Pro:Centric® SMART

UV661H (EU/CIS)

A Standard Smart Hotel TV Delivering UHD Content with Pro:Centric® Smart and Direct

Enhance guests in-room experience and hotel brand image with the interactive smart solution, Pro:Centric® SMART. The UV661H series enables you to customize and create your own content with SDK Tools, Pre-loaded Apps, and hospitality content management software, Pro:Centric® Direct (Optional). Also, UHD picture quality with High Dynamic Range (HDR) and guest-centric technologies increase guests' satisfaction and make a lasting impression on the hospitality properties.

UV661H

- Pro:Centric® Smart
- Pro:Centric® Direct Ready
- ULTRA HD
- Pro:Idiom®
- Commercial Grade Stand
- Bluetooth Sound Sync / LG Sound Sync

screen size

43", 49", 55"

Key Features

Smart Customization

Create your own solution along with LG's smart customization tools and content management software. With the tailored solution, hotel can elevate their brand to new levels.

Features

- Pro:Centric Smart SDK (HTML5, Java, Flash)
- Pro:Centric Direct Ready
- Pre-loaded Apps

Enhanced Guests' Experience

Delight your guests with vivid picture quality and entertaining features including webOS 3.5 and its smart apps. It captivates guests' taste and brings them again.

Features

- ULTRA HD, HDR* (HDR10)
- 4K Upscaler, IPS Wide Viewing Angle
- webOS 3.5 & Magic Remote (Ready)

    * HDR (High Dynamic Range)

Smart Connectivity

Cross display boundaries freely and without hassle. With LG smart connectivity functions, mirroring and content sharing between TV and other smart devices are made incredibly easy and user-friendly.

Features

- SmartShare, ScreenShare (Miracast)
- Bluetooth Sound Sync / LG Sound Sync

Hospitality Features

Commercial Grade Stand
Expand the range of comfort for guests with a commercial grade stand. This allows guests to watch a TV from any angle. Also, for security purposes, the stand may be secured to its table.

Swivel Stand

External Speaker Out
Enhance the entertainment experience by adding an additional speaker. Guests listen to the TV audio from anywhere including rest-rooms.
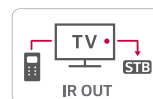
External Speaker Out

Instant ON
Instant on function's high speed loading system saves and enables users to enjoy the contents immediately when they first turn on the TV.

Instant ON

Pro:Idiom®
Prevent any illegal copying of content by the widely used DRM (Digital Right Management).

IR OUT
Just connect your interactive set-top-box to LG Commercial TV. With a single remote control, the LG TVs in your hotel solution fall under your control.

IR OUT

SoftAP
SoftAP means Software enabled Access Point. This "virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

SoftAP

* SoftAP should be set in installation menu after TV is on.
* Miracast may not be operated at the same time.

LG Business Solutions

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Pro:Centric Smart is an elaborate and smart mode of control and customization for commercial televisions. With the customizable tools including HTML5, Java, and Flash, users can optimize the commercial TVs according to their purposes with IP-based programs. This expansion of control provides premium hotel services to guests without the need for a set-top box. Additionally, as the Pro:Centric Smart models are compatible with Pro:Centric Server Application, you can remotely manage TVs in a centralized coaxial infrastructure you already have.

Pro:Centric Smart Application Platform

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.

Pro:Centric Smart TV   SI Server   Customized UI & Service
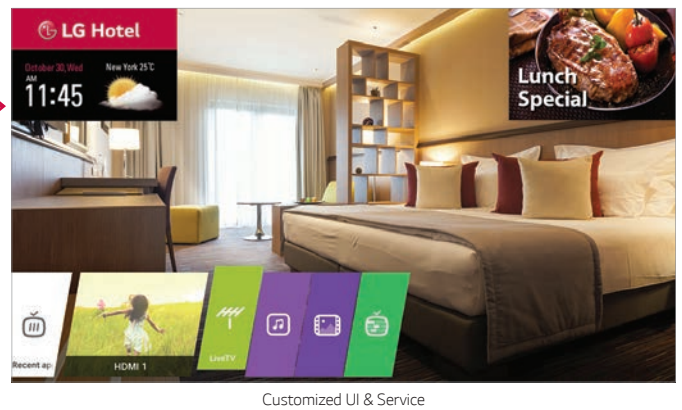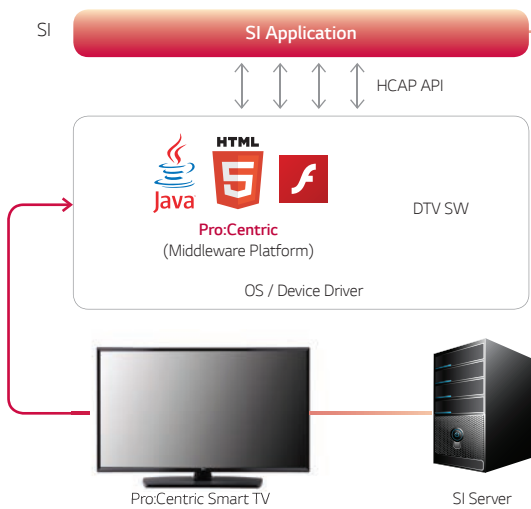
Pro:Centric Server Application

You can now differentiate your hotel with our customizable templates and pages which can be specialized for your property. Pro:Centric® provides you a solution that is easily customizable for your business.

Welcome Page

Language selection

Wake-up Setting

Weather Information
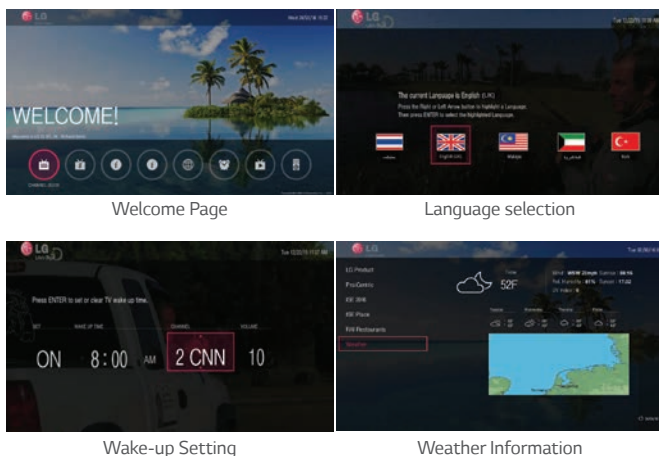
• Various Features

PCA serves the convenience of the guest through a Wake-up setting, Weather Information, Map Service, and much more functions that you can choose.

• Customizable Template & Page

Choose an alternative look & feel template based on your reference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool.

Pro:Centric Direct Ready

Simply create your own templates and remotely manage TVs on the IP network with Pro:Centric Direct, LG's content management software. Pro:Centric Direct offers a free design template, along with customizable widgets and three types of theme templates (Cinematic-type, Grid-type, Bar-type) in order to promote branding and meet guests' tastes and needs. Its interactive solution, including 1-click service, and intuitive UI impress guests while elevating their hotel experience. Plus, for hoteliers, not only does it offer efficient content production and management, but it also maximizes advertisement effectiveness, which contributes to improving the hotel brand.

Cinematic Type

Grid Type

Bar Type
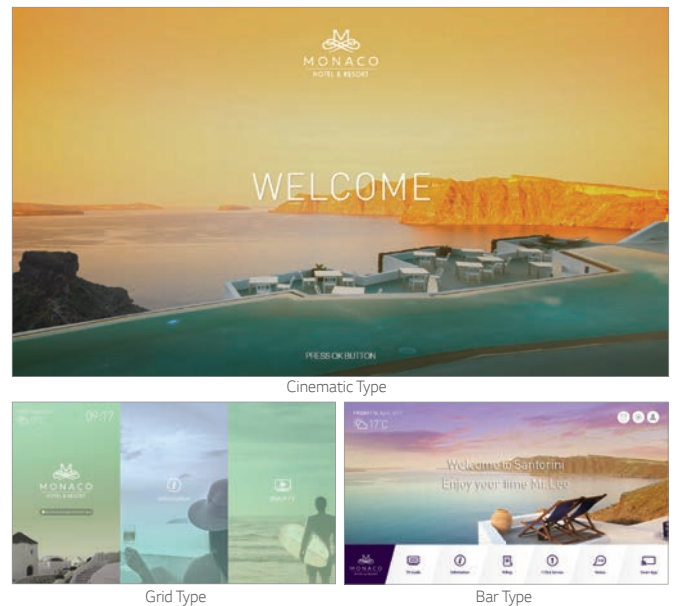
A Standard Smart Hotel TV Delivering UHD Content
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ULTRA HD TV

4K Resolution

ULTRA HD is the future of digital picture, possessing four times higher resolution than that of full HD. Stunning 8.3 million pixels gives a flawless picture quality and incredibly vivid detail.

4K Upscaler

Enjoy Full HD content in 4K ULTRA HD quality. The 4K Upscaler automatically upgrades Full HD content to ULTRA HD through the six steps of the upscaling processes.

4K IPS Wide Viewing Angle

One of the secret behind LG TVs outstanding viewing experience is the specially designed TV panel. 4K IPS delivers true colour from any angle with 4 times the resolution of Full HD. With 4K IPS, every seat is the best for watching content in your space.

Smart Connectivity

SmartShare

SmartShare allows users to share content more easily and quickly. It also searches for the content they want in order to share it more easily and accurately, thereby simplifying the process of sharing between various devices.

Bluetooth Sound Sync (Bluetooth 3.0)

Bluetooth Sound Sync enables users to listen to music on a mobile device through TV speakers via Bluetooth connection.

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

LG Sound Sync

Through a wireless connection, guests can listen the sounds of the LG Smart hospitality TVs using Bluetooth devices such as Bluetooth Speaker and headset. It helps guests to have their own spaces without disturbing other guests.

Enhanced Convenience

Pre-loaded Apps

Guests can be served with bandwidth-worry-free pre-loaded applications, including Accuweather, Web Browser, and YouTube (other applications may be added in the future, subject to licensing terms.).

SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.

*SoftAP should be set in installation menu after TV is on.
*Smart Mirroring may not be operated at the same time.

Magic Remote Ready

Take control of your entertainment experience with a new level of remote control convenience. Spend less time for searching and more time for enjoying.
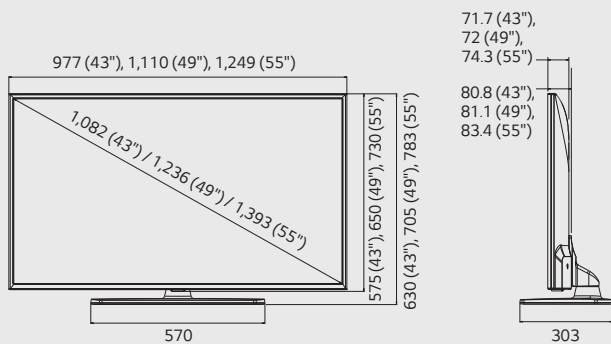
Specifications

		43	49	55
DISPLAY	Type	Edge LED		
	Resolution	3,840 x 2,160 (4K UHD)		
	Brightness	400cd/m²		500cd/m²
	Viewing Angle Degree	178° / 178°		
	Response Time	8		
BROADCASTING SYSTEM	Analog	PAL / SECAM		
	Digital	DVB-T2/C/S2		
VIDEO	Picture Engine	XD Engine		
	Real Cinema 24p (3:3 Pull down)	•		
	Aspect Ratio	• 6 modes (16:9, Original, Full wide, 4:3, Vertical Zoom, All-Direction Zoom)		
	HDR	HDR10		
AUDIO	Audio Output / Speaker System	10W + 10W / 2.0 ch		
	Sound Mode	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)		
	Clear Voice	• (Clear Voice III)		
SOLUTION	Type	Pro:Centric® Smart, V, Direct		
	Data Streaming (IP &RF)	•		
	RF	• (1 Tuner)		
	HCAP (SDK)	GEM / Flash /HTML5		
	Pro:Centric Application	PCA 3.7		
	Digital Right Management	Pro:Idiom		
SMART	Smart UX	webOS 3.5, Commercial Smart Home, Web Browser, Pre-loaded Apps, SDP (Service Delivery Platform) compatibility, Magic Remote Ready		
	Connectivity	SoftAP, WiFi (ac), ScreenShare (Miracast), SmartShare, DIAL, Bluetooth Sound Sync, LG Sound Sync		
HOSPITALITY FEATURES		Hotel Mode, Lock Mode, Welcome Screen, Insert Image, External Speaker Out, Instant ON, One Channel Map, External Power, RJP Compatibility, External Clock Compatibility, RTC (Real Time Clock), webRTC Ready		
GENERAL FEATURES	Installation	EzManager, USB Cloning		
	Management	Wake on RF, WOL, SNMP, Remote Diagnostics, TVLink Interactive, IR Out, Multi IR Code, HTNG/HDMI-CEC		
	Setting Option	Auto Off/Sleep Timer, Smart Energy Saving, Motion Eye care		
	Anti-theft System	Kensington Lock, Credenza/Security Screw Hole, Lock Down Plate		
INTERFACE	Side	HDMI In, USB 2.0, USB 3.0, CI Slot		
	Rear	RF In (2), AV In, Video Component In (Phone Jack Type), Digital Audio Out (Optical), HDMI Input, RS-232C In (Control & Service), Headphone Out, Clock Interface, RJ45 (2), External Speaker Out (2)		
DIMENSION (Unit : mm)	Vesa	200 x 200	300 x 300	
	W x H x D / weight (with stand)	977 x 630 x 303 / 11.2kg	1,110 x 705 x 303 / 14.5kg	1,249 x 783 x 303 / 17.4kg
	W x H x D / weight (Packing)	1,147 x 660 x 175 / 13.9kg	1,296 x 770 x 171 / 17.2kg	1,410 x 860 x 207 / 22.5kg
POWER (Unit : Watts)	Voltage, Hz	100~240V, 50 / 60 Hz		
	Max	116.8	137.7	169.7
	Typical	91.0	110.7	142.6
	Energy Saving (Min)	78.1	86	97
	Energy Saving (Med)	57.0	61	71
	Energy Saving (Max)	37.0	40	43
	Stand-by	0.3		
ECO	ErP Class	A	A	A
	On Power Consumption (W)	68	79	101
	Luminance Ratio (%)	65		
	Mercury Content (mg)	0		
	Presence of Lead	Yes		
	Average Annual Consumption (kWh)	99	115	147
STANDARD APPROVAL	Safety	CB, CU TR		
	Environment	CE		
	Etc.	RoHS, ErP		

Dimensions

43" / 49" / 55"

977 (43"), 1,110 (49"), 1,249 (55")

1,082 (43") / 1,236 (49") / 1,393 (55")

575 (43"), 650 (49"), 730 (55")

630 (43"), 705 (49"), 783 (55")

570

71.7 (43"), 72 (49"), 74.3 (55")

80.8 (43"), 81.1 (49"), 83.4 (55")

303

Connectivity

1. RS-232C IN
2. H/P OUT
3. CLOCK
4. OPTICAL DIGITAL AUDIO OUT
5. AUX LAN
6. LAN
7. HDMI IN 1
8. COMPONENT IN / AV IN
9. SPEAKER OUT
10. LNB SATELLITE IN
11. ANTENNA / CABLE IN
12. USB IN 1
13. HDMI IN 2
14. USB IN 2

For DTS patents, see http://patents.dts.com.

WARNING : To prevent TV from falling over, the TV should be securely attached to the floor/wall per installation instructions. Tipping shalding, or rocking the machine may cause injury.

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HDMI IN • UPDATE • RESET

COMPONENT AV • Pb Y Pr AUDIO VIDEO

SPEAKER OUT

USB IN 1 • HDMI IN 2 (ARC) • USB IN 2 (USB 3.0) • PCMCIA CARD SLOT

Learn more www.lg.com/b2b

youtube.com/c/LGECommercialDisplay

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