

LG BUSINESS SOLUTIONS HOSTS ‘INNOVEMBER FEST’ CUSTOMER EXPERIENCE AT CHICAGO BUSINESS INNOVATION CENTER

Guests Experience Firsthand LG DVLED, Transparent OLED, Medical Displays, IT Monitors, Laptops, Projectors, Interactive Displays, Robots, EV Chargers and More

LINCOLNSHIRE, Ill., Nov. 20, 2024 – Setting the stage for business-to-business growth in 2025, [LG Business Solutions USA](#) hosted a day-long partner and customer event at its Chicago Business Innovation Center (BIC). The LG “Innovember Fest” brought together over 120 attendees from a broad range of vertical channels to experience LG’s latest business solutions across an array of product categories and hear directly from technology partners about how their solutions interface with and complement LG’s expanding solutions portfolio.

“The Chicago LG Business Innovation Center (BIC), like our BICs in California and New Jersey, is designed for precisely this kind of customer and partner experience,” explained LG Business Solutions USA’s marketing head Dave Bacher. “The Innovember Fest may be the first time we brought together so many customers and partners from across all the verticals we serve for a productive day of education, connection and entertainment at a BIC, but it certainly won’t be the last time we do. Everyone who participated came away from the experience better informed about each other’s technologies and, more importantly, how their offerings complement those by LG.”



Featured LG ecosystem partners included Balance Box, BrightSign, ChromeOS, Crestron, Jabra, Kokomo24/7, Legrand AV, Logitech, Mago, Melitron, Navori Labs, Peerless-AV, Q-SYS, rp Visual Solutions, Salamander Designs, SAVI Controls, TSI Touch, Uniguest, Useful, and Vizetto.

Featured speakers included Richard Vecchiarello, Senior Pre-Sales Engineer at Uniguest; David Zindler, Sales Manager at Uniguest; Peter Freudenberger, Global ChromeOS Flex Customer Engineering Lead; Collin Boggs, National Solutions Manager at Legrand; Gina Schneider, Regional Sales Manager at Peerless AV; Justin Rosado, Solutions Liaison, Consultants-Architects at Peerless AV, and Jason Baez, Director, Central Region at Q-Sys.

Presentations included rp Visual Solutions on “Stabilized ADA Compliance,” Kokomo24/7 on “Integrated Technology Solutions for School Safety,” Uniguest on “Delivering IPTV + Digital Signage Solutions Across All Verticals,” Google ChromeOS on “Google ChromeOS and LG: Better Together,” Legrand AV on “Legrand AV Solutions,” Peerless AV on “Foundation First: How Mounting Solutions Shape Superior Digital Display Performance,” and Q-Sys on “Q-Sys Vision Suite — Intelligent Presenter Tracking.”

Dozens of end-user customers, from start-ups to Fortune 500 companies, from many of the vertical markets served by LG Business Solutions attended and participated in the event.

“It was thrilling to see so many retail, hospitality, higher education, K-12, corporate, sports and entertainment, systems integration, distribution, banking, tradeshows and marketing customers all come together to share their stories with one another and with the LG team,” Bacher said. “We all learned a great deal that will help us to better serve our customers in the future.”



Enhanced and expanded in the past year, the 5,500-square-foot Chicago LG BIC showcases more than 100 of LG’s latest commercial products and serves as the epicenter of Business Solutions customer engagement in the Midwest and for partners across the country. From DVLED displays for practically any location including lobbies, boardrooms and flight information displays to medical monitors, autonomous robots, IT monitors and LG gram laptops, visitors can see for themselves how LG’s vast catalog provides solutions for all kinds of businesses.

The Chicago BIC exhibits the flexibility and powerful visual impact of LG’s DVLED displays with a range of pixel pitches going as low as .7mm for meeting rooms and public areas, including the high-end MAGNIT line and All-in-One series that includes speakers and a media player for single day installs. Additionally, several variations of the CLOi autonomous robot prove their capabilities for food and beverage delivery and warehouse use.

The center presents distinct spaces dedicated to hospitality, medical and IT, and it showcases a wide variety of cutting-edge technologies that can be deployed to satisfy virtually every business need.

For images and video, click [here](#).



Life's Good.

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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