

Seatrade Cruise Global 2023 Booth #529

LG'S BIG, BOLD CRUISE-READY SOLUTIONS SET SAIL AT SEATRADE CRUISE GLOBAL 2023

With Transparent LED Film, Ultrawide Digital Signage Displays, Outdoor-Ready DVLED Movie Screens and Autonomous Delivery Robots, LG Presents the Next Generation of Cruise Experiences.

LINCOLNSHIRE, Ill., March 22, 2023 — Reaffirming its mission to deliver added value and new experiences for the cruise industry, [LG Business Solutions USA](#) will demonstrate its full line of cruise-ready TVs, digital signage and advanced displays alongside the CLOi ServeBot autonomous driving robot at the Seatrade Cruise Global 2023 expo, March 27-30 in Fort Lauderdale, Fla.

According to Michael Kosla, LG Business Solutions USA's hospitality vice president, **LG's booth #529** provides a firsthand look at how LG digital displays and autonomous technologies can improve guest experiences and simplify digital maintenance in all areas of cruise ships, from decks and dining halls to staterooms and entertainment venues.



“LG’s cruise-ready solutions do much more today than provide a comfortable cabin TV viewing experience,” Kosla said. “Using the latest display and robotic technologies throughout a ship allows cruise operators to optimize use of space and offer new luxuries including outdoor movies or broadcast events, see-through screens that provide info without blocking views, and enhanced service in restaurants or reception areas.”

LG’s Seatrade Cruise Global booth highlights the company’s innovative line of products ideally suited for cruise ships, including 4K Ultra HD in-room TVs and signage displays ranging from 22- to 55- inches with LG’s powerful webOS™ smart platform. The displays feature a special

conformal nano coating LG developed to ensure the products are kept safe from humidity, salty air, dust and other contaminants.

Also on display will be LG's impressively simple 136-inch All-in-One DVLED display that makes an immediate impact in reception areas and entertainment venues while offering a stunning, seamless videowall option for ship restaurants or bars. The DVLED demos don't stop there, with the new LG GNEB series of [marine-grade DVLED](#) displays showcasing how even outdoor spaces can now host bright, crisp displays of any size to deliver movies under the stars or give sports fans an amazing, unique viewing option that fits right into the cruise experience.

The GNEB series features a marine-grade powder coating protects against salinity and corrosion in marine environments and weather conditions. Both the front and rear of the display are IP67-certified and feature reliable designs for seaside environments to enable stable power and data connections. IP67 is among the highest levels of environmental protection available.



To demonstrate just how resistant LG's Marine-Grade DVLED series is to environmental factors, a demo module will be submerged in water at LG's Seatrade booth, while remaining functional and showing off the same brilliant images and vivid color reproduction as when its dry.

Booth visitors will see how LG's 86-inch Ultra Stretch displays can transform any hallway, wall or column into an engaging information center or advertisement, before marveling at the 55-inch Transparent OLED display that can upgrade customer service desk experiences with futuristic see-through displays. Speaking of upgraded experiences, LG will also show off its 55-inch multitouch signage monitor, which can be used to offer guests a hands-on information center or even enable unique gaming applications.

Unveiled for the Seatrade audience for the first time is LG's Transparent LED Film display, demonstrating how glass windows and doors can become elegant and engaging digital surfaces for advertising services, aiding navigation or promoting events while retaining see-through visibility into rooms or outward toward the ship's surroundings.

Complementing the cruise-ready display technologies featured in the booth, LG is also demonstrating its CLOi ServeBot, the world's first UL-certified autonomous hospitality delivery robot that stands out as a unique tool with immense potential to aid both staff and guests.

"Traveler expectations continue to increase in concert with the pace of technological innovation, and cruise ships can maximize guest enjoyment by developing new and engaging spaces that increase variety and encourage interactivity or exploration of the ship's offerings," Kosla added. "With the possibility to create outdoor movie theaters with large scale DVLED displays, mixed reality experiences on see-through displays, and turn virtually any surface into a messaging platform, cruise ships have nearly limitless potential to wow guests and deliver experiences that will keep them coming back year after year."

LG will also highlight its latest webOS capabilities that simplify content delivery and device management by providing AV or IT managers with consolidated control of connected displays. Show attendees can learn about webOS's valuable customization options including on-screen branding, custom channel labels, internet browsing and custom ship information channels.

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 display customers in the U.S. digital signage, systems integration lodging and hospitality, healthcare, education, government and industrial markets. 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. Nine-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 \$68 billion global force in consumer electronics, home appliances and air solutions. For more information, please visit www.LGSolutions.com.

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