Pro:Centric® SMART

A Premium Smart Solution With Pro:Centric® Direct

Provide your guests with the interactive smart solution, Pro:Centric® SMART, for a superior experience. The LV761H series enables you to customize and create your own content with SDK Tools, Pre-loaded Apps, and content management software, Pro:Centric® Direct (Option).

24", 28"

32", 43", 49", 55"

Live TV

LV761H

• Pro:Centric® Smart

• Pro:Centric® Direct Ready

• Bluetooth Sound Sync & LG Sound Sync

• Commercial Swivel Stand (Except 24"/28")

• Pro:Idiom®

screen size
24", 28", 32", 43", 49", 55"

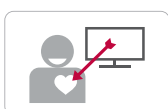*24" / 28" LV761H are only for EU region.

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, GEM, 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
• webOS 3.5 & Magic Remote*(Ready)

*Magic Remote is for 32"/43"/49"/55".

Smart Connectivity

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

Features
• SmartShare, ScreenShare
• Bluetooth Sound Sync
• LG Sound Sync

Hospitality Features

Swivel Stand

Commercial Grade Stand (Except 24"/28")
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.

External Speaker Out

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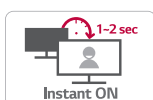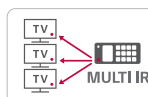
Instant ON

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.

Pro:Idiom®

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

MULTI IR

Multi IR
Multi IR function eliminates the remote control signal interference between TVs in multiple dwelling beds.

SoftAP

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.
* Miracast may not be operated at the same time.
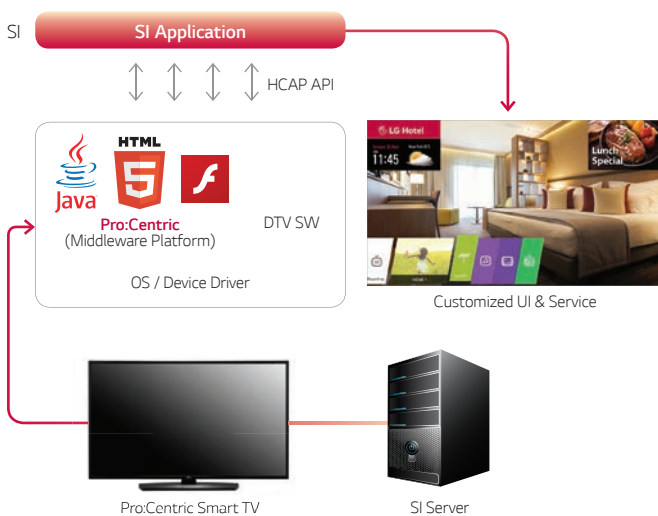
LG Business Solutions

A Premium Smart Solution With Pro:Centric® Direct
Pro:Centric® Smart LV761H

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.
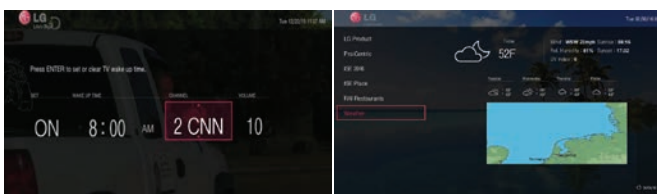

Customized UI & Service

Pro:Centric Smart TV   SI Server

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.
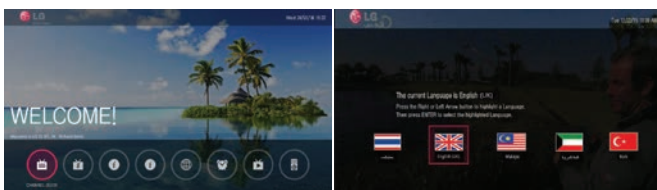
Welcome Page

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
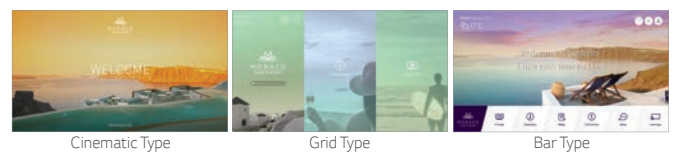
Smart Connectivity & Convenience

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

ScreenShare

Connect a smartphone or a laptop PC to TV via a Wi-Fi Direct connection. The TV will display the device's screen, and users can share their content and memories together.

SoftAP

SoftAP means Software enabled Access Point. This "Virtual" Wi-Fi feature executes by software working on the device to create a wireless hotspot.
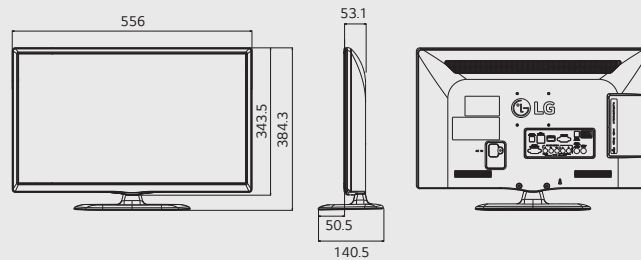
* SoftAP should be set in installation menu after TV is on.
* Smart Mirroring may not be operated at the same time.

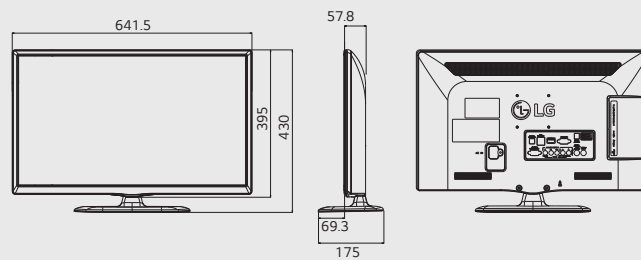## Dimensions (With Stand - Units : mm / kg)

24"
556.0 x 384.3 x 140.6 /
3.7

556

343.5
384.3

53.1

50.5
140.5

28"
641.5 x 429.5 x 175 /
4.9

641.5

395
430

57.8

69.3
175

32"
739 x 495 x 241 /
6.1
*Swivel

739

801

441
495

84

200

200

241

34
90

190
360
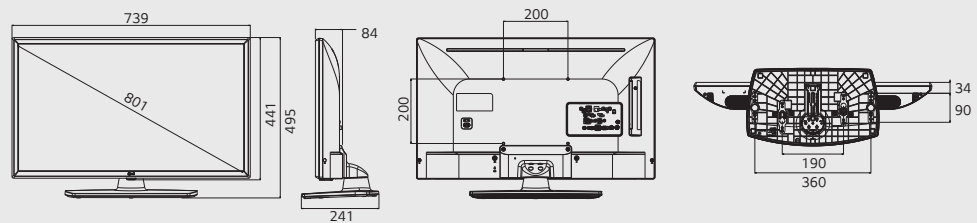
43"
974 x 625 x 303 /
12.5
*Swivel

974

1,080

571
625

79.4

87.4
303

570

200

200

90

190
360
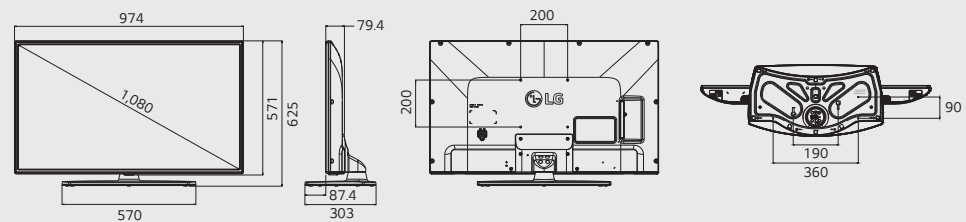
49"
1,107 x 702 x 303 /
14.6
*Swivel

1,106

1,236

645
701

79.4

88
303

570

300

300

90

190
360
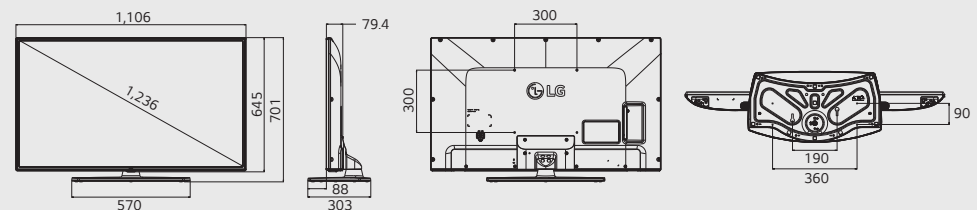
55"
1,241 x 770 x 303 /
19.5
*Swivel

1,241

1,388

720
770

63.6

104
303

570

300

300

90

190
360
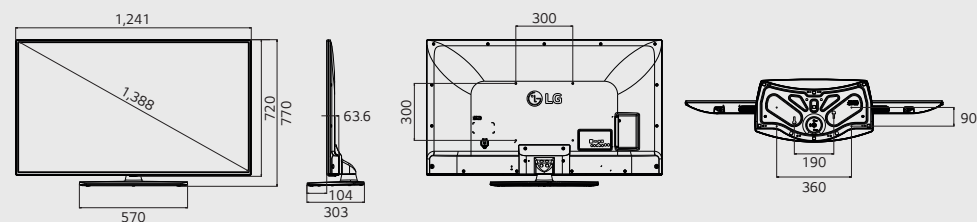
Specifications

LV761H (EU/CIS)

		24	28	32	43	49	55
DISPLAY	Type	Edge LED		Direct LED			Edge LED
	Resolution	1,366 x 768 (HD)		1,920 x 1,080 (FHD)			
	Brightness	250cd/m²	300cd/m²	240cd/m²	400cd/m²		
	Viewing Angle Degree	178° / 178°					
	Response Time	8		9			
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)					
AUDIO	Audio Output / Speaker System	5W + 5W / 2.0ch		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 FEATURES	Smart UX	webOS 3.5, Commercial Smart Home, Web Browser, Pre-loaded Apps, SDP (Service Delivery Platform) compatibility, Magic Remote Ready (Except 24"/28")					
	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 Clock Ready (Except 24"/28"), External Power, RJP Compatibility, RTC (Except 24"/28"), 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	Headphone Out, HDMI In, USB, CI slot		HDMI IN, USB (2), CI Slot			
	Rear	RF In (2), AV In, Video Component In (Phone Jack Type), Digital Audio Out (Optical), HDMI Input, USB, RS-232C, RJ45, External Speaker Out (2)		RF In (2), AV In, Video Component In (Phone Jack Type), Digital Audio Out (Optical), HDMI Input, RS-232C, Headphone Out, Clock Interface, RJ45 (2), External Speaker Out (2)			
DIMENSION (Unit :mm)	Vesa	75 x 75	100 x 100	200 x 200		300 x 300	
	W x H x D / weight (with stand)	556 x 384.3 x 140.6 / 3.7 kg	641.5 x 429.5 x 175 / 4.9 kg	739 x 495 x 241 / 6.1kg	974 x 625 x 303 / 12.5kg	1,107 x 702 x 303 / 14.6kg	1,241 x 770 x 303 / 19.7kg
	W x H x D / weight (packing)	700 x 140 x 402 / 4.9 kg	790 x 470 x 152 / 6.1 kg	905 x 530 x 162 / 7.4kg	1,147 x 660 x 175 / 14.6kg	1,296 x 770 x 171 / 17.8kg	1,360 x 860 x 190 / 24.4kg
POWER (Unit : Watts)	Voltage, Hz	100~240V, 50 / 60 Hz					
	Max	45.4	50.0	60.5	96.7	106.0	126.0
	Typical	33.0	38.2	48.0	73.8	83.0	105.0
	Energy saving (Min)	24.7	28.2	44.0	66.3	72.0	90.0
	Energy saving (Med)	17.5	18.6	31.4	45.0	49.0	60.0
	Energy saving (Max)	11.5	12.3	20.4	28.0	31.0	40.0
	Stand-by	0.3					
ECO	ErP Class	A					A+
	On Power Consumption (W)	25	31	40	66	77	86
	Luminance Ratio (%)	65					
	Mercury Content (mg)	0					
	Presence of Lead	Yes					
	Average Annual Consumption (kWh)	37	45	58	96	112	126
STANDARD APPROVAL	Safety	CB, CU TR					
	Environment	CE					
	Etc.	RoHS, ErP					

*24" / 28" LV761H are only for EU region.

Jack Panels (Rear/Side)

*24" / 28" LV761H are only for EU region.

24"
28"

RS-232C IN (CONTROL&SERVICE) · OPTICAL DIGITAL AUDIO OUT · LAN · HDMI IN · USB IN 1

UPDATE RESET · EXTERNAL SPEAKER OUT · VOLUME CONTROL · COMPONENT IN / AV IN (COMPONENT · AV · Pb Pr Y AUDIO VIDEO) · LNB Satellite IN · ANTENNA / CABLE IN

H/P OUT · HDMI IN 2 · USB IN 2 · ▲ PCMCIA CARD SLOT ▲

32"
43"
49"
55"

RS-232C IN (CONTROL&SERVICE) · H/P OUT · CLOCK · HDMI IN · OPTICAL DIGITAL AUDIO OUT · AUX LAN · LAN · UPDATE RESET

COMPONENT IN / AV IN (COMPONENT · AV · Pb Pr Y AUDIO VIDEO) · SPEAKER OUT · LNB Satellite IN · ANTENNA / CABLE IN

HDMI IN 2 · USB IN 1 · USB IN 2 · ▼ PCMCIA CARD SLOT ▼

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