Pro:Centric™ LCD Widescreen HDTV with Applications Platform

LG's EXCLUSIVE Pro:Centric APPLICATIONS PLATFORM
Supports Java™ and Adobe® Flash® applications

b-LAN™ INTEGRATION
Includes full support of:
LodgeNet®'s HD Video On Demand (VOD)
LodgeNet's HD Free-To-Guest (FTG)
Supports many other FTG system providers (see sales rep)
Compatible with FMA-100 & FMA-LG101

ENERGY STAR® 4.1 AND RoHS COMPLIANT

EcoSmart™
Intelligent Sensor
Dynamic Power Savings
Static Power Savings

SPLASH IMAGE-LOGO ON (START UP)

MPEG-2/MPEG-4 H.264
DECODING

HD VOD PPV ENCRYPTION
Integrated Pro:Idiom

USB CLONING

USB 2.0 MEDIA HOST
for photos and music

NATIVE DISPLAY RESOLUTION
1366 x 768

BUILT-IN TUNER
ATSC/NTSC/QAM Clear Tuner

DYNAMIC CONTRAST RATIO
50:000:1

LG's EXCLUSIVE XD ENGINE®

REAL CINEMA™ AND CLEAR VOICE

AUTO-SENSING REMOTE JACK PACK
(RJP) COMPATIBLE
PIP/Split Screen feature with optional RJP

INVISIBLE SPEAKER SYSTEM

2 HDMI™ V1.3 INPUTS WITH HDCP

2-YEAR LIMITED WARRANTY
parts/labor

NOTE: Contact your LG Sales represensative on the RJPs that are
compatible with these models

www.LGsolutions.com

LG
Life's Good

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 LG710H televisions have technologies to reduce power consumption and in return increase **cost savings** per room. We've also placed limits in the amounts of harmful materials used in these televisions.

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.

- **RoHS Compliant** - Meets directive on restriction of hazardous substances.
- **Energy Star 4.1 Qualified** - Meets current reduction requirements of energy consumption.

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 LG710H series allows hoteliers to customize the in-room experience. Pro:Centric provides an easy way for the LG710H 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.
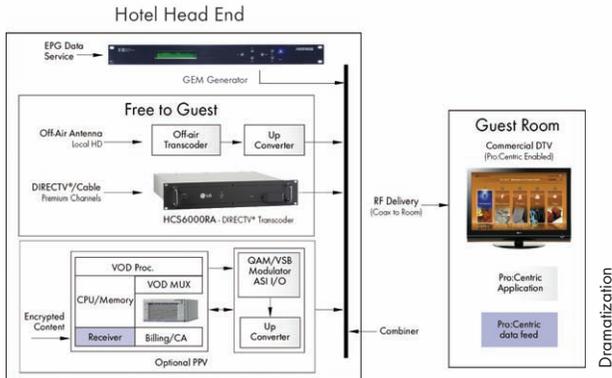
Pro:Centric PLATFORM*

*May require optional software, hardware, third party subscription service/contract, and customization at an additional cost.

Electronic Program Guide

LG'S FREE-TO-GUEST COST EFFECTIVE SOLUTION

For Free-To-Guest hotel installations, when using LG televisions with b-LAN integration plus LG's Free-to-Guest Management Appliance (FMA), virtual channel mapping, cloning of commercial installer menu settings, and other adjustments can be made from the centralized head-end FMA system. This is an added value of time savings and therefore cost savings in labor charges by not having to go room to room for a change of settings.

HOTEL COSTS FOR FREE-TO-GUEST CHANNEL MANAGEMENT (OVER 5 YEARS)

	Labor Costs	*FMA 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	$1,999	**$18,001**

*FMA MAP price subject to change.

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

FREE-TO-GUEST MANAGEMENT APPLIANCE

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.

FREE-TO-GUEST INTEGRATED b-LAN

FREE-TO-GUEST TECHNOLOGY

Allows viewing of HD secured Pro:Idiom encrypted content from Pro:Idiom licensed Cable of Satellite providers. Compatible with FMA-100 and FMA-LG101 systems. Pay-Per-View ready.
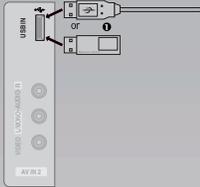
XD ® ENGINE

SHARPER

BRIGHTER

CLEARER

WITHout | WITH — Dramatization

WITHout | WITH — Dramatization

Six distinct processes contribute to picture improvement. LG's XD Engine takes the low resolution of analog signals to near HD levels by improving brightness, contrast, detail and enhancing color as well as reducing signal noise.

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.
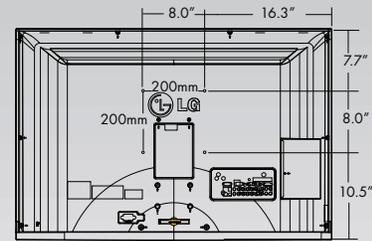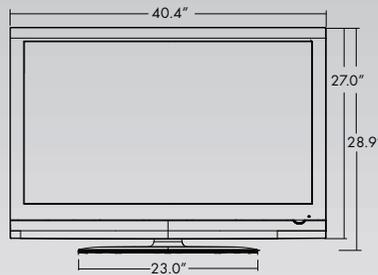
MPEG-4 TECHNOLOGY

(Moving Picture Experts Group) MPEG-4 decodes and delivers high-definition programming it receives via satellite. The advanced coding system is compatible with national and local HD channels, along with digital HD channels currently launched by DIRECTV. LG built this technology into its LG710H series TVs to deliver pure HD without the need for an external box*.
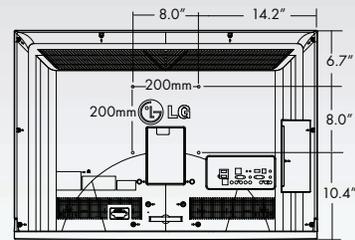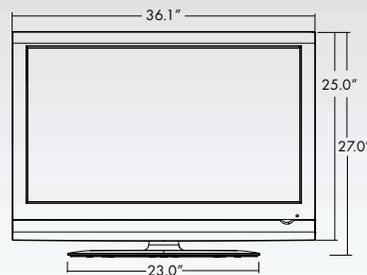
* Certain functions, such as Pay-Per-View, may require a set-top box.
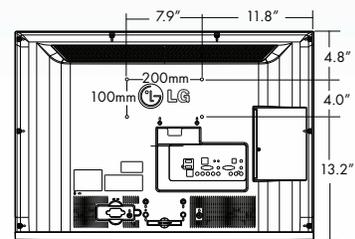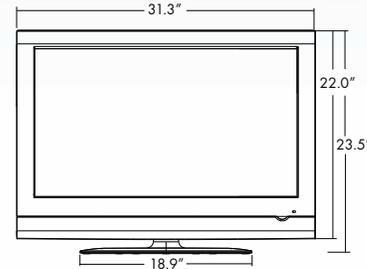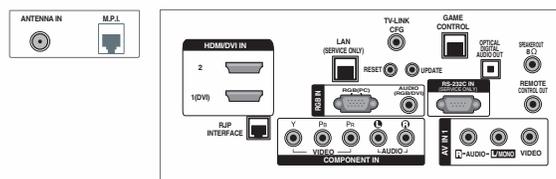
DIMENSIONS

42LG710H
40.4" — 27.0" — 28.9" — 23.0" — 4.4" — 11.5"
8.0" — 16.3" — 7.7" — 200mm — 200mm — 8.0" — 10.5"

37LG710H
36.1" — 25.0" — 27.0" — 23.0" — 4.4" — 11.5"
8.0" — 14.2" — 6.7" — 200mm — 200mm — 8.0" — 10.4"

32LG710H
31.3" — 22.0" — 23.5" — 18.9" — 4.3" — 9.2"
7.9" — 11.8" — 4.8" — 200mm — 100mm — 4.0" — 13.2"

REAR JACK PANEL

ANTENNA IN | M.P.I.
HDMI/DVI IN 2 | 1(DVI)
RJP INTERFACE
RGB IN | RGB(PC) | AUDIO (RGB/DVI)
VIDEO | Y Pb Pr | AUDIO | COMPONENT IN
TV-LINK CFG | GAME CONTROL
LAN (SERVICE ONLY) | RESET | UPDATE
OPTICAL DIGITAL AUDIO OUT
RS-232C IN (SERVICE ONLY)
SPEAKER OUT 8Ω
REMOTE CONTROL OUT
AV IN 1 | AUDIO | VIDEO

SIDE JACK PANEL

USB IN
VIDEO / HDMI AUDIO IN
AV IN 2

LCD TV

42LG710H — 42" CLASS (42.0" DIAGONAL)
37LG710H — 37" CLASS (37.0" DIAGONAL)
32LG710H — 32" CLASS (31.5" DIAGONAL)

SPECIFICATIONS

PANEL

LCD Panel Type	42"
	37"
	32"
Display Area	42.0" diagonal
	37.0" diagonal
	31.5" diagonal
Dynamic Contrast Ratio	50,000:1
Contrast Ratio	1200:1
Native Display Resolution	1366 x 768
Maximum Computer Resolution (RGB)	1360 x 768
Brightness	500 cd/m²
Life Span	60,000 hours (approx.)
Viewing Angle (HxV)	178° x 178°
Response Time	8ms (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/Intializing	Yes
Just Scan 0% over scan	
HDMI/Component	1080i/1080p/720p
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

RF In	1 (ATSC/NTSC)
HDMI V1.3	Inputs 2
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
External Speaker Out (RCA)	1
RS-232C Input	1 (service only)
Remote Control Out (IR)	1
RJ45 for RJP Interface	1 (PIP/Split screen w/opt. RJP)
LAN (RJ-45)	1 (service only)
USB 2.0	1 Side (Media Host, Cloning, and Service)
MPI™ (RJ11) Slot Interface	1

SPECIAL FEATURES

Pro:Centric Platform	Yes (supports Java/Adobe Flash applications)
Electric Program Guide	Available with opt. software/hardware/service
Integrated Pro:Idiom	Yes
Splash Image-Logo on (start up)	Yes
Brightness Optimization	Yes (on/off) in Standard, Sports, and Game modes
Commercial Installation Menu	Yes
PIP/Split Screen/Swap	Yes, When used with optional RJP
Channel Add/Delete	Yes
Favorite Channel	Yes
Channel Labeling	Yes
TV Link Protocol	Yes
RJP Plug&Play Support	Yes
Discrete IR Codes	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
Universal Remote w/batteries	Yes
Key Lock/Child Lock	Yes

CABINET

Dimensions with Stand (W×H×D)	40.4" x 28.9" x 11.5" (42")
	36.1" x 27.0" x 11.5" (37")
	31.3" x 23.5" x 9.2" (32")
without Stand (W×H×D)	40.4" x 27.0" x 4.4" (42")
	36.1" x 25.0" x 4.4" (37")
	31.3" x 22.0" x 4.3" (32")
Packaging (W×H×D)	52.4" x 30.2" x 10.1" (42")
	47.1" x 28.8" x 10.0" (37")
	38.8" x 25.8" x 7.6" (32")
Weight with Stand	46.5 lbs (42")
	39.6 lbs (37")
	28.4 lbs (32")
Weight without Stand	40.7 lbs (42")
	34.0 lbs (37")
	25.2 lbs (32")
Weight with Packaging	55.3 (42")
	46.2 (37")
	35.0 (32")
Cabinet Style	Table Top (Invisible Speaker System Design)
Security Screws	Yes (attaches stand to neck)
LED Power Button	On (blue), Stand by (red)
Stand to Desk Mountable	Yes
Table Stand Included	±90° Swivel
Power Cord Length	9 ft.
Color	High-Gloss Black
VESA Standard Mount Interface	200mm x 200mm, M6 (42", 37")
	200mm x 100mm, M4 (32")

REQUIRED LISTINGS

UL, c-UL, NOM	Yes
ENERGY STAR 4.1 Qualified	Yes
RoHS Compliant	Yes

UPC

42LG710H	7 19192 17737 6
37LG710H	7 19192 17652 2
32LG710H	7 19192 17651 5

POWER

Power Source	100~240V 50/60Hz
Stand-by	Under 1W
Power Consumption (typ.) with Power Saving Modes Disabled	240W (42"), 185W (37"), 145W (32")
EcoSmart	
Intelligent Sensor	Yes
Dynamic Power Savings	Yes
Static Power Savings	Yes

SERVICE/LIMITED WARRANTY

Limited Warranty (Parts/Labor)	2 Years

www.LGsolutions.com

SPEC_LG710H_081020_PR

Life's Good

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

Printed in the USA. August 2010