47" CLASS (46.9" MEASURED DIAGONALLY) | **47LT770H**
42" CLASS (42.0" MEASURED DIAGONALLY) | **42LT770H**
37" CLASS (37.0" MEASURED DIAGONALLY) | **37LT770H**

LED TV

Smart. Compatible. Customizable.

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

Pro:Centric® SMART

LG Pro:Centric® Smart offers all the customizable tools needed by our partners 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

Extend Connectivity

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 LG mobile phones

Wi-Fi BUILT-IN | WiDi | dlna CERTIFIED® | Remote Jack Pack
WiFi | WiDi | DLNA | Remote Jack Pack

Wi-Fi BUILT-IN

Just like a smart phone, LG Pro:Centric Smart TV now has a Wi-Fi chip built into the system, allowing it greater connectivity and access to and from the TV.

Remote Jack Pack

The plug and play function of the Remote Jack Pack enables guests to view media from their portable devices on the hospitality TV screen seemlessly.

Compatibility:

G-LINK Connect to your World | teleadapt Keeping Your World Connected™

MP3 | Digital Camera | Mobile | Laptop

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LG
Life's Good

Reduced Total Cost of Ownership

Remote Manager

With the Pro:Centric server you can remotely manage cloning and channel mapping for TVs in guest rooms without having to visit the individual rooms.

TCO Reduction
Before After
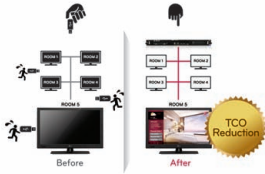
Ez MANAGER

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.

TCO Reduction
Step1 (Power on) → Step2 (Auto Installation) → Done

Effectively Manage In-Room TVs

advanced
HOTEL
MODE

From channel selection to energy-saving features, control TV settings in all the rooms from the center using Hotel Mode. Prevent misuse by customers, set volume limits, or reset to default settings for any TV.

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.

USB
·Firmware Update ·TV Setting Cloning

Pro:Centric Applications Platform

The LT770H 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 SI (System Integrator) partners' interactive applications, enabling delivery for a wide range of custom applications tailored to both hotel management and guest needs.

The LT770H 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 LT770H is also a full IPTV platform with built-in IP video decoding supporting both IP and RF connectivity. By leveraging the Pro:Centric IPTV platform, SI partners can integrate their STB (Set Top Box) client software directly on to the Television, eliminating the need for the additional STB hardware.

The LT770H 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 LT770H platform includes support tools for the SI partners 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 LT770H 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.

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.

Transcoder
Encrypted contents
Decryption
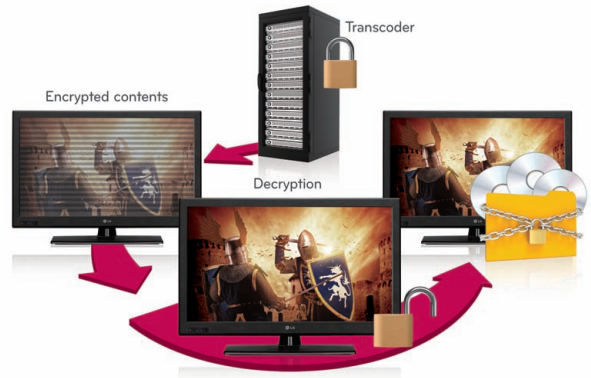
LG's Free-To-Guest Cost Effective Solution

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	[2]MAP price	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		$1,999 (FMA)	$1,999	**$18,001**
LG Pro:Idiom TV with Pro:Centric Server		$2,500	$2,500	**$17,500**

[2] MAP price subject to change.

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.

## LIFE'S GOOD...

WHEN IT'S GREEN.

LG is committed to improving product development, manufacturing and usage to meet the demand for environmentally friendlier products. Our LT770H 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 5.3 Qualified** - Meets current reduction requirements of energy consumption.
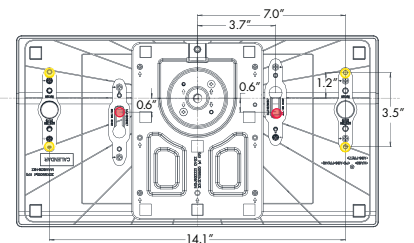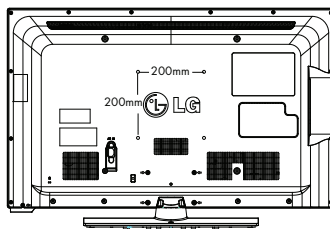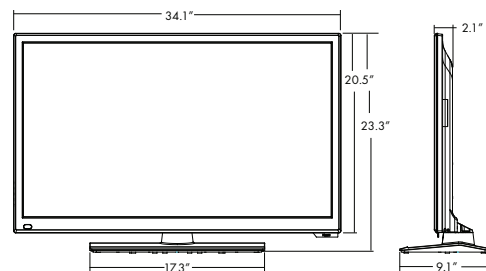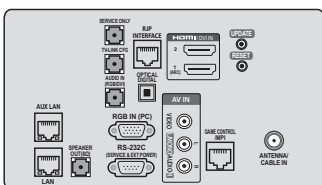
Dimensions

47LT770H
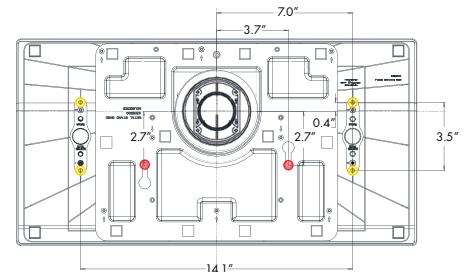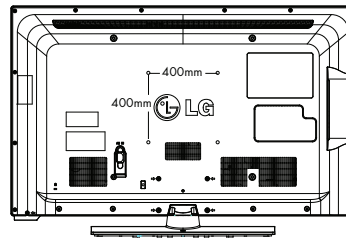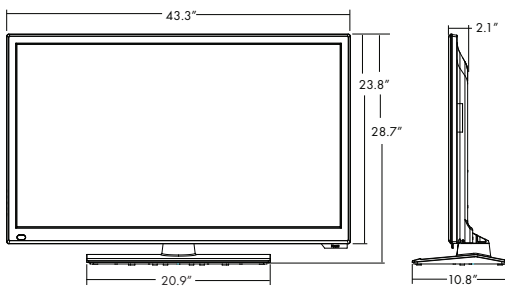
42LT770H
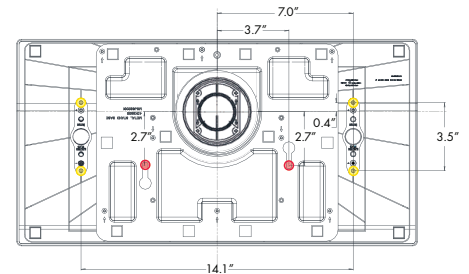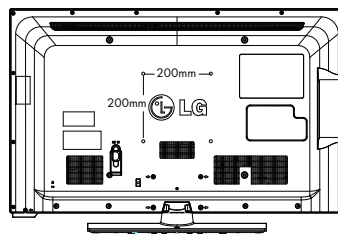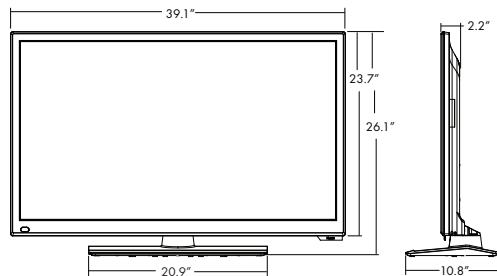
37LT770H

REAR JACK PANEL

SIDE JACK PANEL

Anti-Theft System

The Anti-theft system provides foolproof 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.

Credenza Hole
Lock the TVs stand to the furniture it is placed on.

Lock Down Plate
Lock the TV firmly to the TV stand without the need for screws or bolts.

47LT770H
42LT770H
37LT770H

47" CLASS (46.9" MEASURED DIAGONALLY)

42" CLASS (42.0" MEASURED DIAGONALLY)

37" CLASS (37.0" MEASURED DIAGONALLY)

SPECIFICATIONS

PANEL

LED Backlighting	Edge lit
LCD Panel Type	47" class (46.9" measured diagonally)
	42" class (42.0" measured diagonally)
	37" class (37.0" measured diagonally)
Native Display Resolution	1920 x 1080
Dynamic Contrast Ratio	4,000,000:1
Viewing Angle (H×V)	178°/178°
Response Time (G to G)	8ms
Frame Rate	60Hz

VIDEO

Built-In Tuner	ATSC/NTSC/Clear QAM
MPEG2/MPEG4	Yes
XD Engine	Yes
24p Real Cinema (24p 5:5/2:2 Pull down)	Yes
Eye Care (Anti Dazzling)	Yes

AUDIO

Audio Power	20W (10W x 2)
Speaker System	1 Way 2 Speakers
Surround System	Infinite Sound
Invisible Speaker	Yes
Clear Voice II	Yes
Supporting Codec	AC3 (Dolby Digital), EAC3, AAC, Mpeg, MP3, PCM, DTS

SPECIAL FEATURES

Pro:Centric Platform	Yes (Supports Java/Adobe Flash/HTML 5 application)
Hybrid Streaming (IP & RF)	Yes
RF	2 Tuner
EzManager	Yes
Pro:Idiom	Yes
SI Compatible (TVLink Protocol)	Yes
Embeded b-LAN	Yes
WiFi	Yes (built-in)
PC Content Sharing	Yes
IR Out	Yes (MPI Jack)
SIMPLINK	Yes
External Speaker Out	Yes (Variable, 3.5mm, Stereo, 1W with 8Ω)
RJP Interface	Yes (RJ45, HDMI)
RJP Compatibility	LG (RJ45, HDMI), Teleadapt/G-Link (HDMI)
PIP	Yes
External Power	Yes (RS-232C)
USB (2.0)	Yes (MP3 / JPEG/ HD DivX)
USB Cloning	Yes
WOL (Wake on LAN)	Yes
One Channel Map/Logical Channel Map	Yes
SNMP	Yes
Multi IR Code	Yes
Splash Image-Logo (on startup)	Yes
Auto Off / Auto Sleep	Yes
Video Mute	Yes
Smart Energy Saving	Yes (Backlighting)
Intelligent Sensor	Yes
Anti-theft System	Yes
Kensington Lock	Yes
Credenza/Security Screw Hole	Yes

INPUTS/OUTPUTS

USB (2.0)	2 Side
RF In	1 Rear
AV In	1 Rear
Digital Audio Out (Optical)	1 Rear (Optical)
HDMI/HDCP Input	2 Rear / 1 Side
RGB In (D-sub 15 pin) - PC	1 Rear
PC Audio Input	1 Rear
RS-232C	1 Rear (Service)
LAN Port	2 Rear
RJ45 (RJP Interface)	1 Rear
External Speaker Out (3.5mm phone jack)	1 Rear
Game Port/MPI Jack	1 Rear

CABINET

Dimensions with Stand (W×H×D)	43.3" x 28.7" x 10.8" (47")	
	39.1" x 26.1" x 10.8" (42")	
	34.2" x 23.3" x 9.1" (37")	
without Stand (W×H×D)	43.3" x 23.8" x 2.1" (47")	
	39.1" x 23.7" x 2.2" (42")	
	34.1" x 20.5" x 2.1" (37")	
Unit Weight	with Stand	without Stand
	38.1 lbs (47")	22.0 lbs (47")
	34.2 lbs (42")	29.8 lbs (42")
	24.7 lbs (37")	33.7 lbs (37")
Packaging (W×H×D)	51.7" x 30.9" x 5.7" (47")	
	46.5" x 29.3" x 5.3" (42")	
	44.1" x 26.0" x 5.5" (37")	
Weight with Packaging	48.3 lbs (47")	
	41.7 lbs (42")	
	30.2 lbs (37")	
Table Stand Included	±90° Swivel	
Color	Flat Black	
VESA Standard Mount Interface	400 x 400 (47")	
	200 x 200 (42")	
	200 x 200 (37")	
Flame Retardant	Yes	

REQUIRED LISTINGS

UL, c-UL, NOM	Yes
ENERGY STAR 5.3	Yes
RoHS Compliant	Yes
CEC Compliant	Yes

UPC

37LT770H	7 19192 90412 5
42LT770H	7 19192 90413 2
47LT770H	7 19192 90414 9

POWER

Power Source	100~240V 50/60Hz
Stand-by	Under 1W
Power Consumption (typ.) with Power Saving Modes Disabled	72.7W (47"), 57.9W (42"), 52.5W (37")
EcoSmart	
Intelligent Sensor & Backlight Control	Yes
Dynamic Power Savings	Yes
Static Power Savings	Yes

SERVICE/LIMITED WARRANTY

Limited Warranty (Parts/Labor/Backlight)	2 Years
Remote Jack Panel Compatibility (RJP)	G-LINK teleadapt

Compatible Interactive systems

LodgeNet   Enseo   swisscom
Guesttek   NEVOTEK
KoolConnect   NXTV   Quadriga
acentic   ROOMLINX   nStreams

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 47LT770H, 42LT770H, and 37LT770H are $16, $13, & $12 respectively.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information, visit www.ftc.gov/energy."[1]

[1] FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).

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All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

Printed in the USA. October 2012   LED TV is LCD TV with LED backlighting

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