LX770H Pro:Centric SMART Edge-lit LED IPTV with Integrated Pro:Idiom and *b*-LAN™

HOSPITALITY

- **65LX770H**
  65" class (64.53" diagonal)
- **55LX770H**
  55" class (54.64" diagonal)
- **49LX770H**
  49" class (48.7" diagonal)
- **43LX770H**
  43" class (42.8" diagonal)
- **40LX770H**
  40" class (39.6" diagonal)

Pro:Centric® Smart IPTV

The LX770H Series is a cost effective Smart IPTVs model series offering an edge-lit LED display with a slim bezel design and supporting the Pro:Centric Smart applications platform, which includes Smart Share, Smart Management, Pro:Idiom & *b*-LAN support.

PRE-LOADED APPLICATIONS

Embedded Applications include: Accuweather, Crackle, HULU, Rhapsody, Pandora, Web Browser, and Youtube (other applications may be added in the future, subject to licensing terms).

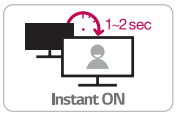
SMARTSHARE

The LX770H is designed for "second screen" support and options includes Bluetooth, Wi-Di™, Wi-Fi Direct™ and Smart Mirroring technologies, which are used to pair guests' mobile devices with the TV enabling them to share and view their content on the large HD screen.

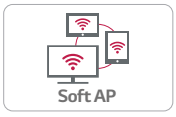
OTHER HOSPITALITY FEATURES

Present your guests with a greeting message or hotel image and logo on the TV boot-up screen prior to the TV channel being displayed.

The external speaker out function lets users enjoy the TV sound in a separate location, such as the bathroom.



'Instant On' feature removes application boot time, so guests are immediatelypresented with the user interface screen when they turn on the TV.



Software Access Point provides a wireless hotspot to enable guests to connect their personal devices for internet access.

* Hospitality features available without the use of the Pro:Centric® Server.

BLUETOOTH SOUND SYNC (BLUETOOTH 3.0)

By bluetooth connection between a mobile device and commercial TV, Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers.

* Support devices for Bluetooth Sound Sync. : Android(Above v4.4 Kitkat) / iOS based Mobile Device

DIAL

DIAL is a simple way of enjoying portable devices' content on a TV via a connection through the cloud. For example, You Tube service can be paired in the cloud, viewed on the TV, and controlled via the moble device.

KniTec
866-469-7111
www.KniTec.com

Pro:Idiom

GLOBAL LEADING DIGITAL RIGHTS MANAGEMENT SOLUTION

Pro:Idiom unlocks access to premium content to help assure rapid and broad deployment of HDTV and other high value digital content.

Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite, or video on demand (VOD) services, and is intended to lower costs and reduce maintenance. This leading DRM system is embraced for its security solution, prevents illegal copying of copyrighted content.

REDUCED TOTAL COST OF OWNERSHIP

Using LG's optional Pro:Centric server, you can remotely manage cloning and channel mapping for TVs in guest rooms without having to visit each room.

Express Script's auto configuration function makes installation quick and easy. EzManager guides the installer to set up the TV with simple steps without having to set up the menu manually, saving time and cost.

EFFECTIVELY MANAGE IN-ROOM TVs

The USB Cloning feature allows you to simply copy the TV settings onto all TVs using a USB stick, a process that is fully automated to save time without having to set each TV one-by-one.

FREE INTERACTIVE ELECTRONIC PROGRAM GUIDE SERVICE FOR Pro:Centric® TVs!

PLAN HIGHLIGHTS

If your property has purchased or plans to purchase LG's Pro:Centric TVs, you qualify for a free Electronic Program Guide (EPG) that allows guests to easily navigate TV channels and programs - just like they do at home.

Participating properties must purchase and install a Pro:Centric server and supply an internet connection for daily program updates. Properties must also contract with an LG authorized partner to install and program the server to match your Free-to-Guest (FTG)

FREE program guide service runs until December 2017, replacing the previous programming fee of $1.50 per room per month.

Contact your LG sales representative or visit
LG.com/us/commercial/display-discover/epg/index.jsp

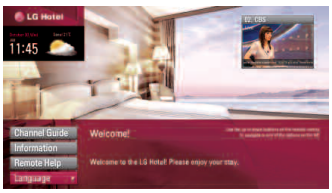
Pro:Centric Smart Application Platform

The LX770H is the latest in the line of Pro:Centric Televisions that provide an unique and dedicated hotel applications hosting platform for LG's SIs (System Integrator's) interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guests' needs.

LG Pro:Centric SMART offers extended customizable tools; HTML5, Java and Flash. With these, the partners can optimize Commercial TVs to edit and develop their own enhanced service design. Also, it gives visual impact on and delivers messages to customers as users intend.

The LX770H Pro:Centric Applications

Personalize the televison experience with the Pro:Centric® Application (PCA), which provides guests' access to a variety of additional features, such as an interactive Electronic Program Guide, weather forecast and map, and customized electronic billboards for information on hotel amenities; all conveniently presented through the on-screen menu.



Main Welcome Portal

Channel Guide
Simple Channel List: Select the broadcast logo to watch your selected TV program

Remote Help
Learn how to use the Remote controller with easily accessible menu on TV

Language
Access the system in multiple languages for international guest service from various nations.

LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

When using LG televisions in Free-To-Guest hotel installations, the Pro:Centric server (PCS-200R) supports remote management of TV settings such as virtual channel mapping, cloning of installer menu settings, and other settings:

Save time and labor using LG's PCS200R remote management option which eliminates the necessity of visiting individual rooms to change television settings.

Hotel Costs For Free-To-Guest Channel Management

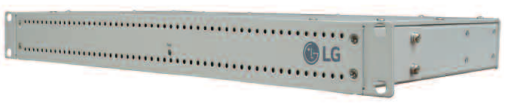
	Estimated Labor Costs	MSRP	Total	Savings over room visit
LG Pro:Centric TV with Pro:Centric Server		$2,499 (PCS200R)	$2,499	$17,501
Manual Room Updates	$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years		$20,000	
LG Pro:Idiom TV with embedded b-LAN plus FMA		$2,900 (FMA-LG102)	$2,900	$17,100

MSRP subject to change. Installation not included.

FMA-LG102
Free-To-Guest Management Appliance (FMA)

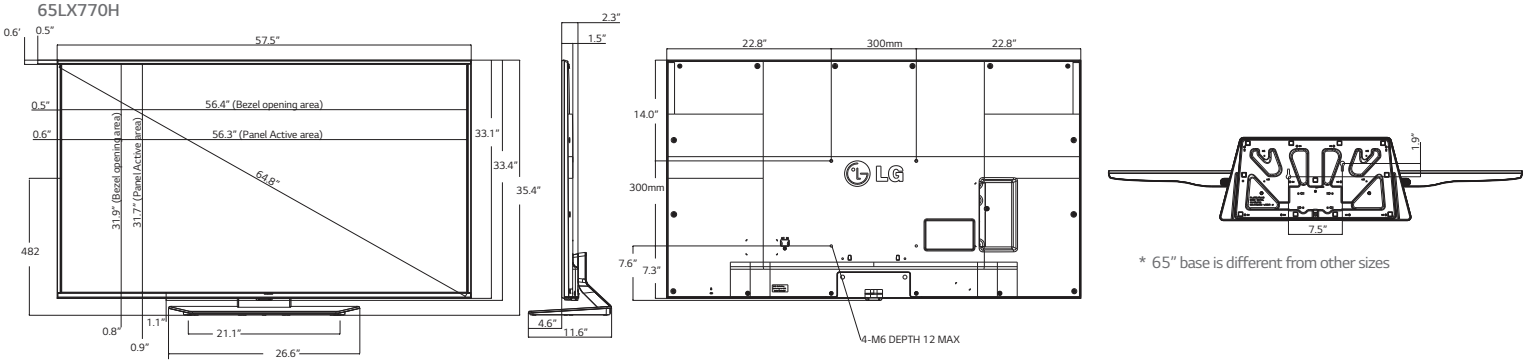
LG's Free-To-Guest Management Appliance delivers the FTG Channel Map to the guest rooms, via the hotel's RF distribution.

PCS200R
HEAD-END SYSTEM



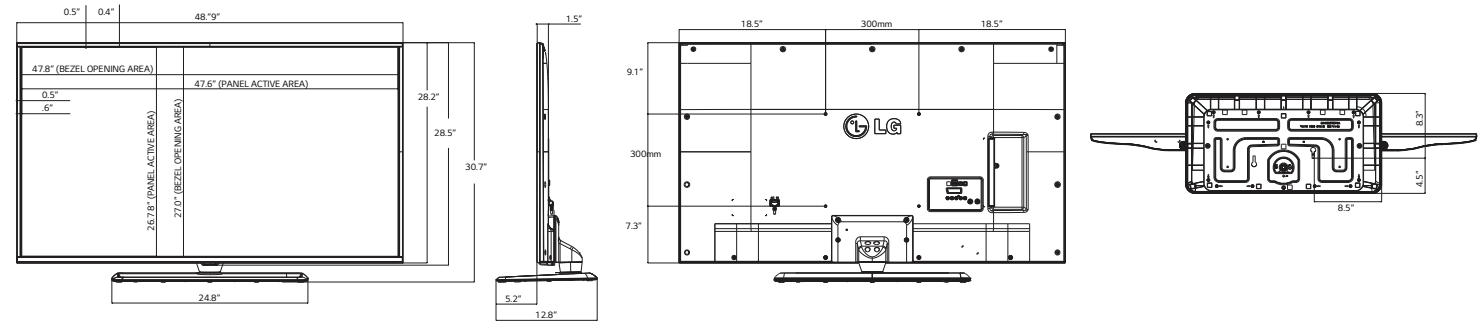
Remote management functions are also supported via the Pro:Centric server. The Pro:Centric Application software can be remotely added at a later date to deliver the benefits of LG's Applications features (Weather, EPG, Billboards...)

65LX770H

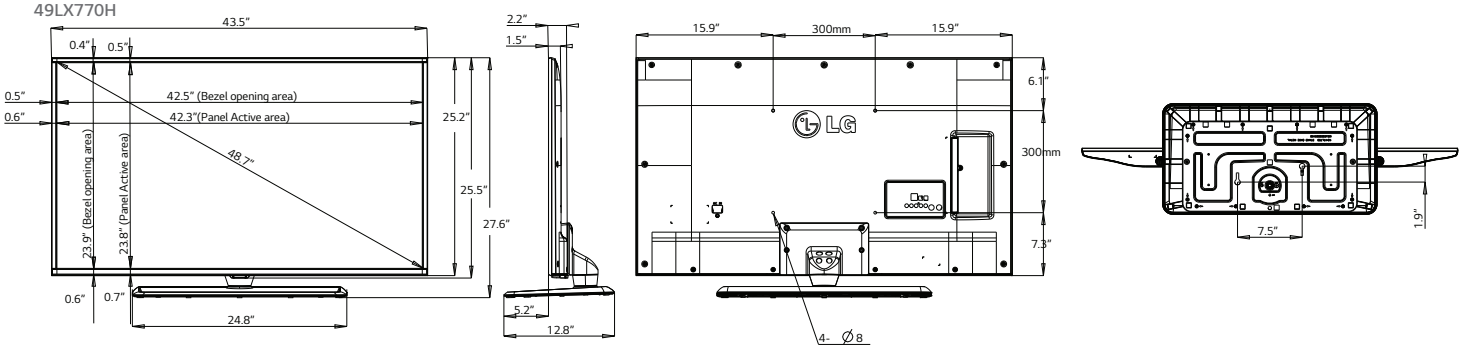


* 65" base is different from other sizes

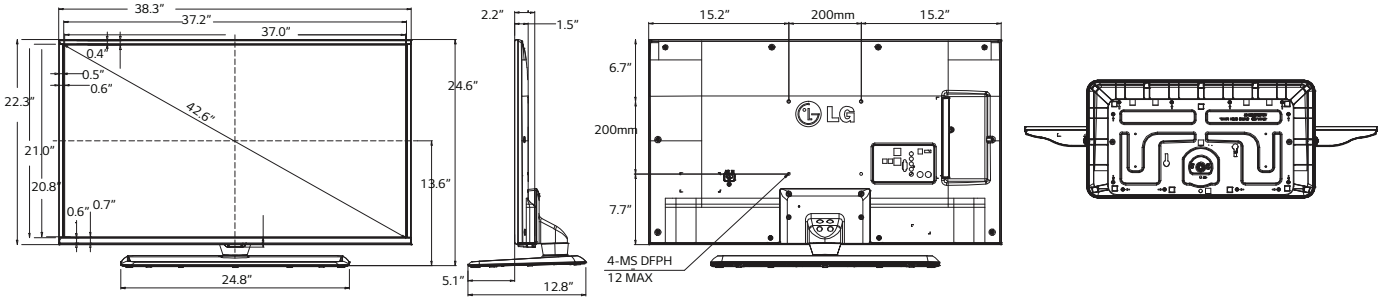
55LX770H



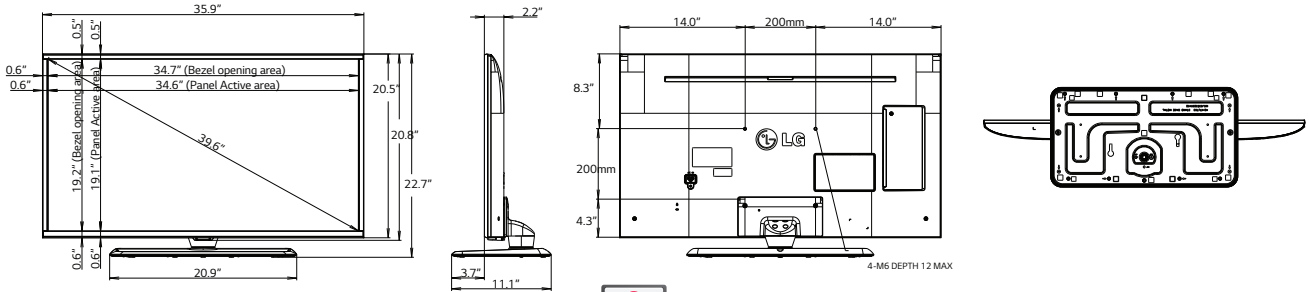
49LX770H



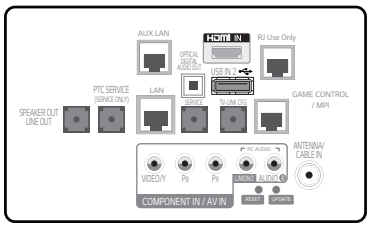
43LX770H



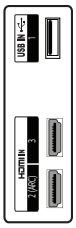
40LX770H



REAR JACK PANEL



SIDE JACK PANEL



Anti-Theft System

The Anti-theft system provides security to prevent TVs theft. Consisting of a Kensington Lock, a Credenza and Lock Down Plate.

Reinforced Metal Stand

- Full metal reinforced stand to improve sturdiness, durability and safety
- Provides (±20°) Swivel out of the box
- Provides (±20/45/90°) Swivel when used with Lock Down plate, not on 65"

Lock Down Plate with Credenza Hole

- Lock the TV firmly to the TV stand for added security and help deter theft.
  (Mounting plate, security bolts, nuts and screws are included)

LX770H Pro:Centric SMART

Edge-lit LED IPTV with Integrated Pro:Idiom and *b*-LAN ™

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40" class (39.6" diagonal)

HOSPITALITY

	MODEL	65LX770H	55LX770H	49LX770H	43LX770H	40LX770H
PANEL	Size	65" class (64.53" diagonal)	55" class (54.64" diagonal)	49" class (48.7" diagonal)	43" class (42.8" diagonal)	40" class (39.6" diagonal)
	Resolution	1920 x 1080 (FHD)				
	Dynamic Contrast Ratio	1,000,000:1				
	Static (Panel) Contrast Ratio	1,400:1	1,200:1			4,000:1
	Viewing Angle	178°/178°				176°/176°
	Response Time	8ms (G to G)	9ms (G to G)		8ms (G to G)	9.5ms (GtoG)
	Frame Rate	240Hz	60Hz			
BROADCASTING SYSTEM	Analog	NTSC				
	Digital	ATSC, VSB, Clear QAM				
VIDEO	Triple XD Engine	Yes				
	Dynamic Color Enhancer	Yes				
	Real Cinema 24p	Yes (3:3 pull down)				
	Aspect Ratio	5 modes (16:9, Just Scan, Set By Program, 4:3, Zoom)				
AUDIO	Audio Output	10W + 10W				
	Speaker System	2.0 ch				
	Sound Mode	6 modes (Standard, News, Music, Cinema, Sport, Game)				
	Smart Sound Mode	Yes				
	Optical Sound Sync	Yes				
	Wireless Sound Sync	Ready				
	apt-X codec	Yes				
	Sound Expansion	Yes				
	Sound Optimizer	3 modes(Off, Wall-Mount Type, Stand Type)				
	Clear Voice	Yes				
FEATURES	Pro:Centric Smart	Yes				
	Hybrid Streaming	Yes (IP & RF) HTTP Data Carousel				
	RF	1 Tuner				
	HCAP	GEM / Flash / HTML				
	HCAP Input Driver Support	USB Mouse, USB Keyboard, Magic Motion Remote, USB Camera, Remote App				
	Auto Config SP	Ez-Manager				
	Remote Diagnosis	Yes				
	Multicast/Unicast Ready	Yes				
	IP Streaming	UDP/Multicast, Smart Share (IGMPv3 SSM Support)				
	SNMP	Yes				
	Comm Smart UX	Yes (Smart Home / Input)				
	Pro:centric	Commercial CP/Apps				
	Web Browser	Yes				
	Magic Motion Remote	Yes				
	Remote App Compatibility	Yes				
	Smart Share	Yes (RTSP, HLS, USB Video Streaming)				
	DLNA	Yes				
	WiDi/Screen Share	Yes				
	Miracast	Yes				
	Wi-Fi Direct	Yes				
	DIAL	Yes				
	HDMI-CEC	Yes				
	HTNG-CEC	Yes				
	Pro:Idiom	Yes				
	Instant ON	Yes				
	b-LAN	Yes				
	Wi-Fi	Built-in				
	Soft AP	Yes				
	Installer Menu	Yes				
	IR Pass Through	Yes (MPI Port)				
	External Speaker Out	Variable/Fixed/Line Out, 3.5mm, Stereo, Single ended Type (GND) 1W with 8Ω				
	RJP Interface	RJ-45,HDMI				
	RJP Compatibility	Teleadapt (RJ-45, HDMI CEC), G-Link (HDMI-CEC)				
	USB	USB 2.0				
	Picture	JPEG				

ENERGY GUIDE

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for model 65LX770H, 55LX770H, 49LX770H, 43LX770H, and 40LX770H are $15, $12, $11, $9 and $8 respectfully.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 12 cents per kWh and 5 hours of use per day. For more information, visit www.ftc.gov/energy."[1]

[1]FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).

	MODEL	65LX770H	55LX770H	49LX770H	43LX770H	40LX770H
FEATURES	Moving Picture Playback	Divx HD				
	Audio Codec	AC3 (Dolby Digital), E-AC-3, AAC, MP3, PCM				
	USB Cloning	Yes				
	Logical Channel Map	Yes				
	Multi IR Code	Yes				
	Welcome Screen	Yes (Splash Image)				
	Auto Off / Auto Sleep	Yes				
	Smart Energy Saving	Yes				
	Motion Eye Care	Yes				
	Bluetooth Sound Sync	Yes				
	Kensington Lock	Stand				
	Credenza/Security Screw Hole	Yes				
	Lock Down Plate	Yes				
	Comm Grade Stand	Yes (Except 65")				
SIDE	HDMI In	2				
	USB	1(2.0)				
REAR	RF In	1				
	AV In	1 Composite (Sharing with Component In) + Audio (L/R)				
	Component In	1 Y,Pb,Pr + Audio (L/R)				
	Digital Audio Out	1 (Optical)				
	HDMI	1				
	USB	1 (2.0)				
	PC Audio Input	1 (Sharing with Component Audio in)				
	Service	1 (3.5mm Jack) Service Only				
	LAN Port	2				
	RJ	1				
	Speaker Out / Line Out	1 (3.5mm RJ-45 jack)				
	PTC Service	1 (3.5mm Jack)				
	TV-Link CFG	1 (3.5mm Jack)				
	Game Control / MPI Port	1 (RJ-12)				
POWER	Voltage, Hz	100 ~ 240V, 50/60Hz				
	Typical	TBD W (Based on ENERGY STAR® 7.0)				
	Standby	< 0.5W				
CERTIFICATION	Safety	UL, FCC, RoHS, cUL, NOM, ENERGY STAR 7.0				
DIMENSIONS	VESA®	300mm x 300mm			200mm x 200mm	
	Bezel Width On (L/R, U, B)	16.1mm, 15.1mm, 21.8mm	15.1mm, 12.7mm, 17.8mm	15.1mm, 12.7mm, 17.8mm	14.9mm, 12.5mm, 17.6mm	15.5mm, 12.8mm, 16.3mm
	Bezel Width Off (L/R, U, B)	13.6mm, 12.6mm, 19.3mm	12.6mm, 10.2mm, 15.3mm	12.6mm, 10.2mm, 15.3mm	12.6mm, 10.2mm, 15.3mm	14.5mm, 11.8mm, 15.3mm
	Swivel Angle	N/A	±20° (±45° / 90° with option)			
	WxHxD (with Stand)	57.5"x35.4"x11.6"	48.9"x30.7"x12.8"	43.5"x27.6"x12.8"	38.3"x24.6"x12.8"	35.9"x22.7"x11.1"
	Weight	75.0lbs	46.5lbs	39.2lbs	30.0lbs	22.9lbs
	WxHxD (w/o stand)	57.5"x33.4"x2.3"	48.9"x28.5"x2.2"	43.5"x25.5"x2.2"	38.3"x22.3"x2.2"	35.9"x20.8"x2.2"
	Weight	63.5lbs	39.0lbs	31.7lbs	22.5lbs	16.5lbs
	WxHxD Packing	60.9"x38.2"x6.3"	52.4"x32.0"x6.0"	47.1"x29.9"x6.4"	41.3"x25.8"x5.6"	42.1"x24.0"x6.4"
	Weight	90.4lbs	55.3lbs	46.3lbs	35.1lbs	27.1lbs
ACCESSORIES	Remote Type	S-Con / Magic Motion RCU (sold separately)				
	Power Cord	Power cord (5.8')				
	Manual / ESG	Simple Book				
OTHER	Warranty	2-Year Limited Warranty Parts/Labor/Backlight | Extended warranty options are also available				
	UPC	719192 917934	719192 917927	7 19192 91791 0	7 19192 91790 3	7 19192 91789 7

COMPATIBLE INTERACTIVE SYSTEMS (SEPARATE SET-TOP BOX MAY BE REQUIRED)

G-LINK, teleadapt, SONIFI, BULK TV 4 INTERNET, acentic, GuestTek, HOISTLOCATEL, m-com, ait-vision, NEVOTEK, WORLD CINEMA, INDEPENDA, ACUTEK, infovalue, tangerine, Exceptional Innovation, ALLIN, DirectStreams, Quadriga, SmarTV

All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

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LED TV is LCD TV with LED backlighting

KniTec
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www.KniTec.com