

VRMA 2024 Booth #505

LG HOSPITALITY TV TECHNOLOGY POISED TO TRANSFORM VACATION RENTAL MARKET

*Debating at VRMA Spring Forum, New LG 'Pro:Centric Stay' Platform
Will Combine Premium TV Experience with Property Management, Guest Engagement Solutions*

NEW ORLEANS, April 10, 2024 – [LG Business Solutions USA](#) is breaking new ground for the hospitality industry at the 2024 VRMA Spring Forum with the introduction of the brand-new “Pro:Centric Stay™” TV management platform. Believed to be the world’s first all-in-one customizable television platform for the short-term rental industry, this cutting-edge technology will offer a variety of unique benefits and innovative solutions to elevate the guest experience, strengthen brand recognition and guest loyalty, streamline operations and increase profitability.

According to LG Business Solutions USA Senior Vice President Michael Kosla, LG hospitality TVs with Pro:Centric Stay will be the first and only commercial grade solutions that allow property managers, hosts and owners to create seamless guest experiences at any vacation home or short-term rental property in the United States.

“LG’s Pro:Centric Stay will present an opportunity for property managers to provide branded welcome messages, create a customized digital guidebook, and offer their guests access to local TV stations and streaming services,” said Kosla.

Welcome screens can be customized with guest names, images and videos and include convenient on-screen buttons to quickly launch popular streaming apps. The digital guidebook can provide essential stay information including property guidelines and safety information, onsite amenities, local area information including dining options, local activities, events and sightseeing. Property managers can also promote services including late check-outs, extended stays, mid-stay housekeeping and re-bookings on the Pro:Centric Stay platform.

A unique innovation of the new LG Pro:Centric Stay platform is the ability to integrate with the management company’s Property Management Software (PMS) enabling the Credentials Clear capability, which automatically logs out of all apps and erases all personal information upon checkout so guests don’t have to manually log out before departing. It also simplifies management by centralizing control of the TVs to give managers instant troubleshooting capabilities and the ability to deploy content changes to single or multiple properties.

“What LG has created is long overdue and allows the vacation rental industry to provide hotel-type in-room guest experiences for the first time in a comprehensive and seamless fashion,” said Lino Maldonado, President of BeHome247 Technologies, a leading PMS vendor supported by LG Pro:Centric Stay. The platform will also support other leading PMS vendors at launch.

“LG rose to be a leading provider of hospitality TVs by innovating in-demand features and delivering flexible options to suit any need, which continues with the launch of our new Pro:Centric Stay models that deliver enhanced experiences and simple operations for guests,” Kosla added. “The benefits do not end with the guest; Pro:Centric Stay will also boost operational efficiency for managers by enabling the remote management of operation, usage status, and provided service items for all TVs across multiple properties.”

The new Pro:Centric Stay platform will be available on LG Hospitality Smart TV models [with webOS™ 23] in screen sizes ranging from 43 to 75-inches diagonal.

For more information on Pro:Centric Stay, click [here](#). For images, click [here](#).

###

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.

Media Contacts:

LG Electronics USA

Kim Regillio
+1 815 355 0509
kim.regillio@lge.com

Caleigh McDaniel
caleigh@griffin360.com