



Frequently Asked Questions about LG Lodging Products

1.) What makes HDTV so exciting?

With over 15 million households currently watching high definition television (HDTV) worldwide and an additional 36 million expected by 2009, HDTV is clearly becoming the preferred way to view television programs. This cutting edge technology provides a crisp, clean picture and improved audio that creates a unique viewing experience for TV audiences.

2.) What is the difference between 720p, 1080i, and 1080p?

All three are considered high definition; 1080p is slightly higher resolution than the other two. However, there is little or no content available yet in 1080p, and it's hard for most TV watchers to even perceive the difference on a TV smaller than 42" class.

3.) To offer HDTV to my guests, do I just need to buy HDTVs?

No, you will need to ensure that the HD signal is connected and routed properly to reach the HDTV. This may require additional head-end equipment (such as transcoders for each HD channel) or in-room equipment (such as a set-top box).

4.) Why can't I just buy TVs at Costco or Best Buy?

There are two types of TVs – consumer and commercial. Consumer sets are intended for home use, whereas commercial televisions are specifically designed for the hotel environment. Here are some specific features of commercial televisions not found in consumer sets.

- Volume Limiters – Set the maximum volume limits so guests can't disturb others.
- Total Control Programming – Customize TV settings so each guest has the same experience. Prevents guests from tampering with the TV controls.
- Smart Plug/Smartcard Interface – Allows for two-way communications with Video-on-Demand (VOD) providers. This is not found on consumer units.
- Pro:Idiom – Allows the set to receive HD programming in a hotel environment.
- Commercial UL Listing – This is specific for covering insurance issues during commercial installations not found on consumer units.
- Warranty – Commercial TVs have a longer and more comprehensive warranty than consumer units.
- Clone Programmer – Commercial TVs can be cloned by a clone programmer. This saves a significant amount of time and expenses during installation.
- Mounting – Mounting and security devices are made for commercial units, not for consumer ones.

All televisions ordered for hotel rooms MUST be commercial televisions. For public areas like the lobby or fitness centers, a commercial set is highly recommended. HD programming may require a commercial set due to the use of Pro:Idiom encryption technology. (See Q.7 for further information.)

5.) What sizes of LCDs and plasma TVs are available, and what should I buy?

Plasma TVs are available in 42" class sets and larger. LCDs are available in 20" through 52" class sizes. Each brand has developed brand standards regarding TV sizes. Most require 32" class in standard guestrooms. Some brands allow for upgrades to 37" or 42" class size TVs.

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6.) What is the FCC mandate for digital TV, and how will it affect my hotel?

The FCC mandate requires all terrestrial broadcasts to be digital – not high-definition – by June 2009. For your home TV, this means if you receive broadcast networks like NBC, CBS or ABC using “rabbit ears” antenna, those channels will no longer work. You’ll need a digital to analog converter. If you are using cable, the signal will continue to work.

Hotels using satellite should double check that they are receiving the broadcast networks via satellite, and not by antenna.

7.) What is Pro:Idiom?

Pro:Idiom is a secure, digital rights management system designed for the hospitality market to prevent piracy. It encrypts the TV signal so only the authorized TVs can decode the signal and display the video on the screen, thereby preventing copying or viewing the HD content on any device other than the TV. There are several encryption standards, but Pro:Idiom is the most widely adopted by the studios/content providers, such as Direct TV, Dish Network, some of the cable companies and LodgeNet/On-Command.

8.) Do I have to have Pro:Idiom?

If you want to offer HD VOD or premium HD channels like HBO and ESPN, you need Pro:Idiom. If there is no chance you will ever offer those services, you may not need Pro:Idiom, but that is a high risk choice at this time. Most brands recommend purchasing Pro:Idiom capable TVs.

9.) Are there different kinds of Pro:Idiom TVs?

Unfortunately, yes. One model is designed to work with VOD systems and the other model is designed for standalone free-to-guest (FTG) systems such as Direct TV. When you order new TVs, be sure to let the TV supplier know what kind of VOD and FTG strategy you currently have in place or plan to use going forward; they can help ensure that you choose the correct set.

Also be sure to mention your choices in VOD and FTG systems to the TV supplier, so they can include the right type of “terminal,” which is a card inserted in the TV (or a set-top) that lets the TV communicate with the VOD system.

10.) What is MPEG4?

MPEG4 is a digital video compression standard that enables high-quality audio and video streams and lets providers deliver more channels with the same bandwidth. (MPEG3 is used for audio, and MPEG2 and 4 are used for video) Most new HD channels will be broadcast in MPEG4. The MPEG4 sets can also display MPEG2 channels, so if you are buying a new set, we highly recommend buying MPEG4 set.

If you already purchased an MPEG2 set, you will most likely be able to buy some equipment from your FTG provider that will allow the TV to receive MPEG4 channels.

11.) What is IPTV?

IPTV generally means the television signal is being delivered over the Internet protocol. Different suppliers use the term differently; some are delivering only VOD over IP, and others are trying to deliver FTG channels or other kinds of interactive services. At this time, IPTV is still expensive. It does not have a clear advantage as of today, but may become more prevalent in the future.

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