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LG Total Business Packages Innovation for Your Successful Business



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Transformation in Business Environments

The Fourth Industrial Revolution is resulting in exponential technological development and commercialization that is rapidly changing our lives. These changes are occurring throughout the entire society, from housing and office spaces to government agencies, affecting all sectors including business and education.

The era of smart homes and smart offices with the advancement of digital technology is leading government agencies and banks to apply various solutions for more efficient operations and a better customer experience. Digital transformation has emerged as an important issue in education as well to make learning an immersive experience.

In addition, the wide use of digital and electronic devices has led many companies to utilize various solutions and products to execute successful marketing promotions and enhance internal customer satisfaction.

The Perfect Solution for Various Demands

Knowledge and experience of end users are critical in delivering a customized customer experience in various situations. This enables higher quality products and services that are based on an in-depth understanding of users.



The first and most important thing is **“Expertise”**. Providing technology and products to lead people's lifestyles and trends is the best way to satisfy end users.



The second requirement is **“Superior Quality”**. In order to deliver customer convenience and ultimately improve their lives, products and solutions must have reliable quality.



The third is **“Fast and Easy Service”**. Because large purchases across a wide range of products are often made at once, a single contact point that can seamlessly handle various matters is a must.



Our office equipment is becoming outdated and we need office-wide replacements. We're looking for a partner who can effectively communicate with us through purchasing, installation, and A/S.

(Procurement Manager)

Equipment



We are preparing a marketing plan to present electronic products to new customers as gifts. To maximize the marketing effect, we need a great product to satisfy our customers.

(Marketing Manager)

Promotion



We're trying to improve our employee shopping mall. I'd like to place a reliable brand with a wide range of products to improve employee satisfaction.

(HR Manager)

Employee Sales



LG is the Best Choice to Meet Your Needs



Full Line-up

Our broad range of products that cover various lifestyles, enables you to respond to everything from general needs to special situations.



Brand Power

LG supports customers around the world with offices in more than 125 countries and is revered for innovative technologies and products.



Key Account Manager

We offer a single communication channel regarding our customers' global sourcing. One contact point enables easy and efficient response/service delivery.

Enriching Your Everyday Life with LG

From the most basic spaces in a customer's daily life to spaces for working, learning, and handling various tasks required for life, LG makes customer lives more prosperous and comfortable.



Life Spaces

Bank

Construction

Corporate

Government

Education

Life Spaces

The space where daily life takes place has a huge impact on our quality of life. From work spaces where you spend most of your day, to cafeterias, rest areas, and dormitories, you can upgrade your life with LG's products.



Lobby and Reception

Warm Welcoming Atmospheres for Visitors

Some say that "The first impression leaves a lasting impression" and that is why creating a pleasant environment and atmosphere at the entrance or lobby area is very important. In addition, careful consideration is needed to ensure visitors' convenience. With LG Signature OLED TV and Signage, information can efficiently be delivered while creating an attractive mood. Air and water purifiers can further provide a comfortable environment.



LG's Recommendations



Digital Signage (49-86")



SIGNATURE OLED TV



PuriCare Slim Swing Water Purifier



PuriCare 360° Air Purifier








State-of-the-art Office

Achieving Both Work Efficiency and Better Health

Take your office space to a whole new level that not only improves work efficiency but also enhances employees' emotional satisfaction. LG's air purifier and wall-mounted air conditioner create a pleasant working environment and a Styler even takes care of employees clothing. A wide range of the latest display products support active information sharing and communication among employees.



LG's Recommendations

- | | |
|--|--|
|  Digital Signage (49-86") |  SIGNATURE OLED TV |
|  PuriCare 360° Air Purifier |  Residential Air Conditioner |
|  Tromm Styler |  UltraWide Curved LED Monitor (34") |
|  CineBeam Laser 4K | |








Cafeteria

Promising a Great Midday Rest

Your lunchtime becomes even more pleasing with LG! Air purifiers and wall-mounted air conditioners help dining hours to be clean and comfortable, along with premium refrigerators to keep food fresh. Since this is a place many people use, monitors and CineBeams can create an infrastructure for information delivery.



LG's Recommendations

- | | |
|--|---|
|  PuriCare 360° Air Purifier |  Smart Inverter Microwave |
|  InstaView ThinQ Refrigerator |  XBOOM Bluetooth Speaker |
|  CineBeam Laser 4K |  Residential Air Conditioner |
|  SIGNATURE OLED TV | |

Break Room

Refresh and Recharge

To help you recharge your mind and body from fatigue and stress, we offer audio systems and immersive gaming monitors for relaxation and entertainment. LG's dual-directional Digital Signage allows for efficient use of space.



LG's Recommendations



InstaView ThinQ Refrigerator



Smart Inverter Microwave



PuriCare Slim Swing Water Purifier



XBOOM Bluetooth Speaker



SIGNATURE OLED TV



Digital Signage (49-86")

Dormitory

A Comfortable Home Away from Home

We can recreate your home wherever you go. Air purifiers and wall-mounted air conditioners maintain clean air and a proper room temperature. Also, high-quality refrigerators, state-of-the-art Tromm washers, dryers, food storage, and laundry become much more convenient. Televisions for watching news and entertainment are provided as well.



LG's Recommendations



Puricare 360° Air Purifier



Residential Air Conditioner



InstaView ThinQ Refrigerator



Smart LED TV (43")



Tromm Washer/dryer

Corporate Office Buildings

Office spaces are evolving to enhance employees' productivity, improve corporate competitiveness, and secure outstanding human resources. LG's various product line-ups enable faster processing, more accurate information delivery, sharing, and even active collaboration.

Smart Office

Advanced Technology for Productivity

Smart office environments, aligned with advanced technology and the latest work styles, motivate employees to work harder. Our cutting-edge display products empower smooth and convenient internal communications. LG's seamless mass-supply capabilities enable simultaneous product distribution and more convenient AS services to entire companies.



LG's Recommendations



Digital Signage (49-86")



Thin Client Control Box



Widescreen Thin Client Monitor (24")



Thin Client Laptop (14")

Meeting Room

Connecting Your Workforce Effortlessly

Video conferencing and presentations are becoming an essential part of business meetings. Therefore, large, high-definition displays are a must. LG's solutions and software promise more convenient presentations with superior visibility. Our digital signage delivers a variety of visual elements with impact and in partnership with Cisco.



LG's Recommendations



Interactive Digital Board (65"/ 75"/ 86")

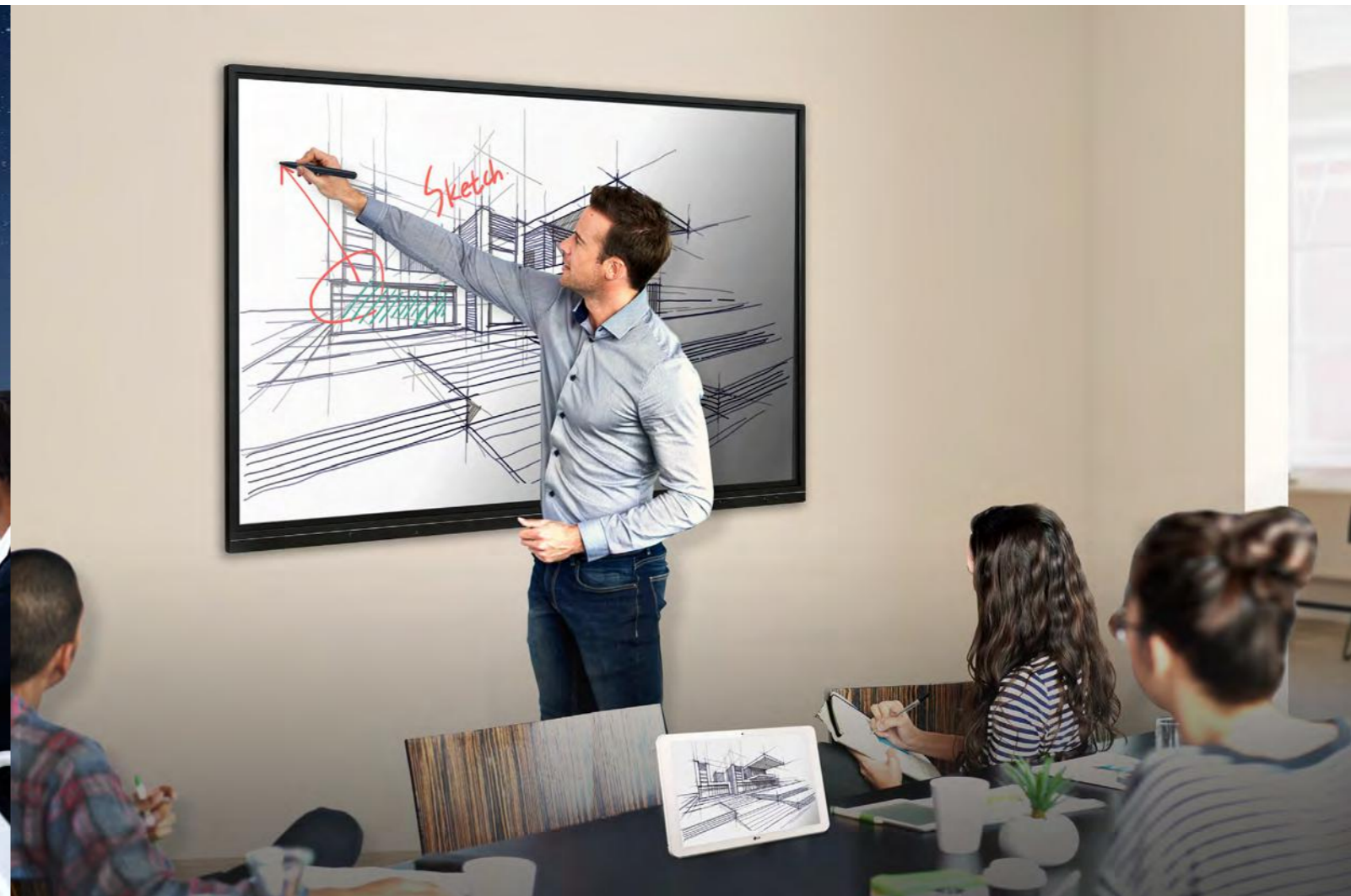


Digital Signage (49-86")

Training Institute

Effective Learning Through Seamless Interaction

Learning is now more intelligent than ever! LG can help build infrastructure for smart education that makes employee training more interesting and easy to follow. LG's solution includes digital boards or Signature OLED TV for information sharing, the G-Pad for personal learning, and Thin Client that enable fast and safe processing of educational data contents.



LG's Recommendations



Digital Signage (49-86")



SIGNATURE OLED TV



Widescreen Thin Client Monitor (24")



Thin Client Control Box



Interactive Digital Board (65"/ 75"/ 86")



G-Pad

Government Buildings

A trusted brand is a crucial element in mass purchases through open bidding by the government or public institutions. LG reduces costs with mass supply of unit products based on superior quality competitiveness. Our consistent practice of sustainable management makes us the best government and public institution partner.



Civil Services

Make Work More Seamless and Convenient

For citizens who visit to ask questions and take care of various responsibilities, it is important to create a comfortable environment, provide timely information, and create a comfortable environment to those who are waiting. Water purifiers provide clean drinking water and air purifiers are used to prevent air contamination. LG's OLED TV can make waiting time less boring by airing video/broadcasting contents.



LG's Recommendations



Digital Signage (49-86")



SIGNATURE OLED TV



PuriCare Slim Swing Water Purifier



PuriCare 360° Air Purifier

Control Room

Enhanced Accuracy and Stable Operation

LG supports institutional networks, power plants, and traffic control centers that can be operated more efficiently and reliably. Our displays' improved picture quality and color make information more accurate and more reliable for long-term operations. LG protects our safety by providing laptops that can share information effectively and Video Walls, featuring Power Redundancy support.



LG's Recommendations



Digital Signage (49-86")



LED Video Wall (49"/ 55")



Widescreen Thin Client Monitor (24")



Thin Client Control Box



Thin Client Laptop (14")

Financial Institutions

Banks are one of many places undergoing rapid digitalization. As online banking becomes more popular, the number of offline branches decreases while the remaining offline branches become more luxurious. LG's solutions with a range of features and software provide a new way to treat customers and create a unique experience.



Entrance and Waiting Areas

Waiting Becomes Pleasant Relaxation

A comfortable environment is key due to frequent waiting. We provide a variety of services to entertain customers so they can enjoy their waiting time. LG's water purifiers and air purifiers provide drinking water and improve air quality while our Signature OLED TVs run videos or broadcasting contents.



LG's Recommendations



Digital Signage (49-86")



SIGNATURE OLED TV



PuriCare Slim Swing Water Purifier



PuriCare 360° Air Purifier

Teller Zone

Efficient Operation and Communication

Since this is a space for serving customers and also a workplace to bank employees, we focus on maximizing efficiency and improving communication accuracy. LG provides devices that can reliably handle sensitive personal information or sensitive financial information. LG's G-Pad enables self-service, information verification, and financial information that is delivered via Signature OLED TV.




VIP Lounge

Luxurious and Unique Spaces for VIPs

Any VIP lounge must deliver a differentiated atmosphere for important customers. LG's latest products create a luxurious spacious atmosphere with unique devices such as the Styler that can provide differentiated customer service. The Signature Smart Air Cleaner can maintain a pleasant environment.



LG's Recommendations

	IPS Monitor		Widescreen Thin Client Monitor (24")
	Thin Client Control Box		G-Pad

LG's Recommendations

	Digital Signage (49-86")		XBOOM AI ThinQ Speaker
	SIGNATURE Smart Wi-Fi Air Purifier		Tromm Styler
	SIGNATURE OLED TV		

Education

ICT technology and smart devices are shifting the education paradigm. In particular, education for the Digital Native generation is moving away from traditional teaching methods, while interaction and multi-way communication are becoming more important. LG improves students' school lives by upgrading not only classrooms but the entire school through various educational devices and solutions that are integrated with new technologies.



Smart Classroom

Smart Education for Digital Natives

The key to smart education is creating an Edu-tech friendly environment. Through LG's digital boards and monitors, diverse educational contents are viewed in vivid colors and higher resolution. Effectively communicated visual information encourages students to actively participate. For customized hands-on training, we offer smart tablets for personal learning.



LG's Recommendations



Interactive Digital Board (65"/ 75"/ 86")



SIGNATURE OLED TV



Widescreen Thin Client Monitor (24")



Thin Client Control Box



Full HD LED Smart CineBeam Projector



G-Pad

Faculty Offices

Enhance Faculty Collaboration

LG helps not only students, but also their teachers. We turn faculty offices into smart offices to support teachers in data research and with preparation of teaching materials. Thin Client creates a system that facilitates flawless data processing and our laptops and wall-mounted signage enable active communication and information exchange.



LG's Recommendations



Digital Signage (49-86")



Widescreen Thin Client Monitor (24")



Thin Client Control Box



Thin Client Laptop (14")



SIGNATURE OLED TV

Library

Transform into an Advanced Knowledge Center

A library should allow students to easily access information they seek to read and study comfortably. Computer Labs with Thin Client allow easy data searches and processing. LG's signage and TV can effectively deliver useful information such as in-school-events or important announcements. It is a space where many students come and go, so air purifiers are essential to maintain clean healthy air.



LG's Recommendations



Digital Signage (49-86")



Thin Client Control Box



PuriCare 360° Air Purifier



SIGNATURE OLED TV



Widescreen Thin Client Monitor (24")

Construction

Fully furnished housing equipped with furniture, home appliances and kitchenware is the current trend due to customer convenience demands. LG's innovative home appliances not only improve the living environment, but also enhance the value of space.



Kitchen

Modernized Kitchens Featuring User-centric Design

A clean and well-equipped kitchen can upgrade a family's quality of life. LG enhances every kitchen element by providing safe drinking water with a water purifier, a premium refrigerator to keep ingredients fresh for long periods of time, a signature dishwasher for cleaning dishes, a vacuum cleaner for maintaining clean kitchens, and an oven for preparing meals.



LG's Recommendations



CordZero A9



InstaView ThinQ Refrigerator



SIGNATURE Dish Washer



PuriCare Slim Swing Water Purifier



PuriCare 360° Air Purifier



Electric Single Oven

Livingroom

For Immersive Entertainment and Relaxation

The living room is a hub space where all family members come together to relax and enjoy entertainment. LG's air purifier and automatic cleaning machines create a pleasant indoor environment. Entertainment systems built with a wide-screen Signature OLED TV, sound bar, Bluetooth speaker, and AI speaker make possible immersive entertainment.



LG's Recommendations

	PuriCare 360° Air Purifier		RoboKing Turbo Vacuum Cleaner
	XBOOM Bluetooth Speaker		XBOOM AI ThinQ Speaker
	SIGNATURE OLED TV		Sound Bar





Bedroom

Perfect Environment for a Good Night's Sleep

LG can improve the way you end your day. LG's LED TV allows you to watch videos before you go to sleep, and a Styler cleans your clothes while you're asleep. In addition, you can keep your bedroom in spotless condition through our cord-zero vacuum cleaner and air purifier.



LG's Recommendations

	PuriCare 360° Air Purifier		Smart LED TV (43")
	Tromm Styler		CordZero A9

How Does Marketing Promotions Lead to Sales?

We offer solutions related to various promotional events such as lucky draws or promotional gifting for new customers or subscribers.

Promotion is the quickest and most efficient way to promote sales. Sometimes it serves as motivation for partners to achieve sales goals. In fact, many companies are providing a variety of gifts to their customers and partners.

When selecting products to be used in marketing promotions, it is important to choose a well-known and trusted brand with proven quality, since the image of gift items will influence brand image.



Lucky Draw

Customers can, after making a purchase, receive a wide variety of gifts through a random draw. LG's products that cover your entire life can be utilized as an effective marketing tool.



Promotional Gifting

All customers are presented with a single type of product. By providing the latest LG devices related to a company's products and services, customer satisfaction can be maximized.



Bundle Promotion

LG's products are provided at a lower cost to customers who subscribe to services. LG's products are used as a trigger to increase the service's attractiveness and to encourage subscription.



Incentive Program

Products are offered as incentives to partners. Single-products can be provided on a one-time basis, or multiple-products can be offered annually. Strong motivation can be created with LG products along with other trusted products and brand power.

Case Study

• Situation

UK's largest pay TV network "Sky", needed a variety of promotions to increase subscriber numbers. As Sky is a content provider, providing televisions was considered as an effective promotion.

• Solution

Opportunities to purchase LG OLED TV at a reasonable price were provided to new SKY subscribers. SKY and LG have built a win-win partnership.



Why is Employee Welfare So Important?



Products are sold to corporate executives and employees at reduced prices, or to members or families of a particular group of people, such as civil servants, soldiers, and law enforcement at tax-free prices.

Running a welfare program for employees who are internal customers of an enterprise can bring huge benefits for both employers and employees. When executives acknowledge and care for their employees, they are more satisfied and increase commitment to their work, which leads to increased productivity. Employee welfare, in conclusion, is an important activity that enables improved customer satisfaction and profitability. In addition, there is an increase in employee loyalty to the company and a decrease in personnel turnover.

With our brand power, LG's latest products can maximize employee satisfaction, enabling the most effective employee welfare.



Employee Purchase Program (EPP)

Products are sold online to employees, families, and acquaintances at reduced prices. LG's proven product quality and full line-up across a wide range of areas serve as powerful benefits.



Employee Gifts

Products are presented to employees on special days such as anniversaries or Christmas. LG's latest products with the industry's best performance, will be the most pleasing gift for employees.



Civil Services / Military Employee Welfare

A variety of electronic products are sold online to civil servants or soldiers and their families at reduced prices. LG's various products and premium products that are vital to our whole lives increase customer satisfaction.

LG Practices Social Responsibility Based on Customer-value Creation and People-oriented Management.



We support activities that lead to positive changes in society and the environment.

Since its founding in 1947, from 'LG Yeonam Cultural Foundation' in 1969 to the 'LG Green 2020' strategy statement in 2010, LG has been practicing social responsibility based on 'Customer-Value Creation' and 'People-Oriented Management'



We lead the eco-trend with our innovative green products.

LG has sought to reduce detrimental environmental impacts that occur in every stage of a product's lifecycle and to increase its environmental friendliness. Our strategy to promote green management aka 'LG Green 2020' is implemented in various aspects of management activities.



We are improving public awareness on social issues.

'LG Hope Screen', launched in 2011, is an exemplary activity where LG promotes various public service projects by collaborating with international organizations and NGOs. LG supports display resources and marketing capabilities in this activity.

LG,

Your Trustworthy Business Partner with Leading Technology, End-to-End Service and Global Network



Trusted Brand with formidable global network

LG is a trustworthy brand with a formidable global network. We operate 118 subsidiaries and branches, 5 design centers globally, and fully support over 9,000 service centers.



Innovative and Unique Products

LG owns Best & Only products and line-up. LG has been launching exclusive innovative, and continuously creates new values in the market.



Provides Corporate Environment Design

LGE's business solutions provide the foundation to find new growth engines by supporting company management with business optimized IT solutions and reliable products.

Product Line-up

We offer products optimized for various industries and spaces, such as businesses, banks, and schools.

Products		Home Appliance					
		Air Purifier	Styler	Ref	RAC	Vacuum	Water Purifier
Office	Smart Office*						
	Green Office	●	●		●		
	Break Room	●	●	●	●		●
	Meeting Room						
	Training Institute						
Government	Lobby / Reception	●					●
	Citizen Service	●					●
	Army / Police Purchase**	●	●	●	●	●	●
Bank	VIP Lounge	●	●				
	Teller Zone	●					
	Entrance / Waiting Area	●					●
Education	Smart Classroom	●					
	Cafeteria	●	●	●	●		
	Dormitory	●		●	●		
	Library	●					
Construction	Kitchen	●		●		●	●
	Living Room	●				●	
	Bedroom	●	●			●	

* Same products are offered to Smart Office and Admin Office in Government buildings, and Faculty Office in Education.

** Same products are offered to Army/Police Purchase and Corporate's Employee Purchase Program.

Home Entertainment							Business Solutions			Mobile
Projector	Monitor	Thin Client	21:9 Monitor	TV	AV	Laptop	Digital Board	Digital Signage	Commercial TV	Tablet
	●	●				●		●	●	
●			●	●				●		
●				●	●			●		
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