



GUIDEBOOK

**Revolutionizing Visual
Experiences for Hotels with
Advanced DVLED Technology**



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INTRODUCTION

In today's hyper-digitized world, consumers are surrounded by screens of all sizes conveying a variety of valuable content – but the technology delivering that content is not created equal. Recognizing the power of leveraging advanced technology, hotels are increasingly turning to Direct View LED (DVLED) technology to captivate employees and guests, re-imagining what's possible across a property to maximize impact.

DVLED technology uses a surface array of LEDs (light-emitting diodes) as the actual display pixels, generating vivid colors, extraordinary contrasts, and improved brightness levels. While digital displays have been helping hotels deliver information to guests for years, the capabilities of DVLED technology are driving owners, developers, general managers and designers to think differently, effectively re-energizing indoor and outdoor spaces like never before.

DVLED technology is revolutionizing digital displays at hotels through the delivery of extraordinary immersive experiences; important revenue opportunities that improve profitability potential; unparalleled flexibility unlike previous technology; unmatched versatility for indoor and outdoor spaces; and ease of use. Bringing this technology to the lodg-

ing and hospitality markets, LG Business Solutions develops customized DVLED digital display solutions for properties of all market segments and sizes.

UNPARALLELED IMMERSIVE EXPERIENCES ENGAGE GUESTS

For high-quality content to have maximum impact, it needs a high-quality delivery system. DVLED innovation unlocks the imagination, transforming a blank wall with compelling visuals and messaging, creating more captivating experiences and driving customer engagement. Making a powerful eye-catching statement, this advanced technology adds a new dimension to hotel lobbies, lounge areas, meeting rooms, poolside, and various other indoor and outdoor spaces. DVLED displays even bring a destination's outdoor ambiance indoors for a more dynamic sense of place.

“DVLED is being used to enhance the environment, and the design flexibility allows for a more creative approach when integrating the technology into the architecture of the hotel concept,” explained Daniel Wheeler, Senior Account Manager, DVLED & Signage, National Gaming, Hotel, Cruise, Healthcare, & Fitness, LG Business Solutions. “In combination with sound, we see wellness spaces being created. In



in addition to DVLED for large signage to direct guests or for viewing TV content in spacious hotel lobbies, the technology is being used to create experiences that transport the guest. A single, well-placed DVLED can be viewable by the entire lobby, creating a more inclusive guest experience, especially when a main event is being displayed.”

DVLED possibilities are limitless when powered by the right content. “Depending on use-case and content, DVLED can draw people into a space and provide them with an unforgettable experience, including incredible anamorphic digital art content that can stop people in their tracks as they begin to approach the screen,” said Jake Benner, Senior Director of Sales – Hospitality, LG Business Solutions.

REVENUE OPPORTUNITIES BOLSTER PROFITABILITY

With the bottom line always top of mind, hotels are increasingly seeking ways to earn ancillary revenue. Positively impacting business performance, DVLED displays offer outstanding revenue potential, from promoting a hotel’s food and beverage offerings, spa services, and on-site activities to selling advertising to third-parties seeking a captive audience for their events, products and experiences.

For maximum visibility, these displays can be configured in high-traffic lobbies, dining areas, underutilized outdoor

spaces, and many other spots across a property. Hotels are also using DVLED as a tool to get people into a space and keep them there. According to Wheeler, one location placed a huge DVLED in a spacious outdoor patio area, and it instantly became a place guests gravitated to for family movie night, large sporting events, and big group presentations. As a result, the influx of guests drove an increase in food and beverage purchases. “I was present at the installation of this DVLED and witnessed firsthand this large outdoor patio area filled with patrons watching a baseball game while they enjoyed food and beverage.”

Wheeler continued, “Depending on the type of hotel, large DVLED displays throughout the interior of the property can be used as assets to sell advertising and branding when events are taking place at the hotel, generating more attention and greater impact. And, with proper permits, massive outdoor DVLED displays provide passers-by with a window into a hotel and can be used to promote the property’s restaurants, spa, events and activities.”

One hotel attracted to DVLED by the revenue possibilities was the New York Marriott Marquis. Desiring a new digital space to sell to advertisers and event hosts, the New York Marriott Marquis worked with LG Business Solutions to add two enormous 50-foot wide by 8-foot high DVLED displays

inside the property. The result was two impossible-to-miss advertising platforms that are marketed as digital real estate for event hosts and local businesses.

UNRIVALED FLEXIBILITY DRIVES THE WOW FACTOR

The latest innovations in digital displays are removing constraints and reimagining the potential of a blank canvas. Unlike previous digital display technology, DVLED affords unparalleled flexibility that generates an unrivaled wow factor. Here's why:

- DVLED displays can be nearly any size with practically no limits on shape or curvature, creating opportunities for compelling visuals that didn't exist prior.

- The bezel-free design means it's possible to develop seamless video walls for a more immersive experience. Quite different than a standard LCD video wall, a bezel-free layout also produces a greater screen size without increasing the size of the display itself.

- There are different pixel types depending on the purpose of the display, which sharpens the clarity of the displayed content.

As a result of this trio of distinguishing characteristics, multiple side-by-side large video displays can be used to promote separate content. There can be various configurations such as live TV (sports, events, news, popular shows) in one part mixed with marketing messages or pre-programmed content – or all the panels can be used together for a single ultra-wide image.

When Host Hotels & Resorts (owner of the New York Marriott Marquis) first approached LG Fulfillment, (pow-

ered by MDM Commercial and wholly separate from the manufacturer), they described the desired outcome as four or five large video displays mounted side-by-side that could each show an individual channel or piece of content or be combined to show one ultra-wide image. LG and Host Hotels & Resorts also collaborated to create immersive and captivating anamorphic content specifically suited to the unique aspect ratio of these displays. In one content scenario, the displays present a 'room', a three-dimensional space on the screen, in which textured 3D animations appear and interact.

"DVLED is packaged in several sizes or can be customized to fit virtually any wall space and can curve along with them," said Benner. "Display resolution varies on use-case and distance to screen, so there are many options based on budget and content. Lastly, our DVLED transparent film can be attached to any piece of glass or window to allow transparency while viewing content simultaneously."

MATCHLESS VERSATILITY POWERS INDOOR & OUTDOOR DISPLAYS

Multi-purpose technology can be leveraged throughout a property. Effectively changing the way design can be envisioned, DVLED provides unmatched versatility for indoor and outdoor hotel spaces. The panels are lighter, last longer, and emit less heat than LCD panels since the common cathode technology used for DVLED fuels only the colors needed, resulting in efficient power consumption. Displays can feature unique shapes, wrapping corners and curving around architecture to enhance the space.

DVLED also provides outdoor options, which withstand



bad weather. Rain, snow, wind and salty air are no match for LG's new outdoor Marine Grade DVLED options. Additionally, DVLED is viewable in direct sunlight.

With its capability to deliver customized content solutions, DVLED opens up the creative possibilities for a diverse range of properties. Content can range from digital art and artistic impressions to advertising/sales/marketing, use for corporate meetings, weddings, and special events, or simply watching live TV. "All property sizes can benefit from DVLED given that DVLED can go just about anywhere," noted Wheeler. "It could be as simple as a large and impactful lobby display that offers an immersive experience to a poolside display replacing outdoor projectors that require the sun to be down for movie night or convention hotels leveraging their massive spaces with enticing digital assets."

According to Benner, there is a DVLED out there for any hotel. "The less expensive 136" All-In-One is a great multi-purpose display for the economy segment while the larger displays may be a better fit for the public areas of bigger full-service hotels. We also have our Super High End MAGNIT Micro LED which offers industry-best resolution for presidential suites within luxury hotels, no doubt leaving a lasting impression."

EASE OF USE & INSTALLATION A DISTINCT ADVANTAGE

While the technology is advanced, ease of use remains paramount. DVLED digital displays are user-friendly, allowing content to seamlessly shift as necessary based on a hotel's individual needs in an indoor or outdoor space. Staff members use a tablet to easily make changes to the content displayed or

to program future material. Additionally, DVLED displays don't require proprietary content management software, so they can work on any platform a hotel prefers.

Installation time varies depending on the size and complexity of the display, but hotels generally have them up and running quickly. Displays should always be professionally installed, whether by a hotel's internal audio-visual team or a trusted system integrator.

"DVLED installation can be as easy as mounting the display on the wall and turning it on or can be as complex as working with construction blueprints to outfit the entire outside of a building," said Benner.

"Using them is very easy for properly trained hotel staff." In addition, DVLED is easily serviceable whereby tiles can be swapped out with a percentage of spares that are typically provided at no cost.

LOOKING AHEAD

From remarkably immersive experiences and unmatched product versatility to the game-changing revenue potential, product adaptability, and ease of use, DVLED technology is revolutionizing digital displays across the hotel industry. As DVLED technology continues to evolve, more robust and cost-effective solutions will be introduced into the market, connecting even more hotels to the power of these visually compelling displays.

"DVLED technology is here to stay," said Wheeler. "It is only a matter of time before we see it in every location, just like TVs. If you have a property, an on-site visit from a specialist can reveal potential opportunities, so it is always worth the conversation." **HM**



ABOUT LG BUSINESS SOLUTIONS

The LG Business Solutions division serves commercial display customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions delivers business-to-business technology solutions tailored to the particular needs of business environments. Ten-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$68 billion global force in consumer electronics, home appliances and air solutions. For more information, please visit the [LG Business Solutions website](#).