

**FOR IMMEDIATE RELEASE****LG INTRODUCES FIRST 4K ULTRA HD HOTEL TVs  
WITH NANOCELL DISPLAY TECHNOLOGY***Award-Winning 4K UHD Display Enhances In-Room TV Performance*

**LINCOLNSHIRE, Ill., Oct. 11, 2019** – Bringing a new level of premium quality video and audio performance to LCD hotel TVs, [LG Business Solutions](http://www.lgsolutions.com) USA has launched the first 4K Ultra HD TVs designed specifically for the hospitality market with NanoCell display technology.

LG's [UT770H](#) series of Pro:Centric<sup>®</sup> smart hospitality TVs brings LG's award-winning LCD TV display technology from the consumer market into the hotel room for the first time. These new hotel TVs leverage the power of LG's NanoCell IPS technology panels to deliver impressive picture enhancements, color accuracy and wide viewing angles to LED-backlit LCD TVs.

LG's proprietary NanoCell technology uses nano particles (each roughly one nanometer in size) to absorb surplus wavelengths of light, enhancing the purity of colors on the screen while expanding the color gamut and ensuring consistent color performance from any angle. To match the stunning visuals with excellent audio performance, each model utilizes DTS Virtual:X, a new audio optimization technology that analyzes incoming signals in real time and adjusts output to provide the perception of surround sound from a two-channel system.

According to Michael Kosla, Hospitality Vice President, LG Business Solutions USA, the UT770H NanoCell TV Series offers hotels visually stunning, easy-to-use smart TVs in four sizes that meet virtually every need a modern guest might have. The new NanoCell IPS display provides detailed 4K UHD resolution, wide viewing angles, exceptional color accuracy and remarkably slim bezels while the Pro:Centric management solution offers customizable tools to create unique, interactive experiences for hotel guests.

“LG's proprietary NanoCell IPS technology combines with the simplicity and convenience of our Pro:Centric software to provide a powerful combination of picture and sound quality, ease of use and modern functionality,” said Kosla. “Our new NanoCell TVs are game-changers for hoteliers and guests alike. With enhanced color reproduction, ultra-narrow bezels and a very thin form factor, LG is introducing an affordable new TV display technology for the hospitality market, to complement our premium LG OLED hotel TVs.”

Available now, the new NanoCell Pro:Centric Smart Hospitality Series is available in 49-, 55-, 65- and 75-inch class models.\* Each can be wall-mounted with VESA-compliant mounts (sold separately), and the displays themselves measure just 2.5 inches deep and ship with an attractive base that measures 11.9 inches deep. The series is built with narrower bezels for a more sleek and modern aesthetic. The thinner, lightweight design also increases ease of deployment across multiple guest rooms.

LG's Pro:Centric Direct Application enhances the in-room television experience for hotel guests. Guests can locate and enjoy available TV channels or access a wide range of over-the-top smart apps, check on the daily weather and review available hotel amenities—all from the comfort of their room. Pro:Idiom Digital Rights Management technology provides access to premium content to help assure rapid and broad deployment of HDTV and other high-value digital content. Voice recognition capabilities add even greater flexibility for user control.

“By combining the latest audio, video and connectivity technologies, hotels can now deliver an improved TV viewing and listening experience with intuitive controls and a variety of options to utilize guest-provided content,” Kosla added.

Each Pro:Centric® Smart Hospitality Slim UHD model includes webOS 4.5, HDR10 Pro video processing, Tru 4K Upscaler, high refresh rate, UHD resolution of 3,840 x 2,160 pixels, edge backlighting and 400 nits of brightness. Connections include HDMI 2.0 and USB 2.0 inputs, and optical audio out, 3.5mm line out, and RS-232C for control and service.

In addition to the UT770H smart TVs, LG will be expanding use of NanoCell displays across its entire portfolio of 4K UHD hotel TVs, including the UT577H, UT567H and UT347H series coming later this year.

For more information on LG's commercial display portfolio, please visit [www.lgsolutions.com](http://www.lgsolutions.com).

*\*49-inch class model 49UT770H0UA measures 48.5 inches diagonally; 55-inch class model 55UT770H0UA 54.6 inches diagonal; 65-inch class model 65UT770H0UB 64.5 inches diagonal; 75-inch class model 75UT770H0UA 74.5 diagonal.*

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

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 \$54 billion global force in consumer electronics, mobile communications, home appliances and air solutions. LG is a 2019 ENERGY STAR® Partner of the Year-Sustained Excellence. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

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