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Seatrade Cruise Global 2025 | Booth #4011

LG'S COMMITMENT TO CRUISE INDUSTRY IS ON DISPLAY AT SEATRADE CRUISE GLOBAL 2025

*Company Showcases Display Innovation & Functionality Developed for Entire Cruiseship:
Guest & Crew Cabins, Restaurants, Casinos, Outdoor Pools & Decks, Gyms, Retail Areas*

MIAMI, Fla., March 31, 2025 – [LG Electronics USA](#), an industry-leading supplier of customized, commercial-grade displays for the cruise industry, is set to showcase a unique and robust range of simple-to-install, cruise-ready display products and solutions at Seatrade Cruise Global 2025 (Miami Convention Center, April 7-10) throughout Booth #4011.

In addition to debuting a new, updated and enhanced version of its highly regarded Marine Grade DVLED outdoor display and showcasing a full portfolio of public space signage and in-cabin TVs, LG will demonstrate guest-friendly casting capabilities across a range of displays customized for use at sea.

This includes LG Cruise Ready TVs, which are specifically designed for the cruise industry. Built to withstand the unique challenges of life at sea, these TVs feature conformal coating to protect their electronics from high humidity, salty air, and dusty conditions. LG will also highlight its Pro:Centric SMART platform, which delivers tailored content for in-cabin and public space TVs, while optimizing operational efficiency.



“The cruise industry has unique requirements that have to be met with unique solutions that stand up to the punishment of the high seas, and LG is committed to meeting this need,” said Jacob Benner, LG Electronics USA’s Senior Director of Hospitality. “LG cruise industry products and solutions are custom-designed to enhance the guest experience and bring simple-to-install (hours, not days!), robust, cutting-edge display technology onboard, both on and below decks.”

Benner added, “Forward-thinking cruise operators can leverage LG’s cruise-ready TVs, digital signage and DVLED solutions 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. By bringing the home media

experience into the cabin and expanding the options for digital signage placement throughout the ship's interior and exterior, brands and ship designers are able to improve guest stays, simplify operations, and maximize messaging opportunities.”

Given the magnificence of today's super-cruise-ships, on-board displays need to deliver an equally satisfying experience as they fulfill a broad array of informational and entertainment needs, Benner explained, adding, “LG is unique in its commitment to developing customized solutions for the cruise industry, as opposed to simply offering standardized models used in other applications.’ As the industry leader in hotel- and guest-centric display solutions, LG's commitment to innovation and excellence extends across the whole ship, with unique solutions developed for nearly all indoor and outdoor guest and crew areas, including cabins, pools and decking, gyms, theaters, restaurants and retail areas.

LG is demonstrating this commitment at Seatrade Cruise Global 2025 with innovative solutions including a 65-inch OLED TV with integrated casting, multiple signage displays for indoor and outdoor use, and demonstrations of transparent OLED, wayfinding kiosks and AI voice assistants. Another highlight is the enhanced version of LG's pioneering Marine Grade DVLED outdoor display, which enables cruise ship owners and architects to design incredible outdoor DVLED entertainment spaces of virtually any size.

New Marine Grade DVLED outdoor display

Available in a variety of cabinet sizes for flexible screen configuration and installation, the new Marine Grade direct-view light-emitting diode display (GNPA series) can be used for a variety of outdoor display types and features IP67 environmental protection, corrosion-preventing design. Improving upon its previous iteration, the GNPA series boasts an increased contrast ratio of 10,000:1 for enhanced viewing, and an improved 160 degree viewing angles for a wider viewing experience – while weight per module has been reduced from 18.4 pounds to 11 pounds.

“LG has dedicated significant time to developing our Marine Grade DVLED display solution with support and input from industry partners,” explained Benner. “Now, with the new GNPA series iteration, LG has incorporated technology upgrades to further enhance the solution's value. LG provides dedicated resources to support the design and development of DVLED solutions for both exterior marine-grade products and interior DVLEDs, including custom curves.”

LG OLED TV with integrated casting

LG is the only company in the country to offer Hospitality Grade OLED TVs, bringing cutting-edge display technology to the in-cabin experience. The LG 4K UHD OLED Smart TV

(AM960H) – available in 55-inch, 65-inch, and 77-inch models – features built-in casting, webOS™, and LG’s Pro:Centric® platform for seamless content management.

These OLED TVs deliver stunning picture quality, with deep blacks and incredible contrast from virtually any angle. With a resolution of 3,840 × 2,160, LG’s self-lit pixel technology ensures that millions of OLED pixels work independently to create vivid, lifelike images with rich colors. Without the need for a backlight, LG OLED displays are both thin and lightweight. Features like the AI Sound, which creates a dynamic, theater-like audio environment, voice recognition, Bluetooth Sound Sync, Pro:Idiom® content protection, Smart Share, and Screen Share add to the seamless in-cabin entertainment experience.

Software showcase: LG’s Pro:Centric SMART platform

LG’s Pro:Centric SMART software platform is an HTML-based solution that can deliver a wide range of content from cable, satellite, or video-on-demand, providing smart TV capabilities and customized content management solutions. It enables cruise ships to offer passengers personalized, interactive, and high-quality entertainment and services through in-cabin TVs, enhancing the guest experience with a customizable, interactive, and easily managed in-room entertainment and service solution.

Software showcase: Casting & Streaming Applications

Embedding casting into LG smart hotel TVs reduces operational and integration complexity aboard cruise ships, delivering the casting feature for both Android and iOS users – offering cruise operators the best integrated solution that reduces costs and allows guests to pick up where they left off in their home streaming services like Netflix and YouTube. Using a simple QR code on the TV, passengers can quickly establish a cast connection and begin wirelessly streaming videos, music and more from their devices. In addition to mobile device controls, the TV remote can also be used for typical play, track and volume controls, ensuring a simple and familiar user experience. Then, when guests check out, devices will automatically be reset.

New LG Solutions for Public Spaces

Public space digital signage displays for 2025 including a 55-inch touch monitor, 55-inch high-brightness display, 37-inch and 86-inch stretch monitors, large format monitors (75-inch and 110-inch) and a 30-inch OLED will be showcased. Rounding out LG’s sea-faring portfolio at the show are the all-in-one 136-inch DVLED as well as five cruise-specific in-cabin TVs, from 24-inch to 55-inches, and a 55-inch touch monitor for wayfinding.

“As a complete cruise industry products and solutions provider, LG is committed to delivering virtually every display required for on-ship entertainment and information,” Benner said. “Our booth at Seatrade Cruise Global 2025 reflects this total commitment to meeting the full range of cruise industry needs.”

For more information on LG cruise industry solutions, click [here](#). For high-res images, click [here](#).

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About LG Electronics USA

LG Electronics USA serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG’s U.S. Media Entertainment Solution B2B division 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., headquartered in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a leading smart life solutions company with annual global revenues of more than \$60-billion from consumer electronics, home appliances, HVAC solutions and vehicle components. For more information, please visit www.LGSolutions.com.

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