

# A Standard Smart Hotel TV with Pro:Centric Smart

## LU661H

Enhance guests in-room experience and hotel brand image with the interactive smart solution, Pro:Centric SMART. The LU661H series features SDK Tools, Pre-loaded Apps, and hospitality content management software, Pro:Centric SMART/V/Direct, which enables you to create customized content. Also, its smart connectivity capabilities including SmartShare, SmartScreen, Bluetooth Sound Sync provide enhanced guests' in-room entertainment and convenience.



\* 49 inch

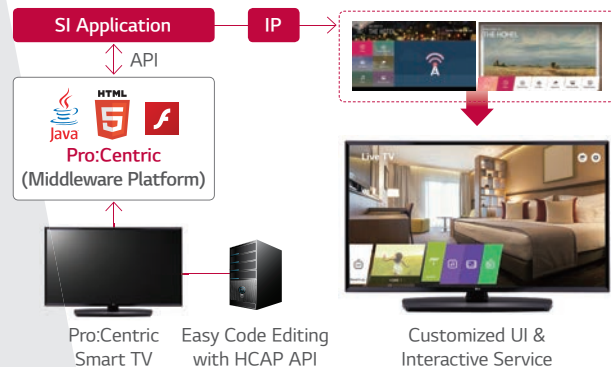


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## Pro:Centric Smart Application Platform

### Pro:Centric Hotel Management Solution

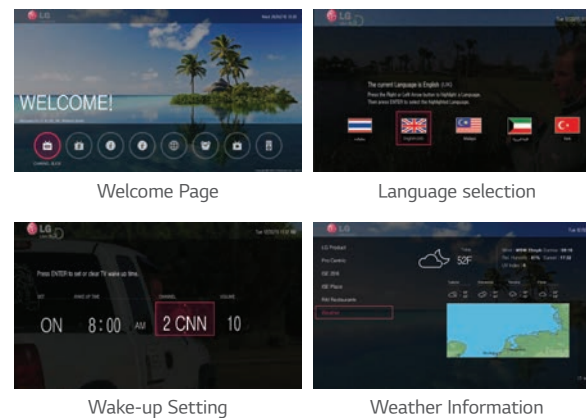
Pro:Centric SMART is optimized for customizing hospitality services for hotel brands and guests through an IP & RF infrastructure. With its high picture quality, sophisticated design and advanced connectivity functions, it upscales in-room entertainment and increases convenience through implementation of high-end technology.



\* Customized UI may be little different.

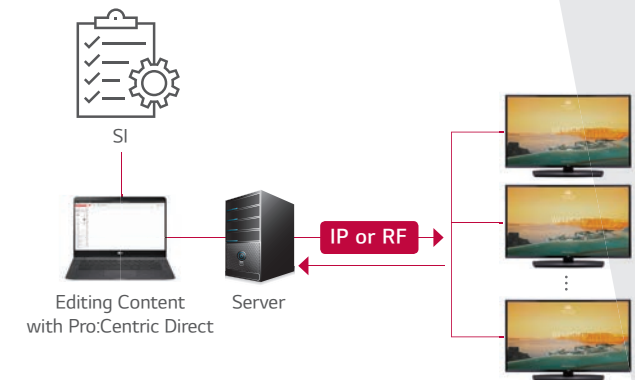
### Pro:Centric Server Application

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.



### Pro:Centric Direct Solution

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. With the solution, users enable to design UI easily and provide customized service while managing TV efficiently.



\* Actual UI may be little different.

\* When PCS400R and PCD 2.0 are used, it is able to have PCD feature even in RF infrastructure. However, to have interactive services in RF infrastructure, Wi-Fi is required (RF+Wireless Infrastructure is needed).

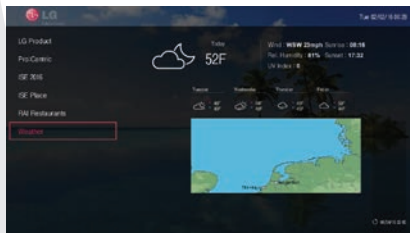
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## Pro:Centric V Hotel Management Solution

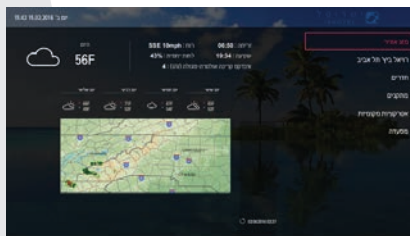
Pro:Centric V provides comprehensive solutions in RF infrastructure. Through the Pro:Centric Server and App, hoteliers are able to customize their settings and deliver information on hotel facilities and wake-up call services, weather forecasts and other messages to guests, all while reinforcing the hotel's brand image.

### Multi Languages

39 languages including Hebrew, Arabic and Farsi, and language alignment are supported, making your guests' stay a more comfortable one.



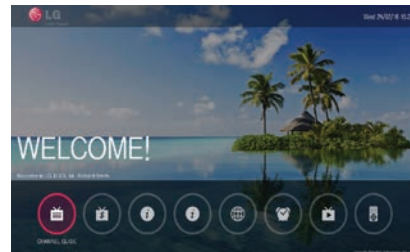
Right Alignment (Hebrew, Arabic, Farsi)



Left Alignment (36 languages)

### Basic & Easy Templates

Pro:Centric Application (PCA) provides one Basic & Easy Template, making a total of three templates, that customers can select according to their preference.



Welcome image of PCA

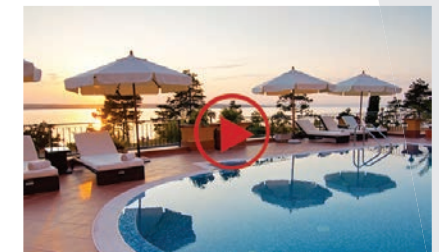
### Customizable Template & Page

Choose an alternative look & feel template based on your preference, and edit multiple sections with 40 pages of billboards by yourself with the web based tool. (Max 15pages / section Available)



### Multi Channel Spooling

Operation of up to 8 hotel channels (22 sub-channels) can offer various information and added services.





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## Hospitality Features

### 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, there by simplifying the process of sharing between various devices.



### 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.



### Bluetooth Sound Sync

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

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## Hospitality Features

### EzManager

EzManager provides convenient installation function that helps to set up Pro:Centric TV settings automatically without extra effort of configuration. Auto-installation requires 1~3 minutes while manual installation requires 3~5 minutes.



### Instant on

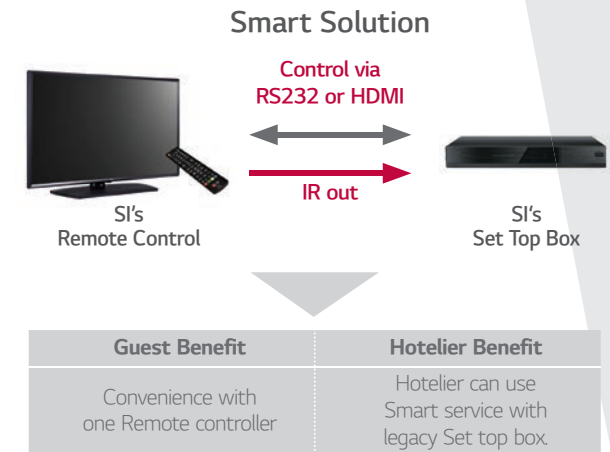
The high speed loading system enables users to enjoy content immediately after turning on the TV.



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

### TV Link Interactive

LG Protocol through RS-232 allows communication between TV and SI interface box, eventually giving smart service and more contents to Hotel guests.



\* We provide two protocol for SI solution (HTNG-CEC and TVLink)

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## Hospitality Features

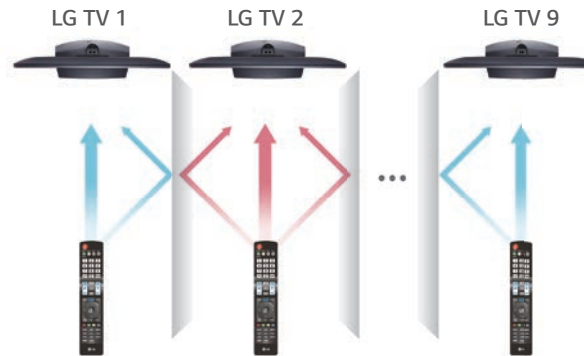
### External Speaker Out

Enhance the entertainment experience by adding an additional speaker. Guests listen to and control the TV audio from anywhere in the business areas, including restrooms.



### Multi IR

Multi IR function eliminates the remote control signal interference between TVs in multiple dwelling beds. This system will work using the same LG TV model.



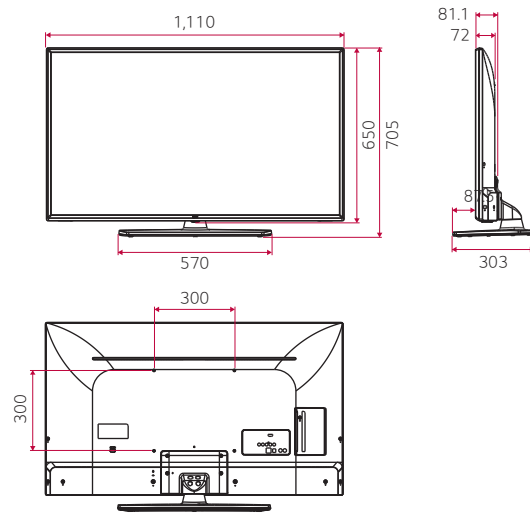
### Pro:Idiom

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

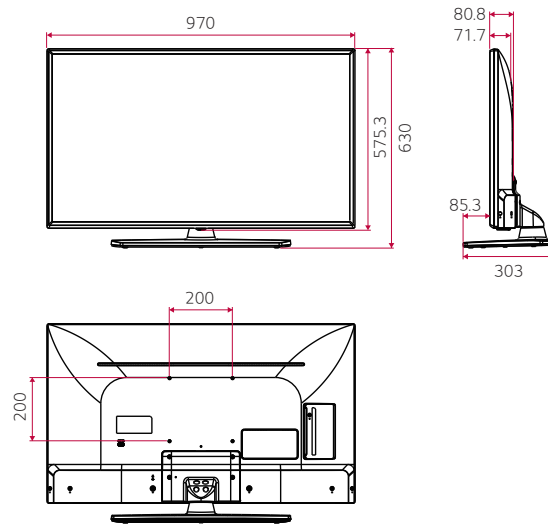


## Dimension

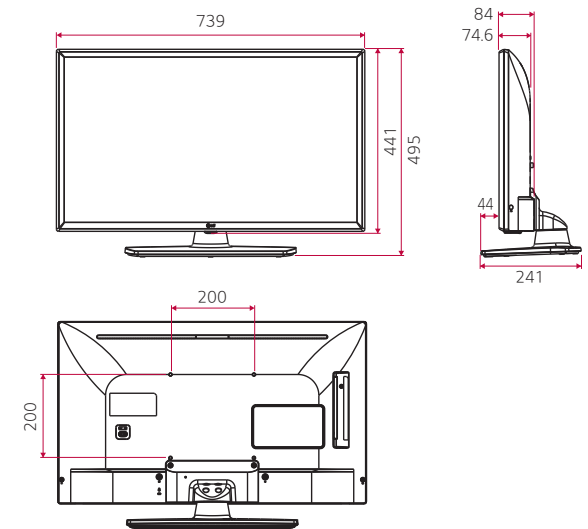
49"



43"

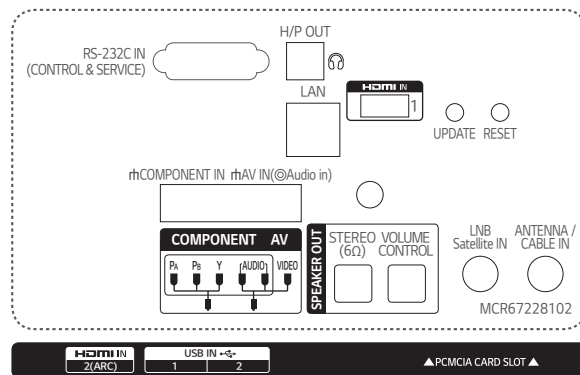


32"

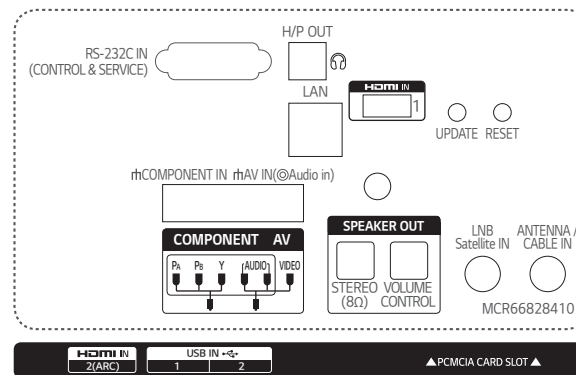


## Connectivity

49" / 43"



32"



\* Dimensions & Jack Panels (Read/Side) may differ from the above image, so please reach LG salesteam to ensure before order.

# Specifications

		49LU661H	43LU661H	32LU661H
PANEL	Screen Size	49"	43"	32"
	Backlight Type	LED (Direct)	LED (Direct)	LED (Direct)
	Resolution	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)	1,920 x 1,080 (FHD)
	Brightness (cd/m <sup>2</sup> )	400	400	240
	Dynamic Contrast Ratio (Dynamic MCI (Hz))	1,000,000:1	1,000,000:1	1,000,000:1
	Static (Panel) Contrast Ratio	1200:1	1200:1	1200:1
	Viewing Angle (H x V)	178 x 178	178 x 178	178 x 178
BROADCASTING SYSTEM	Response Time (G to G, ms)	6	6	8
	Analog	• (PAL/SECAM)	• (PAL/SECAM)	• (PAL/SECAM)
	Digital	•	•	•
VIDEO	XD Engine	•	•	•
	Aspect Ratio	• 6 modes (16:9, Original, Full Wide, 4:3, Vertical Zoom, All-Direction Zoollm), Just Scan	• 6 modes (16:9, Original, Full Wide, 4:3, Vertical Zoom, All-Direction Zoollm), Just Scan	• 6 modes (16:9, Original, Full Wide, 4:3, Vertical Zoom, All-Direction Zoollm), Just Scan
	HDR 10 / HDR Dolby Vision	-	-	-
AUDIO	Audio Output	10 W + 10 W	10 W + 10 W	5 W + 5 W
	Speaker System	2.0 ch	2.0 ch	2.0 ch
	Sound Mode	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)	• 6 modes (Standard, Cinema, Clear Voice III, Sports, Music, Game)
	Clear Voice	• (Clear Voice )	• (Clear Voice )	• (Clear Voice )
	Dolby Atoms	-	-	-
	Adaptive Sound Control	-	-	-
	One Touch Sound Tuning	-	-	-
HOSPITALITY SOLUTION	Audio Channel	-	-	-
	Solution Type	Pro:Centric (Smart, V, Direct)	Pro:Centric (Smart, V, Direct)	Pro:Centric (Smart, V, Direct)
	Data Streaming (IP & RF)	•	•	•
	RF (1/2Tuner)	• (1 Tuner)	• (1 Tuner)	• (1 Tuner)
	HCAP (GEM/FLASH/HTML Service Carousel (TLL/XML))	GEM / Flash / HTML5	GEM / Flash / HTML5	GEM / Flash / HTML5
SMART FEATURE	Pro:Centric Application	• PCA 3.8	• PCA 3.8	• PCA 3.8
	DRM	S/W Type	S/W Type	S/W Type
FUNCTION		webOS 3.5, Smart Home, Web Browser, Pre-loaded App, SDP Server Compatibility, Magic Remote Compatibility (Ready (MR650H)), Soft AP, Wi-Fi (ac), Screen Share (Miracast), Smart Share (DLNA), LG TV Plus App, DIAL, Bluetooth Audio Playback, LG Sound Sync/bluetooth		
HOSPITALITY FEATURES		EzManager, USB Cloning, Wake on RF, WOL, SNMP, Diagnostics, SI Compatible (TV Link Interactive), HTNG-CEC (1.4), HDMI-CEC (1.4), IR Out, Multi IR Code		
JACK INTERFACE		Hotel Mode, Lock Mode (Limited), Welcome Screen, Insert Image, One Channel Map, External Speaker Out, Instant On, RJP Interface, RJP Compatibility, Auto Off / Sleep Timer, Smart Energy Saving, Motion Eye Care, Healthcare Headphone Mode		
DIMENSION (UNIT : mm )	Set Side	HDMI In 1.4, USB 2.0 (2), CI Slot	HDMI In 1.4, USB 2.0 (2), CI Slot	HDMI In 1.4, USB 2.0 (2), CI Slot
	Set Rear	RF In (2), AV In (Share with Component), Component in (Y/Pb,Pr-Video), HDMI/HDCP Input, RS-232C (Control & Service), Headphone Out, RJ45, External Speaker Out (2)		
	Vesa	300 x 300	200 x 200	200 x 200
	W x H x D / Weight (with stand)	1,110 x 705 x 303 / 14.5 kg	977 x 630 x 80.8 / 11.2 kg	739 x 495 x 241 / 6.05 kg
POWER (UNIT : WATTS)	W x H x D / Weight (without stand)	1,110 x 650 x 81.1 / 11.3 kg	977 x 575 x 80.8 / 8.0 kg	739 x 441 x 84 / 4.85 kg
	W x H x D / Weight (Packing)	1,296 x 770 x 171 / 17.2 kg	1,147 x 660 x 175 / 13.9 kg	905 x 530 x 162 / 7.35 kg
	Voltage, Hz	100 ~ 240V, 50/60Hz	100 ~ 240V, 50/60Hz	100 ~ 240V, 50/60Hz
POWER (UNIT : WATTS)	Max	113.6	100.2	63.2
	Typical	88.7	66.2	52
	Energy saving (Min/Med/Max)	58.7 / 42.3 / 22.9	51 / 37.5 / 22.3	34 / 27 / 19
	Stand-by	0.3	0.3	0.3

\* Specifications are subject to change without notice, so please reach LG salesteam to ensure before order.



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All screen images are simulated. Dimension and weights are approximate.  
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