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Seatrade Cruise Global 2024 Booth #4011

**FOR IMMEDIATE RELEASE**

## **LG SHOWCASES HIGH-END TECHNOLOGY DESIGNED FOR THE HIGH SEAS AT SEATRADE CRUISE GLOBAL 2024**

*Rugged Outdoor DVLED Screens, Ultrawide Displays, Transparent LED Film, Offer New Possibilities and Experiences for Cruise Ships of Tomorrow*

**MIAMI, April 8, 2024** – [LG Business Solutions USA](#) is helping cruise operators imagine the experiences of tomorrow by demonstrating its broad line of cruise-ready TVs, digital signage and DVLED displays at Seatrade Cruise Global 2024 at the Miami Beach Convention Center. According to Jacob Benner, senior hospitality sales director at LG Business Solutions USA, LG is showcasing how its class-leading digital displays can create new opportunities for engagement, messaging and exciting guest experiences.

“As the leading provider of in-room TVs for the hospitality industry, we are keenly aware of guest and owner expectations for technology-based entertainment and experiences,” Benner said. “Forward-thinking cruise operators can leverage the latest display technologies throughout a ship to differentiate their services while optimizing use of space and enhancing the overall guest experience through outdoor movie nights, personalized in-room entertainment and interactive touch screens.”



Benner said the star attraction of LG’s booth is the **DVLED Zone**, centered around the sea-ready outdoor direct-view light-emitting diode display (model GNEB) that can be used for virtually any outdoor display need, including oversized screens to show movies or major sporting events.



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The industry-first LG technology's marine-grade protective coatings, robust IP67 protection and corrosion-preventing design enable reliable performance and longevity, while the adjustable 6,000 nit brightness capability is designed to deliver stunning picture quality even in direct sunlight. The availability of two versions offering either 6.25mm or 8.33mm pixel pitches, combined with convenient front and rear maintenance access, makes it easy for operators and design professionals to optimize experiences and expenditures.

Visitors can also sample the company's Ultra Slim DVLED signage displays with pixel pitches as low as 1.5mm, ponder new creative opportunities made possible by the innovative Transparent Color LED Film that transforms glass surfaces into digital displays without impeding visibility, and view a 136-inch All-in-One DVLED display with the webOS™ smart platform, an embedded controller and speakers that make it ideal for atriums and other high-traffic areas.

In the booth's **In-Cabin Zone**, attendees interested in elevated stateroom experiences can see how LG's line of cruise-ready 4K Ultra HD cabin TVs with the webOS smart platform provide options for every size room and enable deployment of custom welcome messages and videos. These cabin TV models range from 22- to 55-inches.



Booth visitors can also sample a variety of digital signage displays in the **Public Space Signage Zone**, such as LG's 86-inch ultra-wide and 37-inch "Stretch" displays that are perfect for columns, hallways and maximizing utilization of unique spaces. Those looking to increase engagement will love the 55-inch touchscreen that can be deployed for disseminating information, wayfinding or to offer unique gaming options.



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Cruisers who appreciate novel sights and sounds onboard will delight at the possibilities offered by LG's 55-inch Transparent OLED display that, for example, can upgrade customer service desk experiences with advanced see-through displays. Other public signage products include the LG Kiosk, a standalone unit with a 27-inch touchscreen ideal for accessing information, facilitating check-ins or offering special event ticketing, as well as LG 75- and 110-inch 4K displays that highlight the vibrance and impact of high-quality content.

The company will also show off its advanced new electric vehicle charging stations for cruise port visitors to charge their EVs. These owner-operated chargers will help cruise brands 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.

To learn more about LG's cruise-ready solutions, click [here](#). 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).

#### *Media Contacts:*

LG Electronics USA

Kim Regillio  
+1 815 355 0509  
[kim.regillio@lge.com](mailto:kim.regillio@lge.com)

Caleigh McDaniel  
[caleigh@griffin360.com](mailto:caleigh@griffin360.com)