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* All images in this datasheet are for illustrative purposes only.

Commercial TV UR777H (NA)

4K UHD Hospitality TV with Pro:Centric Direct



Real 4K



Nano Bezel



Pro:Centric Cloud



webOS

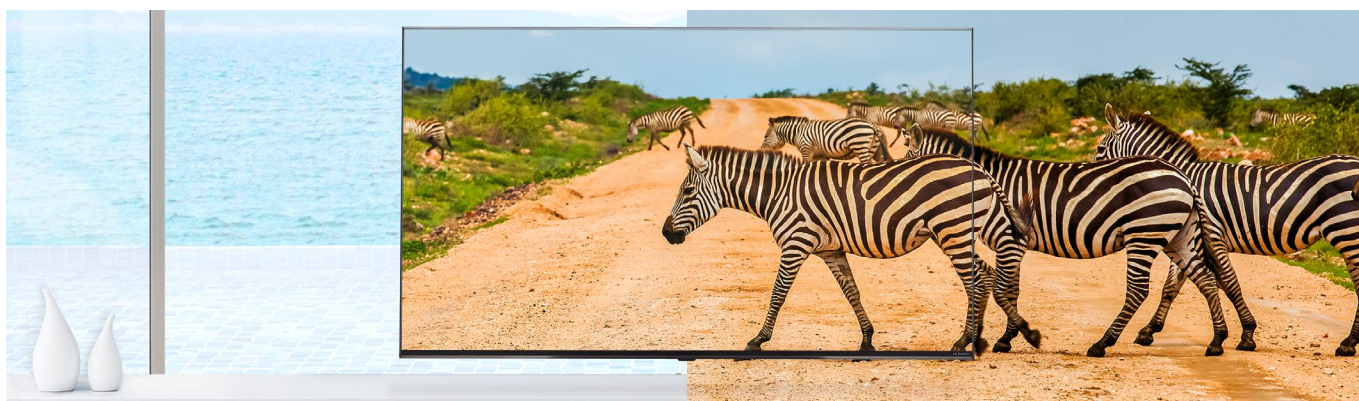
UR777H (NA)

Design	Stand Type	No Stand For Accessory : 1 Pole (65" : Fixed, 55"/50" : Swivel), Floor Stand (65"/55")
Display	Inch	65" / 55" / 50"
	Resolution	3,840 × 2,160 (UHD)
Solution	Pro:Centric (Smart, Cloud, Direct, V, Server), Quick Menu	



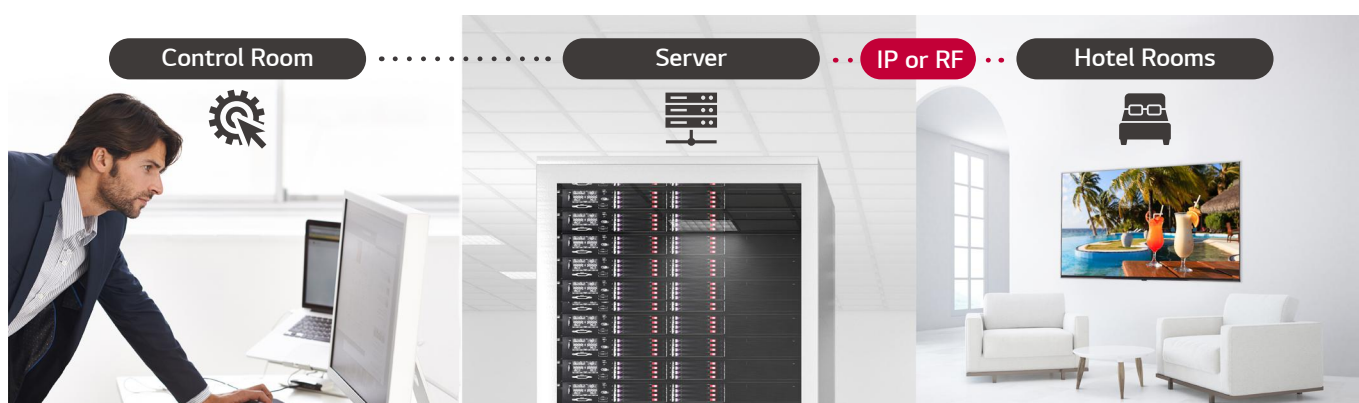
Real 4K Made by Pure Colors

NanoCell TV delivers a broad spectrum of colors and lifelike accuracy with advanced NanoCell technology, making LG Hotel TV nearly unimpaired. Discover brilliant and clear visual experience with the Real 4K that NanoCell TV delivers.



Nano Bezel Adds Sophisticated Ambiance

With its minimal Nano Bezel, NanoCell is designed to blend into any interior and delivers an immersive and delicate viewing experience.



Pro:Centric Direct

The hotel content management solution Pro:Centric Direct offers easy and simple editing tools, making it easy to perform service and IP network-based remote management with a single click. The Pro:Centric Direct solution enables users to edit their interface easily by providing customized interface and efficiently manages all TVs in the room. The latest PCD version provides IoT-based in-room control as well as voice control function through LG Natural Language Processing (NLP). These IoT and voice-related functions will be your starting point to prepare for the hotel rooms of next generation through artificial intelligence.

* Some features may not be supported based on PCD versions.

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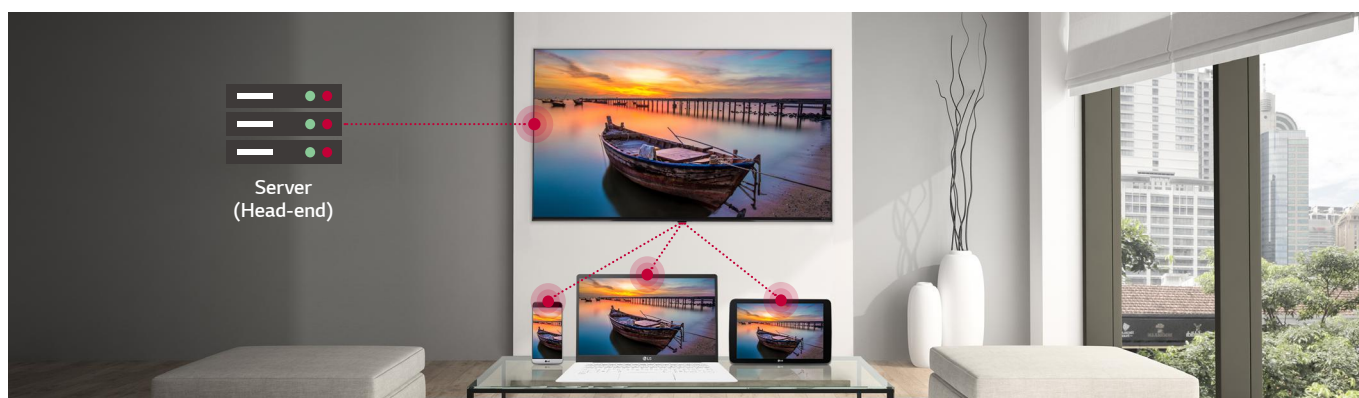
Pro:Centric Cloud

Pro:Centric Cloud improves the usability of enterprise's CMS solution and cloudification of system, reinforcing the service of 3rd party solution. It also offers various design templates, improving data collection and analytics platform with an eye-catching dashboard.



More Innovative LG webOS 6.0

Explore the latest LG Smart TV features, and discover TVs that deliver innovative technology, remarkable clarity, and true-to-life colors. Newly added Gallery Mode enable you to utilize the TV as a customized clock and an artwork which perfectly harmonizes with your space and life.

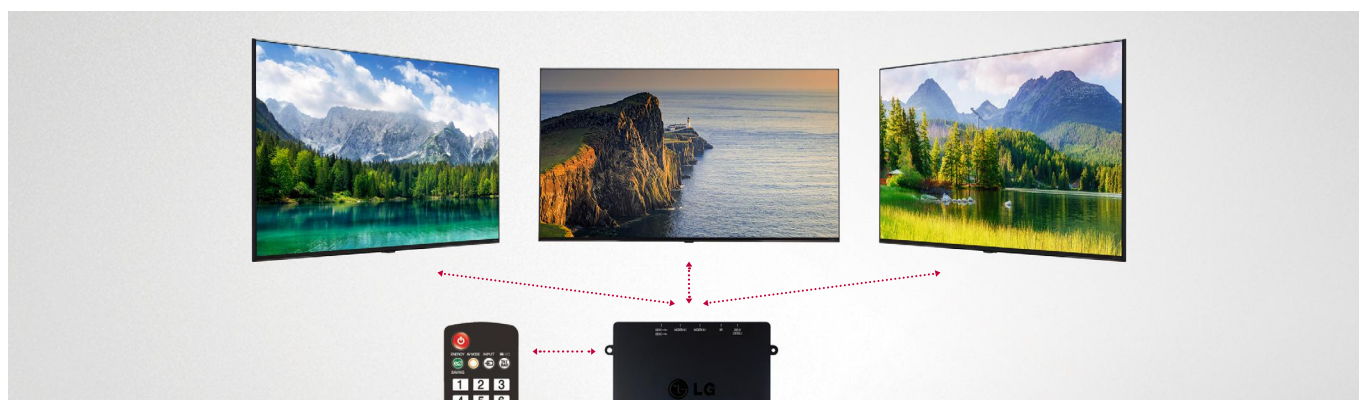


SoftAP

Software-enabled Access Point (SoftAP) is a "virtual" Wi-Fi feature that uses TV as a wireless hotspot, enabling guests to connect their own devices to the SoftAP. It supports Bridge Mode, allowing administrators to manage in-room SoftAP information such as signal level, SoftAP passwords, etc.

* SoftAP should be set in the installation menu after the TV is turned on.

* Screen Share may not be operated at the same time.



IR Out

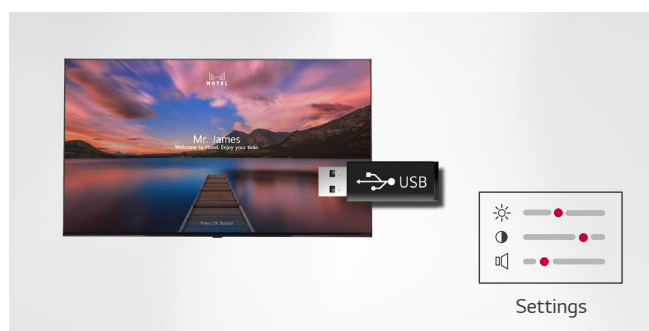
Using the interactive set-top box, all LG TVs can be controlled with a single remote control.

* This feature may have a restriction depending on the TV models.



Public Display Mode (Hotel Mode)

From channel selection to volume level, you can control the TV settings in business areas. It also enables you to restore default settings, as required, on the TVs.



USB Cloning

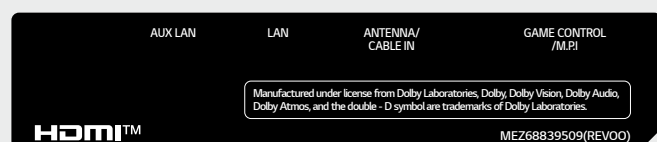
USB data cloning makes managing multiple displays more efficient for optimal operation. Instead of setting up each display one by one, data can be copied to a USB for one display and can be sent to the other displays through a USB plug-in.

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CONNECTIVITY

65" / 55" / 50"

Bottom



Side



* Jack Panels may differ from the above image, so please contact LG sales team to verify before ordering.