

42" CLASS (42.0" MEASURED DIAGONALLY)

42LD665H

37" CLASS (37.0" MEASURED DIAGONALLY)

37LD665H

32" CLASS (31.5" MEASURED DIAGONALLY)

32LD665H

LCD TV

## Pro:Centric™ LCD Widescreen

## Dual Tuner High-Definition IPTV-Enabled Applications Platform<sup>1</sup>



FULL FEATURED Pro:Centric DUAL TUNER LODGING LCD TV  
 Enables System Integrators to host their IPTV application on the television  
 Includes IPTV video decoding  
 Supports mixed IP and RF tuning - direct IPTV connection, RF only, and mixed RF/IP

LG's EXCLUSIVE Pro:Centric APPLICATIONS PLATFORM<sup>1</sup>  
 Supports Java™ and Adobe® Flash® applications

b-LAN™ INTEGRATION  
 IPTV/RF/Pro:Idiom® supports a wide range of Free-To-Guest and Pay-Per-View system provider companies (see sales rep)

SIMPLE NETWORK MANAGEMENT PROTOCOL (SNMP)  
 for remote network management

 CALIFORNIA ENERGY COMMISSION (CEC) COMPLIANT

 RESTRICTION OF HAZARDOUS SUBSTANCES (ROHS) COMPLIANT

 EcoSmart™  
 Intelligent Sensor  
 Dynamic/Static Power Savings

MPEG-4 DECODING

HD CONTENT DECRYPTION WITH INTEGRATED Pro:Idiom

USB 2.0 MEDIA HOST  
 for photos, music, and cloning

NATIVE DISPLAY RESOLUTION  
 1920 x 1080 (37"/42" class)  
 1366 x 768 (32" class)

180° DETACHABLE SWIVEL ALL METAL COMMERCIAL  
 GRADE STAND W/BUILT-IN SECURITY PLATE  
 mounting hardware parts included

SPLASH IMAGE/LOGO (Customized Welcome Screen)

REMOTE MANAGEMENT DEVICE COMPATIBILITY  
 Free-To-Guest Management Appliance (FMA- LG101) - opt  
 Pro:Centric Server (PCS150R) - opt

AUTO-SENSING REMOTE JACK PACK INTERFACE  
 PIP/Split Screen feature with optional RJP

2 HDMI™ INPUTS WITH HDCP

2-YEAR LIMITED WARRANTY parts/labor



The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 42LD665H is \$22, 37LD665H is \$19, 32LD665H is \$16 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](http://www.ftc.gov/energy)."<sup>1</sup>  
<sup>1</sup>FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).

<sup>1</sup>May require optional software, hardware, third party subscription service/contract, and customization at an additional cost.  
 NOTE: Contact your LG Sales representative on the RJPs that are compatible with these models

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green 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 LD665H 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.

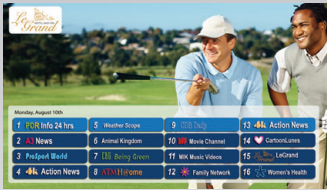
# APPLICATION ACCESSORIES

## Pro:Centric

### Interactive Guestroom Experience

An industry leading Pay-Per-View (PPV) compatible television to include an embedded applications platform, LG's new LD665H series allows hoteliers to customize the in-room experience. Pro:Centric provides an easy way for the LD665H series to interface with interactive program guides, games and Internet data feeds, as well as applications designed to connect guests to hotel services such as room service menus, spa services and golf course scheduling.

## Electronic Program Guide



## Pro:Centric PLATFORM<sup>1</sup>



<sup>1</sup> May require optional software, hardware, third party subscription service/contract, and customization at an additional cost.

## LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

When using LG televisions in For 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)

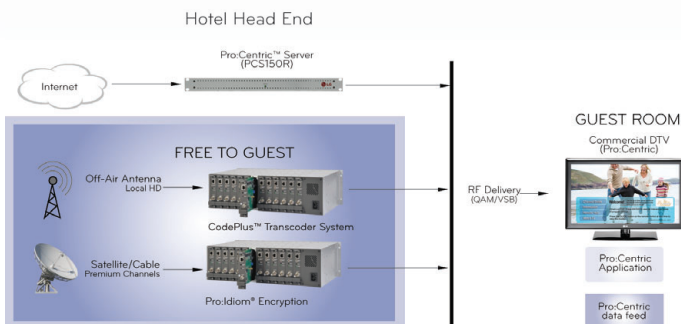
Both remote management options avoid having to visit rooms to change television settings, thereby saving labor charges to carry out this work.

## HOTEL COSTS FOR FREE-TO-GUEST CHANNEL MANAGEMENT

	Estimated Labor Costs	<sup>2</sup> 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

<sup>2</sup> MAP price subject to change.

## Pro:Centric SYSTEM OVERVIEW (example for illustrative purpose only)



## FREE-TO-GUEST REMOTE MANAGEMENT DEVICES

### 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.

### 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...)

## FREE-TO-GUEST INTEGRATED b-LAN

### FREE-TO-GUEST TECHNOLOGY

Allows viewing of HD secured Pro:Idiom encrypted content from Pro:Idiom licensed Cable or Satellite providers. Compatible with FMA-LG101 systems. Pay-Per-View ready.



## POWER ON SPLASH IMAGE

### Welcome Screen

LG's commercial in-room televisions have a Splash Image/Logo (Customized Welcome Screen) feature that allows a property to enhance their brand image. It gives the installer the ability to upload a company logo/image so that a customer can view it on screen right when they turn on the TV. The company logo is easily uploaded by using a USB memory device. The TV has simple uploading instructions using the USB download menu in the installer settings.

# DIMENSIONS

## USB CLONING

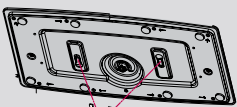


## Pro:Idiom®

### DIGITAL RIGHTS MANAGEMENT SYSTEM

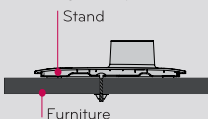
The Pro:Idiom system's high-quality security unlocks access to premium content availability to help assure rapid, broad deployment of HDTV and other high value digital content. Pro:Idiom has been designed specifically for industries that use premium HDTV content from cable, satellite or video on demand (VOD) services and as such, could result in lower costs, and reduced maintenance. This system is one of the leading DRM systems embraced by content providers for both of these key programming sources. By using this embedded approach, security is provided and helps eliminate the possibility of customers tampering with or removing needed components.

## MOUNTING HOLES ON STAND FOR ATTACHMENT TO FURNITURE

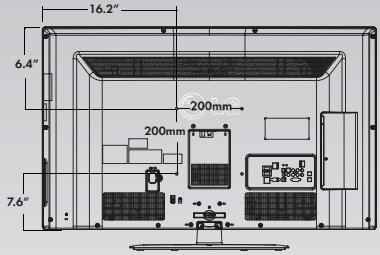
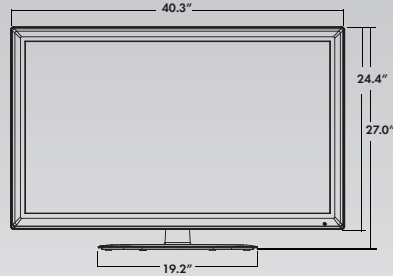


2-Screws, 2-Washers,  
2-Nuts, 4-Rubbers

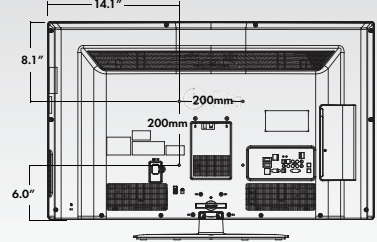
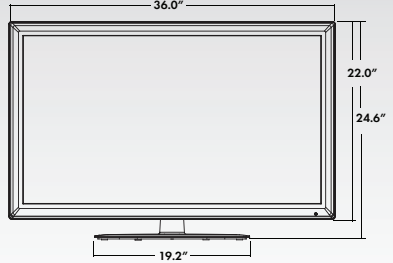
(mounting hardware parts included)



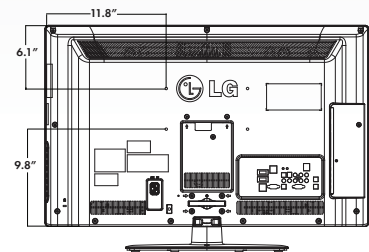
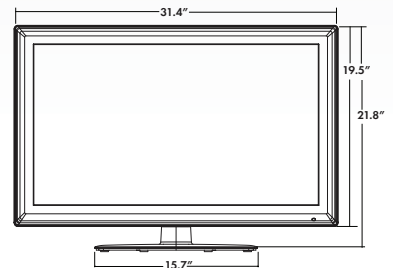
42LD665H



37LD665H

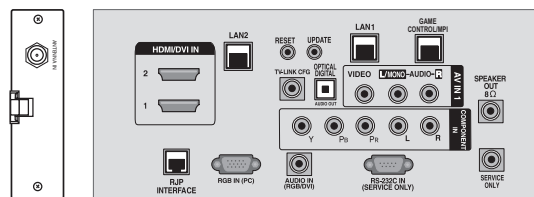


32LD665H



32/37/42LD665H

### REAR JACK PANEL



### SIDE JACK PANEL



42LD665H  
37LD665H  
32LD665H

42" CLASS (42.0" MEASURED DIAGONALLY)  
37" CLASS (37.0" MEASURED DIAGONALLY)  
32" CLASS (31.5" MEASURED DIAGONALLY)

# SPECIFICATIONS

## PANEL

LCD Panel Type	42" class, 37" class, 32" class
Display Area	42.0" measured diagonally 37.0" measured diagonally 31.5" measured diagonally
Dynamic Contrast Ratio	20,000:1
Contrast Ratio	1200:1
Native Display Resolution	1920 x 1080 (37"/42") 1366 x 768 (32")
Maximum Computer Resolution (RGB)	1360 x 768
Life Span	60,000:1 hours (approx.)
Viewing Angle (HxV)	178° x 178°
Response Time	4ms (max)

## VIDEO

Built-In Tuner	ATSC/NTSC/QAM Tuner
Comb Filter	3D Digital
Color Temperature	Cool, Normal, Warm, User
Aspect Ratio Adjustment	5 Modes
Picture Status Mode	7 Modes (Intelligent Sensor, Vivid, Standard, Cinema, Sports, Game, Natural)
EZ Picture Selection Mode	3 Modes (Cool, Medium, Warm)
XD Engine	Yes
Black Stretcher	Yes
XD Color (Active Color Management)	Yes
All Format Converter	1080i/720p/480p/480i~768p
Decoder Formats	MPEG-2/MPEG-4 H.264 (full HD real time decoding, AC-3 decoding)
24p Real Cinema	Yes
DTV Signal Strength (digital)	Yes
Video Reset/Initializing	Yes
Just Scan 0% over scan	
HDMI/Component	1080i/1080p/720p (32" 1080i only)
RF DTV	720p

## AUDIO

Audio Power	20W (10W x 2)
Speaker System Details	2 Way 4 Speaker
SRS TruSurround XT™	Yes
Clear Voice	Yes
Invisible Speaker System	Yes
Dolby Digital Decoder	Yes
Bass/Treble/Balance	Yes
EZ SoundRite (Auto Volume Limiter)	Yes
EZ Sound/Sound Selection Mode	5 Modes (Standard, Music, Cinema, Sports, Game)
Mute	Yes
Mono/Stereo/Dual (MTS/SAP)	Yes

## INPUTS/OUTPUTS

Card Slot	Yes
RF In (on slot)	1 (ATSC/NTSC)
HDMI V1.3	2 Inputs
RGB In (PC/DTV Input)	1 (Rear for PC RGB)
Composite Video & Audio L/R In	1 Rear/1 Side
Digital Audio Out (Optical)	1
PC Audio In (RGB/DVI with adaptor)	1
Component HD/DVD & Audio L/R In	1
Remote Control Out (IR)	1
RJP Interface	1
LAN (RJ-45)	2 (for Video IP and/or network connections)
USB 2.0	1 Side (Media Host, Cloning, and Service)
Game Control/MPI™ Port	1
Bathroom Speaker Out (3.5mm phone jack)	1
RS-232C Input	1
IR Pass Thru	1
IR In/Out	1

## SPECIAL FEATURES

Integrated Pro:Idiom	Yes
Pro:Centric Platform	Yes (supports Java/Adobe Flash applications)
b-Lan Embedded (Version 6.3 or up)	Yes
MPEG4	Yes
Commercial Mode Setup Menu (Installer Menu)	Yes
IPTV Video Decoding	Yes
SNMP RFC1214	Yes

TV Link Protocol	Yes
USB Cloning	Yes
USB Media Host (JPEG & MP3)	Yes
PIP with RJP	Yes
Channel Add/Delete	Yes
Favorite Channel	Yes
Channel Labeling	Yes
RJP Plug&Play Support	Yes
Discrete IR Codes	Yes
Splash Image/Logo (on startup)	Yes
Trilingual Menus	English/Spanish/French
Manual Clock	Yes
Sleep Timer, On/Off Timer	Yes
Flashback (Quick View)	Yes
Parental Control w/V-Chip	Yes
Auto Programming	Yes
Closed Captions	Yes
Anti-theft Warning Label	Yes
Key Lock/Child Lock	Yes

## CABINET

Dimensions with Stand (W×H×D)	40.3" x 27.0" x 10.3" (42") 36.1" x 24.6" x 10.3" (37") 31.4" x 21.8" x 8.1" (32")	
without Stand (W×H×D)	40.3" x 24.4" x 3.0" (42") 36.1" x 22.0" x 3.0" (37") 31.4" x 19.5" x 2.9" (32")	
Unit Weight	with Stand 34.2 lbs (42") 28.2 lbs (37") 19.2 lbs (32")	without Stand 30.6 lbs (42") 24.7 lbs (37") 16.8 lbs (32")
Packaging (W×H×D)	43.6" x 30.3" x 9.0" (42") 39.2" x 26.0" x 9.0" (37") 34.6" x 23.6" x 7.5" (32")	
Weight with Packaging	42.0 lbs (42") 35.7 lbs (37") 26.7 lbs (32")	

TORX Security Screws (2 each)	Yes
Standard Stand Fixing Hole (360 x 90)	Yes
Top Side Mounting Screw	Yes
Table Stand Included	±90° Swivel
Stand w/built-in security plate (parts included, tools not included)	Yes
Power Cord Length	9 ft.
Color	Matte Black
VESA Standard Mount Interface	200mm x 200mm (37", 42") 200mm x 100mm (32")

## REQUIRED LISTINGS

UL, c-UL, NOM	Yes
RoHS Compliant	Yes
CEC Compliant	Yes

## UPC

32LD665H	7 19192 90356 2
37LD665H	7 19192 90355 5
42LD665H	7 19192 90354 8

## POWER

Power Source	100~240V 50/60Hz
Stand-by	Under 1W
Power Consumption (typ.) with Power Saving Modes Disabled	151W (42"), 165W (37"), 125W (32")
EcoSmart	
Intelligent Sensor	Yes
Dynamic Power Savings	Yes
Static Power Savings	Yes

## OPTIONAL ACCESSORIES

TVLink-Loader Clone Programmer	TLL-1100A
FTG Management Appliance	FMA-LG101
Pro:Centric Server	PCS150R

## SERVICE/LIMITED WARRANTY

Limited Warranty (Parts/Labor)	2 Years
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All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

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