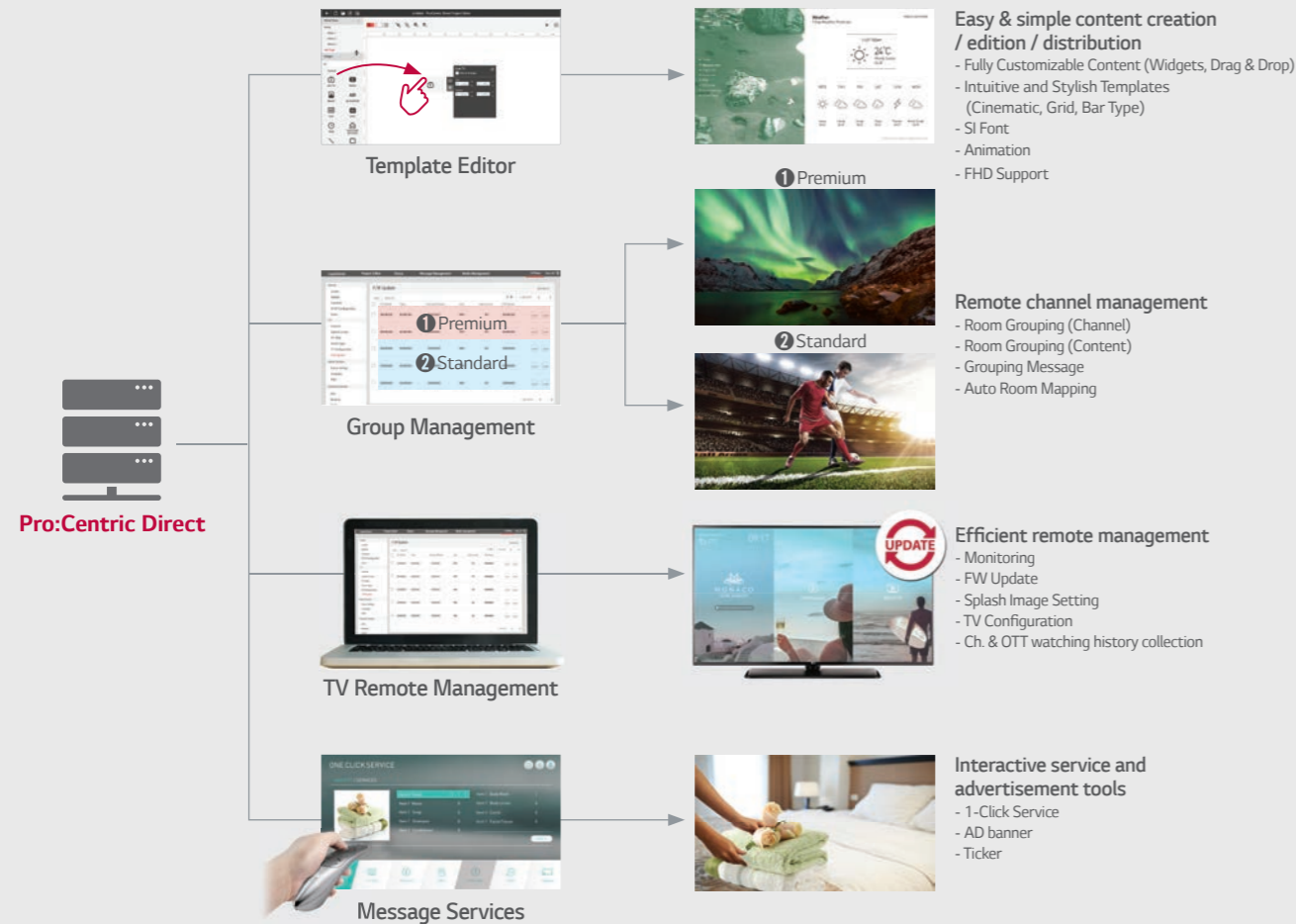


## Pro:Centric® Direct Major Features



## Pro:Centric® Direct Specifications

		Description
<b>MANAGEMENT</b>	Template	Empty Template, Given Templates (Cinematic, Grid, Bar), Color Theme, FHD Support
	Message	1-Click Service (Room Ordering, Laundry, Room Cleaning), AD Banner, Notice, Ticker
	Media	Image, Video Play out, Music
<b>SETTING</b>	Server	Locale, Update, Carousel, RF/IP Configuration, Users
	TV	Splash Screen, Language, Channel Map, TV Configuration, F/W Update, Auto Room Mapping
<b>SERVICE</b>	Hotel Service	Room Setting, Room Grouping (Content / Channel), PMS (Language, Welcome Message with guest's name, Billing Information)
	External Service	EPG (Electronic Program Guide), Weather, Flight Information
	Content Service	Genre Classified Channels, OTT Apps

## Recommended Server Specifications

	Details
<b>SERVER</b>	PCS400R (LG Product) or HP & Dell Model*
<b>CPU</b>	Intel Pentium Dual Core, 3.4GHz
<b>RAM</b>	8GB
<b>HDD</b>	500GB SSD
<b>ETHERNET</b>	Embedded NIC (Broadcom® 5720 dual-port 1GB LOM)

\* Please refer to the Pro:Centric Direct manual for other detailed compatible server models. Also, before purchasing other servers which are not stated on the manual, please kindly contact to regional sales persons.

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LG Pro:Centric® DIRECT

## Hospitality Dedicated Content Management Solution Pro:Centric® Direct



## Intuitive and Stylish Templates, 1-Click Service to Advertising Solutions. Experience Direct Service with Pro:Centric® Direct

Pro:Centric® Direct is a hotel content management system that supports simple editing tools and provides various solutions such as 1-click service and IP-network-based remote management. The intuitive UI and interactive service for room/laundry service provide a new experience for the guest, as well as stylish templates. For the hotelier, not only does it offer efficient content production and management, but it also maximizes advertisement effectiveness, which contributes to improving the hotel image.



### Fully Customizable Content

- Free Design
- Widget Setting
- Drag & Drop Editing
- FHD supported

Fully customize and tailor content to suit guests' needs and requirements. Pro:Centric Direct offers an easily editable environment and simple tools for editing your own templates.



### Group and Remote Management

- Channel Grouping
- Room Grouping (Content)
- FW Update
- CH. & OTT watching history collection

With group and remote management functions, the hotelier can provide different and suitable channels to each group or room according to the purpose of their visit. Also, Room Grouping (Content), FW update, Splash Image setting, and TV Configuration of TVs in all rooms are available through the IP network.



### Intuitive and Stylish Templates

- Cinematic Type, Grid Type, Bar Type Provided

Do not hesitate to use templates provided. Unlike other plain templates, Pro:Centric Direct provides intuitive and stylish templates that look as if they were created by experts.

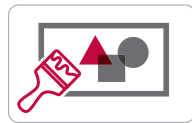


### Interactive Service and Advertisement

- 1-Click Service
- AD Banner
- Auto Room Mapping

Customers can now request hotel services including room cleaning and laundry by one click on the TV. In addition, hotel managers can deliver advertisements and messages with a desired location of the screen.





## Fully Customizable Content

### Free Design Template

Design a template freely, and express your hotel's identity and uniqueness with Pro:Centric Direct. As Pro:Centric Direct provides free design templates, customizable widgets, and a Drag & Drop function, you can compose a template in a simpler way. From Welcome pages to Billboards, you can edit images, text, and links, and place them where you want. It will give a strong impression to guests, and differentiate your hotel from others.

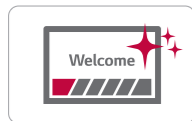


### Widget Setting

Easily compose a template with various widgets (1-Click service, weather, maps, and more, as well as text and images). When a widget is on the canvas, you can adjust it in terms of size, location, and color, and you can also set widgets to be shown on all pages. Show useful information to guests at a glance by using the widgets, as well as creating your own chic designs.



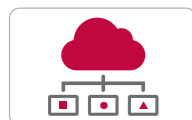
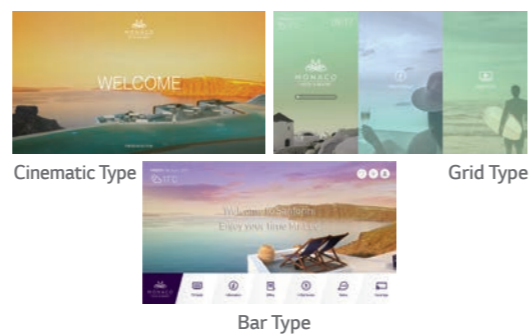
\*Widgets for 1-Click service, Billing, Wake Up Time, Flight Info., Map, Smart Apps, Remote Control Guide are provided as a full set.



## Intuitive and Stylish Templates

### Basic Design (Provided) Templates

Pro:Centric Direct supports three types of intuitive and stylish theme template (Cinematic type, Grid type, Bar type). If you do not have enough time and skill to configure and design a template, simply choose one of three themes as your preference. These three types of theme template will be sufficient to show your hotel's identity.



## Group and Remote Management

### Room Grouping (Content / Channel)

Differentiate channels for each group or room according to the purpose of the guests' visit (e.g. conference, family holiday). Managers can provide customized channel service by grade and by group, so guests can enjoy different services and receive optimized information in each room.

And, Pro:Centric Direct Content may be distributed based on a Group. It is able to give differentiated content to different customer, a result that is suitable for each customer grade. Provide more value to your customers with differentiated contents for each room category.



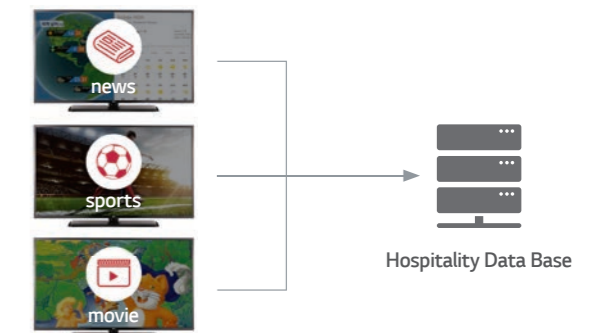
### Remote Management

Remotely update FW (Firm Ware), set Splash Image and TV Configuration without needing to visit the rooms. TV configuration and software can be remotely updated, which helps improve productivity, allowing managers to concentrate on other services and avoid wasting time.



### CH. & OTT Watching History

Channel and OTT viewing information may be collected. Provide your customers more value by monitoring customer preference. (To protect personal information, it is possible to collect only the entire viewing information of the Property unit, not the audience information of a specific customer.)



### Auto Room Mapping

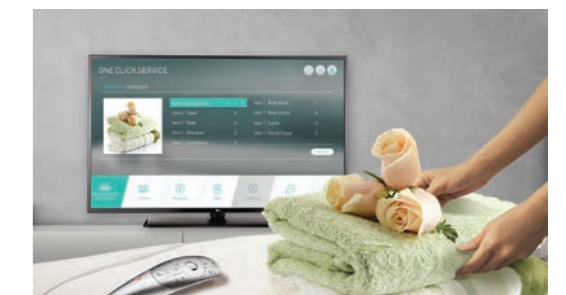
Pro:Centric Direct automatically registers the setup environment required for TV to communicate with server and utilize the Interactive Service during the first install. More convenient to manage without manually inputting the serial number of the room and the hotel.



## Interactive Services and Advertisement

### 1-Click Service

1-Click service improves guest comfort and management efficiency. With a simple click on the screen's service button, guests can conveniently request a variety of services, such as room service, room cleaning and laundry service. Also, as these requests are monitored and recorded at the center, the guests' needs are responded to immediately, without exception.



### Advertisement Tools Ready

Maximize advertisement effectiveness with Pro:Centric Direct. AD banner, messages, and tickers can be displayed in a desired position. Image, text type, and schedule can also be set, so you can expose advertisements in the most effective way.

