Pro:Centric™ Dual Tuner™ Edge-lit IPTV
with Integrated Pro:Idiom® and *b*-LAN

▶ **47LT777H**
47" class (46.9" measured diagonally)

▶ **42LT777H**
42" class (42.0" measured diagonally)

▶ **37LT777H**
37" class (36.6" measured diagonally)

▶ **32LT777H**
32" class (31.7" measured diagonally)

Smart. Compatible. Customizable.

One of the smartest and most compatible Hotel Televisions in the industry.

Pro:Centric® SMART

The finest and smartest mode of control and customization for Hotel TVs, LG Pro:Centric® Smart offers all the customizable tools needed to optimize a property's TVs with IP based programs including HTML5, Java and Flash. With this expansion of control comes the ability to provide premium hotel services without the need for a set-top box. Additionally, enhanced connectivity and display sharing are available to the guests with LG Smart TV technology.

Customizable UI HTML5 | Java | Flash

Embedded Applications, enables guest to access a wider variety of content including social media applications. LT777H also includes full internet web browser for guest to access.

smart Share™
Enjoy and share content stored on your laptop, digital cameras, smart phones and other devices to your TV conveniently and seemlessly.

*Video playback only - content on phones may be played on TV through the Smart Share app on compatible LG smartphones

WiFi   WiDi   DLNA   Remote Jack Pack

Wi-Fi BUILT-IN
Similar to a smart phone, LG's Pro:Centric smart TVs have WiFi built-in, allowing greater connectivity and access to and from the TV.

LG Life's Good

Pro:Idiom®

Global Leading Digital Rights Management System

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 thus designed to lower costs and reduce maintenance needs. This leading DRM system is embraced for its security solution, which prevents illegal copying of copyrighted content.

Reduced Total Cost of Ownership

Remote Manager
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.

Ez MANAGER
EzManager'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

USB 2.0
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 Dec. 2017, replacing the current 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 Applications Platform

The LT777H is the latest in the line of Pro:Centric Televisions that provides a unique and dedicated hotel data broadcasting platform for hosting of LG's SIs System Integrators interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guest needs.

The LT777H extends the choice of applications available to hoteliers through the introduction of HTML5 support in addition to the current Adobe Flash-Lite and Java support. The LT777H is also a full IPTV platform with built-in IP video decoding supporting both IP and RF connectivity. Leveraging the Pro:Centric IPTV platform may allow system integrators their STB (Set Top Box) client software directly into the Television, eliminating the need for the additional STB hardware.

The LT777H supports embedded Wi-Fi for streaming of content to the Television or back channel communications, or can be used simply as an access point.

The LT777H platform includes support tools for the SIs to manage their systems such Simple Network Management Protocol (SNMP), to enable monitoring of the TV's on the network by the head-end or cloud based server for maintenance and admin purposes. The Wake-on-LAN features allows the TV to communicate in a background mode while the TV is powered off and without disruption to the guest, providing the ability to deliver remote software updates from the head end server.

The LT777H Pro:Centric Applications Platform

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 there are now two options for remote management of TV settings such as virtual channel mapping, cloning of installer menu settings, and other settings:

1. Integrated *b*-LAN, plus LG's Free-To-Guest Management Appliance (FMA)
2. LG's Pro:Centric server (PCS150R)

Both remote management options avoid having to visit rooms to change television settings, thereby saving labor charges to carry out this work.

Hotel Costs For Free-To-Guest Channel Management

	Estimated Labor Costs	MSRP	Total	Savings over other brand
Other brand	$20 (est.) x 2 times per year (to update channels) x 100 rooms x 5 years		$20,000	
LG Pro:Idiom TV with *b*-LAN integration plus FMA		$2,250 (FMA)	$2,250	**$17,750**
LG Pro:Idiom TV with Pro:Centric Server		$1,750 (PCS150R)	$1,750	**$18,250**

MSRP subject to change. Installation not included.

Free-To-Guest Remote Management Devices

PCS150R
HEAD-END SYSTEM

Remote management functions 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...)

FMA-LG101
HEAD-END SYSTEM

Manages channel line-up changes, channel label changes, designates a startup channel, cloning of commercial installer menu settings, and can set the time/date, and broadcast that information to all the terminals on a regular basis. Also, enables Pro:Idiom tuning for Pro:Idiom encrypted content.
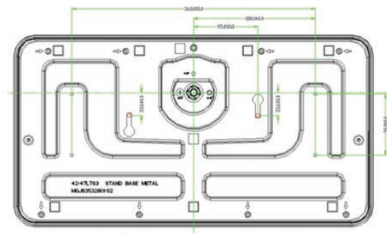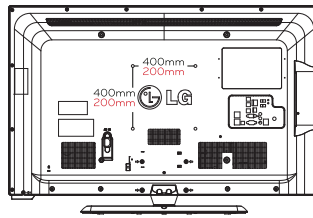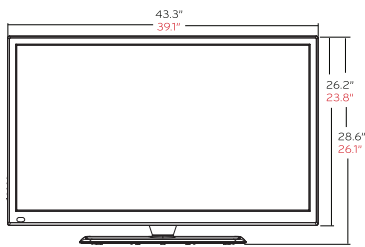
green LIFE'S GOOD...

when it's green.

LG is committed to improving product development, manufacturing and usage to meet the demand for products with environmentally friendlier features. Our televisions have technologies to reduce power consumption and in return increase cost savings per room.
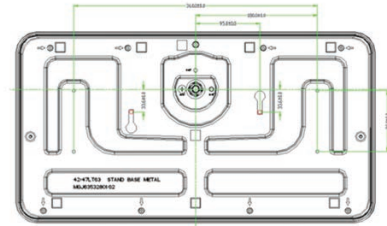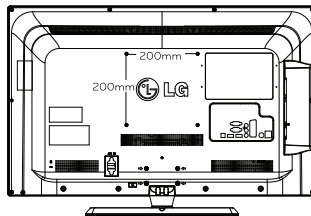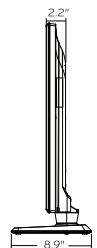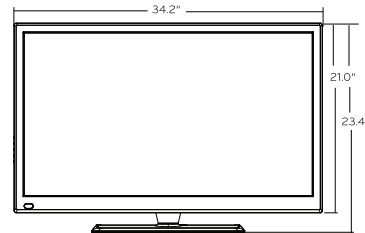
EcoSmart
- **Intelligent Sensor** - Continually monitors room light conditions to automatically optimize the picture quality for a more enjoyable viewing experience, which can help save energy.
- Dynamic Power Savings - Using built-in algorithms, TV will automatically reduce the power consumption based on incoming video, while maximizing picture performance.
- Static Power Savings - Picture brightness level can be set at the preferred power consumption level to reduce power and increase energy savings.
- **CEC Compliant** - Meets the Appliance Efficiency Regulations of the California Energy Commission.
- **RoHS Compliant** - Meets directive on restriction of hazardous substances.
- **Energy Star 6.0 Qualified** - Meets current Environmental Protection Agency's television product specifications.
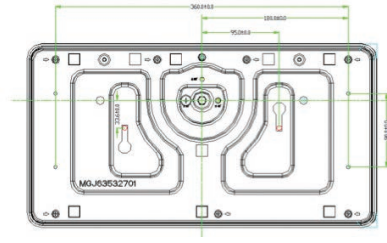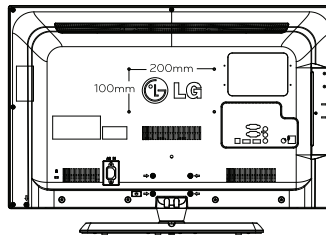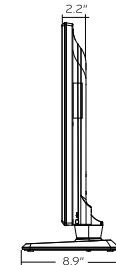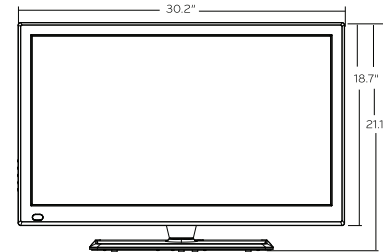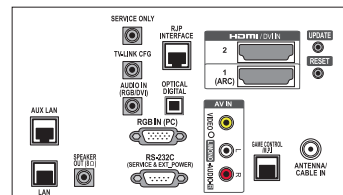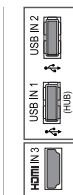
47LT777H/42LT777H

37LT777H

32LT777H

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.

Kensington Lock
- LG Hotel TVs are protected by the reliable solution the Kensington Lock.

NEW! Reinforced Metal Stand
- Full metal reinforced stand and also neck to improve sturdiness, durability and safety.
- Provides (± 20/45/90 degrees) Swivel

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)

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HOSPITALITY

PANEL	Model	47LT777H	42LT777H	37LT777H	32LT777H
	Panel Technology	Edge-lit			
	Panel Size	47" Class (46.9")	42" Class (42.0")	37" Class (36.6")	32" Class (31.7")
	Native Resolution	1920 x 1080 (FHD)			1366 x 768 (HD)
	Dynamic CR	1,000,000			
	Viewing Angle (HxV)	178°/178°			
	Response Time	8ms			9ms
	Frame Rate	60Hz			
BROADCASTING SYSTEM	Analog	Yes (NTSC)			
	Digital	Yes (ATSC / Clear QAM/VSB)			
VIDEO	XD Engine	Yes			
	24p Real Cinema (24p 5:5/2:2 Pull down)	Yes			
	Eye Care (Anti Dazzling)	Yes			
AUDIO	Audio Output	10W + 10W			
	Speaker System	1 Way 2 Speakers			
	Infinite Sound	Yes			
	Clear Voice II	Yes			
SPECIAL FEATURES	Pro:Centric	Yes			
	*b*LAN	Yes			
	Hybrid Streaming (IP & RF)* MultiCast/HTTP Data Carousel	Yes			
	RF (1/2Tuner)	Yes (2 Tuner)			
	Preloaded Applications (Pro:Centric Smart)	Yes (Facebook, Twitter, Google Maps, Accuweather, Internet Browser)			
	Web Browser	Yes			
	HCAP (GEM/FLASH/HTML)	Yes			
	Instant on/Warm Mode	Yes			
	EzManager	Yes			
	Remote Diagnostics	Yes (USB and remote)			
	Smart Share	Yes (Smart Share)			
	DLNA (Movie/Photo/Music)	Yes (W/O DMR)			
	WiDi/WiFi Direct	Yes			
	Simplink (HDMI-CEC)	Yes (1.3)			
	HTNG-CEC 1.3	Yes			
	Pro:Idiom	Yes			
	SI Compatible (TVLink Protocol)	Yes (MPI protocol)			
	Hotel Mode/ PDM /Installer Menu	Yes			
	IR Out (TV Link Tuner)	Yes (MPI Jack)			
	External Speaker Out	Yes (Variable, 3.5mm, Stereo, 1W with 8Ω, BTL, 4 pin)			
	RJP Interface	Yes (RJ45, HDMI)			
	RJP Compatibility	LG, Teleadapt (RJ45, HDMI CEC), G-Link (HDMI-CEC)			
	PIP	Yes (except HDMI-HDMI, AV-AV)			
	External Power	Yes (RS-232C, 12V/1.0A)			
	USB	USB2.0 (Media Host)			
	Moving Picture Playback (SD/HD/Plus HD)	Divx HD			
	Picture	JPEG			
	Audio Codec	AC3 (Dolby Digital), EAC3, AAC, Mpeg, MP3, PCM			
	USB Cloning	Yes			
	One Channel Map/ Logical Channel Map	Yes (LCM)			
	Multi IR Code	Yes			
	Welcome Screen (Splash Image)	Yes			
	Auto Off /Auto Sleep	Yes			
	Video Mute	Yes			
	Smart Energy Saving	Yes			
	Optional Magic Remote Control	Yes (Sold Separately, part# AN-MR300)			

	Model	47LT777H	42LT777H	37LT777H	32LT777H
SPECIAL FEATURES (Cont.)	Kensington Lock	Yes			
	Credenza/Security Screw Hole	Yes			
	Lock Down Plate	Yes			
	Commercial Grade Stand	Yes			
INTERFACE (Side)	HDMI In	1 Side			
	USB (2.0)	2 Side			
INTERFACE (Rear)	RF In	1 Rear			
	AV In	1 Rear			
	Digital Audio Out (Coaxial / Optical)	1 (Optical)			
	HDMI/HDCP Input	2 Rear			
	RGB In (D-sub 15pin) - PC	1 Rear			
	PC Audio Input	1 Rear			
	RS-232C (D-Sub 9pin)	Yes (SVC, Power outlet 12V)			
	LAN Port	2 Rear			
	RJ45 (RJP interface)	1 Rear			
	External Speaker Out	1 Rear (3.5mm phone jack)			
	TV link Configuration (phone jack type)	1 Rear			
	MPI Port	1 Rear			
CABINET	Bezel Width (off Bezel) (mm)	18.7mm/23.3mm	17.3mm/21.9mm	18.9mm/23.5mm	18.7mm/23.3mm
	With Stand	43.3" x 28.6" x 11.1"	39.1" x 26.1" x 11.1"	34.2" x 23.4" x 8.9"	30.2" x 21.1" x 8.9"
	Weight	41.2 lbs	37.3 lbs.	26.9 lbs.	22.5 lbs.
	Without Stand	43.3" x 26.2" x 2.2"	39.1" x 23.8" x 2.2"	34.2" x 21.0" x 2.2"	30.2" x 18.7" x 2.2"
	Weight	33.7 lbs	29.8 lbs	22.0 lbs	17.6 lbs
	Carton	52.4" x 29.8" x 6.3"	46.5" x 29.3" x 5.4"	42.2" x 23.6" x 4.9"	38.1" x 21.5" x 5.7"
	Weight	51.4 lbs.	42.5 lbs.	32.4 lbs.	27.3 lbs.
	Swivel	Yes (± 20/45/90 degrees)			
	Color	Black with Hairline finish			
	VESA™ Standard Mount Interface	400mm x 400mm	200mm x 200mm		200mm x 100mm
	Flame Retardant	Yes (Back Cover only)			
REQUIRED LISTINGS	Safety	cUL, UL, FCC, NOM			
	RoHS	Yes			
	Energy Star 6.0	Yes			
UPC		7 19192 91569 5	7 19192 91568 8	7 19192 91567 1	7 19192 91566 4
POWER	Power Source	110 ~ 240V, 50/60Hz			
	Watts (Typical)	72.7W	57.9W	52.5W	39.1W
	Stand-by	0.5W↓			
	Warm Mode	19.9W			
WARRANTY		2-Year Limited Warranty (Parts/Labor)			

REMOTE JACK PANEL COMPATIBILITY (RJP)
G-LINK · teleadapt · LG

COMPATIBLE INTERACTIVE SYSTEMS (SEPARATE SET-TOP BOX MAY BE REQUIRED)
LodgeNet · Enseo · swisscom · NEVOTEK · iBAHN · KoolConnect · NXTV | Quadriga · acentic · ROOMLINX · nSTREAMS

LED · FULLHD 1080P · Pro:Centric · STB · Energy Star · smart Share

External Speaker Out · Remote Jack Pack · TV IR OUT · Welcome Screen · MULTI IR · advanced HOTEL MODE · Remote Diagnostics

USB CLONING · b-LAN · USB 2.0 · One Channel Map · HDMI · HYBRID STREAMING (IP.RF) · Pro:Idiom

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