meanwhile, a 55-inch hotel TV model (55UM777H) demonstrates the integration of Amazon’s popular Alexa for Hospitality AI capability with LG hotel TVs through the use of smart lighting controls. The same model will show off LG Pro:Centric Stay, believed to be the world’s first all-in-one customizable television platform for the short-term rental industry.

Interested industry insiders, designers and integrators can also see how the industry-leading LG OLED Hotel TV lineup provides the perfect solution to differentiate their luxury suites or high-end accommodations, with 55-, 65- and 77-inch diagonal models demonstrating the breathtaking picture quality and viewer experience of OLED technology. For conference rooms or any other larger areas, LG will demonstrate various 4K ProBeam and CineBeam Laser Projectors to show how any space can benefit from a large, high-definition projection display.

Forward-thinking business owners will also be interested in LG’s new Level 2 EV Charger for hotel guests to charge their EVs. These owner-operated chargers will help hoteliers take part in the EV charging market without relying on third parties, empowering them to set their own rates and ensure enough capacity to meet local demands. Also featured in the LG booth is a new Melitron enclosure featuring LG EV charger and digital signage technologies.



LG is highlighting several digital displays optimized for public hotel areas including a 136-inch All-in-One DVLED (direct-view light emitting diode) display that can be deployed in a single day and a 55-inch touchscreen One:Quick Works All-in-One conferencing and screen share display that's ideal for meeting rooms or as a lobby wayfinding display. To address ultra-high-end experiences and the best-of-the-best for in-room TVs, attendees can see the stunning picture and awe-inspiring performance of LG's 118-inch 4K MAGNIT display with MicroLED technology, a 0.68mm pixel pitch and dual 50W speakers.

Continuing through the booth, guests encounter LG's unique Kiosk display solution that can provide seamless check-ins and payment, a 75-inch ART display specially designed for digital artwork, a 55-inch Transparent OLED that seamlessly and naturally blends into its surroundings, an 86-inch CreateBoard interactive digital board and UltraStretch signage displays.



Finally, visitors can experience the new door-type LG CLOi ServeBot serving robot and preview the wow-factor and value of LG's all-new cutting-edge CLOi DoorBot and Vacuum-Bot autonomous mobile robots for the first time at the show.

“With so many of LG's innovative displays, robots, capabilities and software highlighted in one place, we are giving every HITEC 2024 attendee the knowledge and means to deliver the hotel experiences of tomorrow,” Kosla said. “Whether they are looking to improve convenience, automation, ad revenue or elevate luxury lodgings, LG has solutions to suit the needs of every company and hospitality provider.”

Click [here](#) for more information on LG's full suite of hospitality solutions. For high-res images, click [here](#).

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**About LG Business Solutions USA**

The LG Electronics USA Business Solutions division serves commercial customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets – with cutting-edge commercial displays, robots and electric vehicle charging stations. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Eleven-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$60- billion-plus global force in consumer electronics, home appliances, air solutions and vehicle components. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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