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InfoComm 2024 Booth #W2125

'LG BUSINESS CLOUD' PLATFORM UNIFIES SOFTWARE SERVICES, ENHANCES EFFICIENCY

Platform Announced at InfoComm 2024

LAS VEGAS, June 12, 2024 — [LG Business Solutions US](#) has launched **LG Business Cloud**, a powerful web-application platform that puts the power of LG's Software as a Service (SaaS) solutions under one roof.

LG Business Cloud enables customers to establish a highly secure common point of access for their LG digital signage devices using a straightforward, one-time sign-up process. User privilege, access control and single sign-on (SSO), license management, site and location structure are all designed to be easy to use yet flexible for the largest deployment.

"LG has long been a leader in providing intuitive, scalable software and platform solutions to help integrators and their customers remotely monitor and manage digital signage networks as well as distribute and customize content," said LG Business Solutions USA Senior Vice President Michael Kosla. "Now, the launch of the LG Business Cloud puts all the tools they need to manage these services in one place, with clear value propositions and a consolidated platform experience."

Kosla added that the company's focus on software and services, which supports LG's global transformation into a Smart Life Solutions company beyond a hardware manufacturer, provides significant benefits to commercial display customers. The LG Business Cloud is a multi-service SaaS cloud platform that provides integrators and business owners simple access to the powerful capabilities of LG ConnectedCare, LG Pro:Centric Cloud, LG Pro:Centric Stay and LG SuperSign Cloud. By eliminating the need to install and manage on-site servers and software running on the servers, each service helps businesses further reduce up-front costs and long-term maintenance requirements

LG SuperSign Cloud

[LG SuperSign Cloud](#) is a powerful content management system (CMS) designed to boost a retailer's digital signage campaigns by providing "anywhere, anytime" control of content, remote control of individual displays or the entire network of displays to set on/off scheduling and make

real-time changes to content. The software enables easy uploading and distribution of content as well as expert-level editing tools, including music selection

SuperSign Cloud users can also enhance their content creation using third-party design templates, digital art, and even live on-screen presentation of social media feeds. For example, the specialized DSmenu service allows users to easily create digital menu boards, while PosterMyWall helps users design eye-catching promotional materials -- each offering incredible value to retail and food establishments that require frequent updates. The ArtPlayer service grants access to an array of digital art, while Screenfeed enables companies to simply and cleanly display Instagram feeds through digital signage. Wantreez Music provides expertly curated playlists that harmonize with on-screen content to elevate ambiance in a variety of settings.

LG Pro:Centric Stay

With the new LG Pro:Centric Stay platform, LG offers short-term rental property managers and owners a powerful cloud-based TV content distribution and management solution, using powerful tools to create personalized guest experiences for on-premise TVs. The platform makes these powerful capabilities available to virtually any size short-term rental hosts to multinational "staycation" businesses. It's easy to create welcome pages, local guides and custom content through Pro:Centric's familiar drag-and-drop interface that includes widgets such as weather, maps, flight information and more.

LG ConnectedCare

[LG ConnectedCare](#) is a network manager's best friend, offering extremely powerful tools to ensure consistent operation of the entire network of displays regardless of deployment size or variety of displays. This is an active monitoring service that automatically sends alert emails to preset recipients for more than 20 common operations errors, and enables remote adjustments to resolve issues and fine tune device settings.

The main selling point is the ability to eliminate or greatly reduce screen down time, which can directly affect a property's revenue and customer satisfaction. Furthermore, the ability to manage multiple devices at once reduces labor time and boosts efficiency when enacting changes or updates.

"Each of these cloud-based services provides high-value functions, efficiency gains and up-front cost savings to help businesses maximize guest experiences, revenues and communication opportunities," Kosla said. "With the new consolidated user experience unveiled at InfoComm, the LG Business Cloud can be a game-changer for commercial integrators and their customers."

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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.

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