

LG Pro:Centric[®]DIRECT

YOUR GUEST'S IN-ROOM PERSONAL CONCIERGE

LG's Pro:Centric Direct is a simple content management system designed to provide a first-class stay experience. The magic of Pro:Centric lies in its ability to act as your guests' personal concierge, delivering a wealth of service and premium entertainment options.

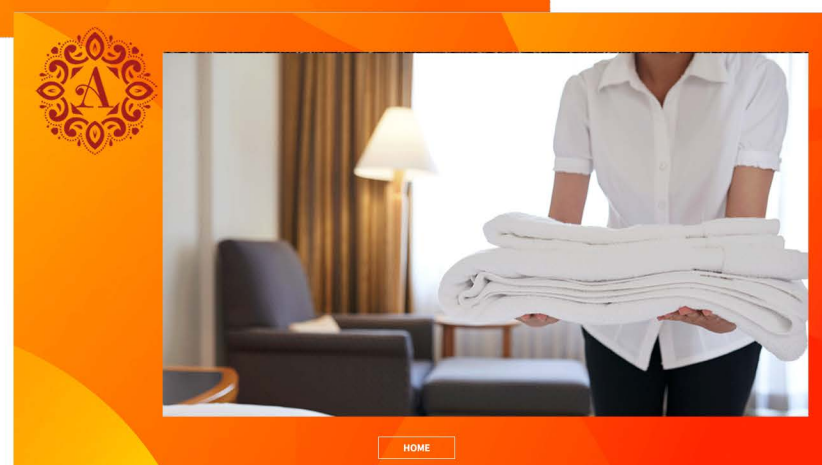
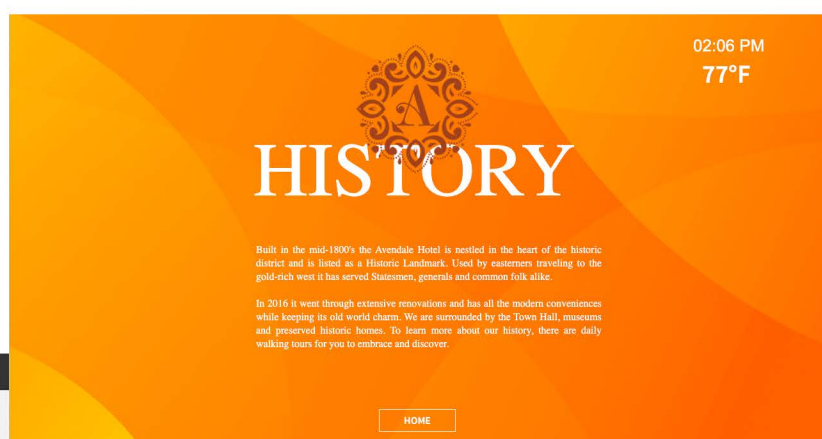
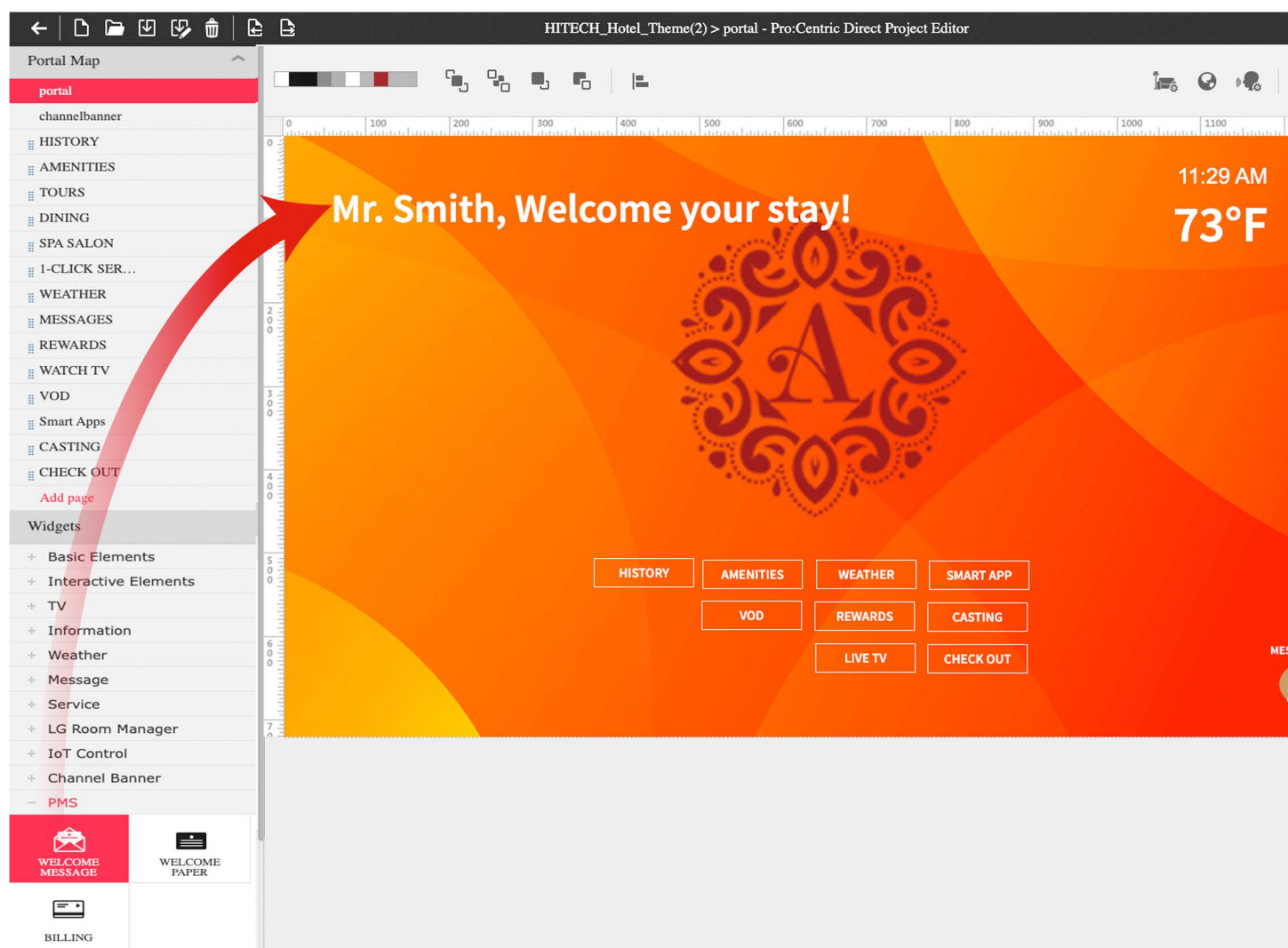


Six Areas Where Pro:Centric Direct Delivers

1 CUSTOMIZE THE IN-ROOM TV EXPERIENCE

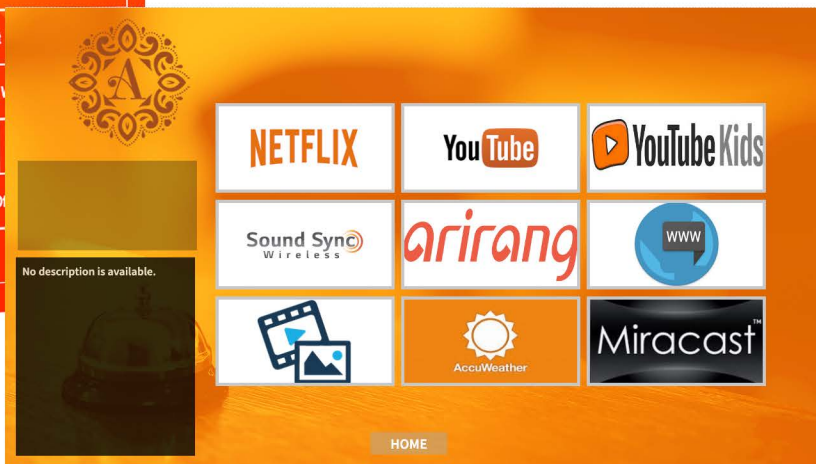
Build your brand the moment guests enter their room

- Design TV layout according to your brand guidelines
- Create custom welcome screens for individuals, groups and conferences
- Include desired information about the property or area
- Add multiple languages to basic TV settings
- Add property videos to the server for playback on a designated hotel channel



2 AN ENTERTAINING PROPOSITION

Guests may not want to leave their room



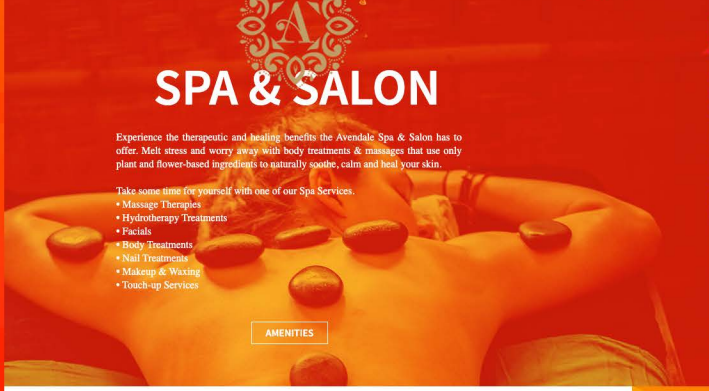
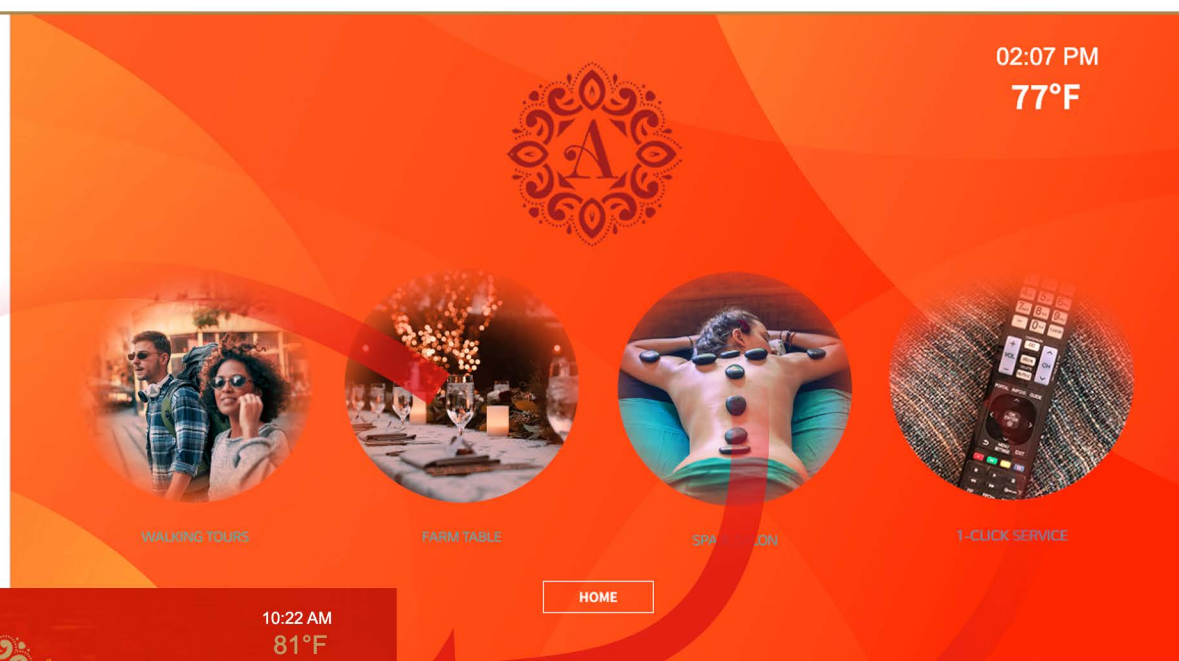
- Deliver premium content from cable and satellite sources
- Non-scrolling free electronic interactive program guide makes it easy to select viewing options. LG offers this with no licensing fees per TV or per room.
- Display property assets and event videos with links to web pages
- Offer Smart Apps such as Netflix[®] and YouTube[®]

- Bluetooth[®] for audio sharing or PC wireless connectivity
- Create custom channel guides for groups

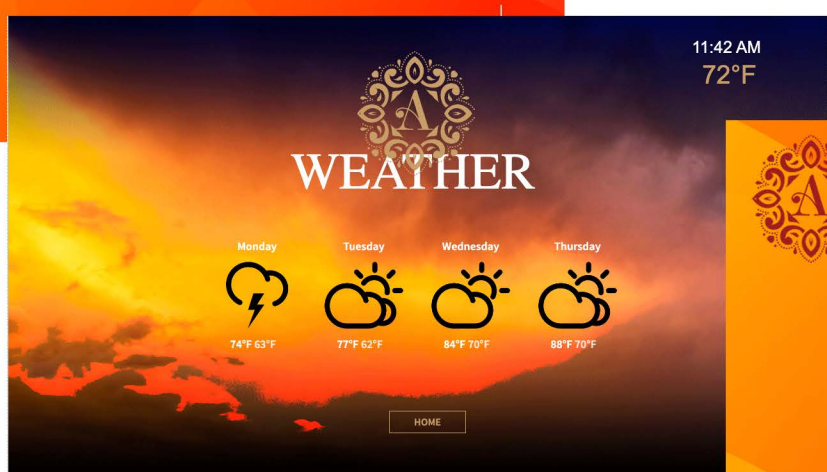
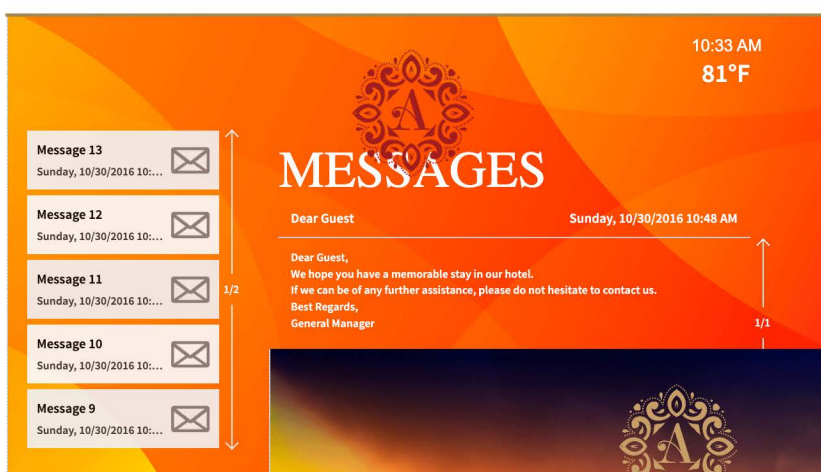
3 AT YOUR SERVICE

Pro:Centric delivers a personalized concierge experience

- Guest Welcome, Folio Review, and Check-In via property management integration.
- Entice hungry guests with hotel restaurant images or in-room dining options
- Invite guests to relax and rejuvenate at the Spa
- Laundry services keep guests looking their best
- Guest folio review and check out from the room



Date & Time	Description	Price
Sunday, 3/16/2014 10:29 PM	Room Service1	€ 14.70
Saturday, 5/24/2014 01:23 AM	Room Service2	€ 75.00
Saturday, 12/20/2014 04:23 PM	TAXI: Airport to Hotel	€ 69.20
Saturday, 6/28/2014 01:23 AM	Honey Butter Chips	€ 100.75
Saturday, 12/20/2014 07:23 PM	Moscato d'Itali	€ 380.90
Thursday, 6/26/2014 01:23 AM	Room Service - Bacon Carbonara	€ 290.25
Bill for Mr. Moon as of Tuesday, 2/21/2017 08:40 AM		Total € 1224.80



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4 INFORMATION CENTRAL

Be the destination for business travelers

- Create and distribute personalized messages to individuals or a block of rooms via the TV
- Provide real-time weather forecasts
- Keep track of hotel expenses in real-time and check out
- Send tickers, updates and reservation changes

5 AT YOUR COMMAND

Create a memorable stay experience that'll drive loyalty

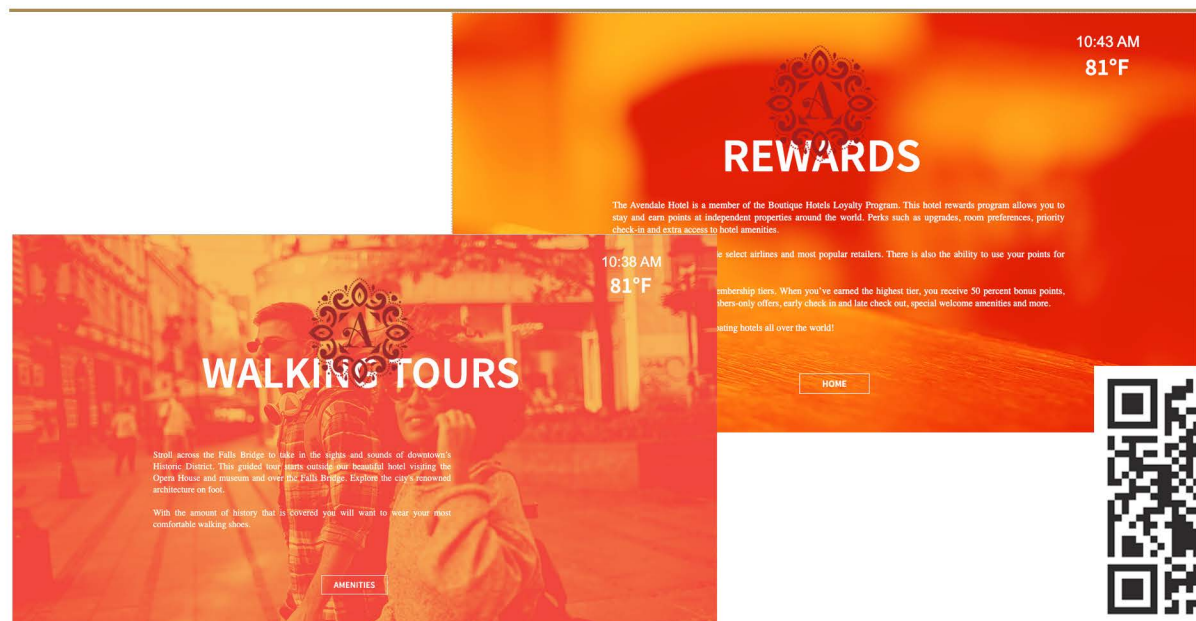
- Control IoT devices such as lights and curtains with the TV remote or integrate Alexa[®] for voice control of the features and TV
- Guests can use their smart devices to view social pages, photos, presentations, and streaming media* on their in-room LG TV
- LG Smart Apps provide information and access to weather, streaming entertainment, and hotel information



6 WHAT'S GOING ON

Pro:Centric is a strong marketing assistant that can help increase revenue

- Highlight property events or promote happy hour
- Utilize Ad Banners, QR codes, billboards, and additional pages to co-brand other locations or restaurants
- Promote Branded Rewards programs



Pro:Centric can increase hotelier's ROI and deliver a second-to-none guest stay experience.

Hoteliers can receive exciting ROI benefits when they deploy Pro:Centric Direct. As a stand-alone solution, there are no monthly or licensing fees.** A one-time investment is all that's required. Additional ROI benefits can be realized as Pro:Centric's robust set of tools and features can be controlled centrally or remotely, helping to reduce labor and operating expenses, all while delivering a second-to-none stay experience that can increase customer loyalty.