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VRMA 2024 Booth #1203

LG LAUNCHES NEW 'PRO:CENTRIC STAY' TV PLATFORM, REDEFINING HOSPITALITY FOR U.S. SHORT-TERM RENTALS

*Innovative Platform Combines Premium TV Experiences
with Property Management and Guest Engagement Solutions*

PHOENIX, Oct. 9, 2024 – [LG Business Solutions USA](#) is breaking new ground for the short-term rental industry at the 2024 VRMA International Conference with the launch of its “Pro:Centric Stay™” TV management platform, an all-in-one, customizable television solution designed specifically for the vacation rental market.

Pro:Centric Stay combines a premium TV experience with powerful property management and guest engagement solutions. This next-generation platform boosts brand visibility, encourages return visits, enhances guest communication, streamlines operations and creates revenue growth opportunities through service upsells.

Now available on LG Hospitality Smart TV models with webOS™ 23, in screen sizes ranging from 43 to 75 inches diagonal (and via an LG set-top box compatible with select consumer televisions), Pro:Centric Stay delivers personalized guest experiences with branded welcome messages and curated digital guidebooks that showcase local restaurants, activities, service recommendations and important property details, including safety information.

Enhanced video capabilities allow property managers to display welcome greetings and operational instructions, and to highlight other properties and destinations. Property managers also can use Pro:Centric Stay on-screen messages to promote various services and let guests know who to call to inquire about extending their stay or to order mid-stay housekeeping, for example.

A standout feature of LG Pro:Centric Stay is its integration with Property Management Software (PMS), enabling the Credentials Clear capability, which automatically logs out of all apps and erases personal information upon checkout, so guests don't have to manually log out before departing. It also simplifies management by centralizing control of TVs, giving managers instant troubleshooting capabilities and the ability to deploy content changes to single or multiple properties. Additionally, the platform will offer casting capabilities in the future.

According to Jacob Benner, Senior Director of Hospitality at LG Business Solutions USA, LG Pro:Centric Stay is the only commercial-grade TV solution that allows property managers, hosts,

and owners to create superior guest experiences across vacation homes or short-term rental properties in the United States while enhancing guest communication and boosting profitability.

“The launch of Pro:Centric Stay continues LG’s tradition of leading the hospitality TV market by delivering features that meet evolving industry demands,” said Benner. “This platform not only elevates the guest experience with personalized content and seamless engagement, but also empowers property managers with tools for remote TV management, operational oversight and service optimization across multiple properties. It’s a solution designed to benefit both guests and hosts alike, improving efficiency while enhancing the overall stay experience.”

Pro:Centric Stay integrates with PMS, CRM and IoT systems to offer an exceptional guest experience. Property managers can craft a branded experience with logos and imagery, which can promote their other properties, and generate a QR code linking to their brand website.

For more information on Pro:Centric Stay, click [here](#) or visit LG’s booth (#1203) at the 2024 VRMA International Conference in Phoenix, AZ. For 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.

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