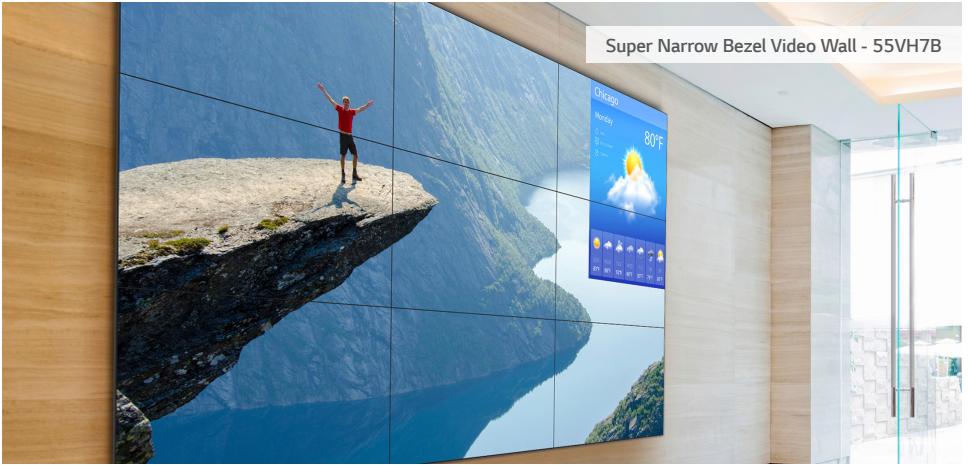




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## Easy Ways to Elevate Your Corporate Identity: In Common Areas

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## In the Corporate World, Image Is Everything.

Corporations are always on the lookout for new ways to set themselves apart from the competition. LG commercial displays can help.

LG offers a full suite of innovative commercial displays in a wide range of sizes that are ideal for corporate environments. Built for durability and

long-term operation, these attention-grabbing displays are easy to install, integrate and manage, and your employees will benefit from the outstanding picture quality and reliability that are hallmarks of LG commercial displays.

## Common Areas

The lobby and other common areas are the first places employees, clients and visitors see, and they present great opportunities to elevate a corporation's brand image.

LG large format displays and video walls can be used in the lobby and common areas to make a powerful first impression, delivering breathtaking images and crisp, clear messaging along with a wow factor that's sure to command attention. Greetings, motivational content, company news and videos and real-time data feeds can engage and impress clients and visitors and boost employee morale. What's more, 4K UHD display technology is an impressive alternative to traditional print-based art. These displays represent the most flexible solution for

architects and designers to create an unforgettable experience in virtually any space.

**Large Format Displays.** With incredibly detailed pictures and stunningly bright colors, large format 4K UHD displays could be exactly what you need to create an unforgettable environment. A long-time innovator in commercial displays, LG offers large format 4K UHD displays with LG's proprietary IPS screen technology from 65-inch all the way up to 98-inch class sizes, including head-turning 32:9 and 58:9 stretched models. These state-of-the-art displays are ideal for brands wanting an effective solution that can integrate seamlessly, be centrally managed, and revitalize the facility.

**Video Walls.** A video wall is a configuration of usually four or more individual displays placed adjacent to each other and synched together to create a single, impressively large video image. In recent years technology improvements and engineering breakthroughs have allowed for thinner display bezels that create a nearly seamless look where the adjacent displays meet. For maximum effectiveness in a video wall configuration, LG offers some of the most advanced thin and ultra-thin bezel displays with breathtaking image quality.

**IPS (In-Plane Switching) Provides Superior Image Quality.** IPS is LG's proprietary LCD screen technology that enables a true 178-degree wide viewing angle where colors are accurate and text is crisp. When employees, clients or visitors approach the display from an off-center distance, even extreme angles, IPS image quality attracts their attention and draws them to the display. Another IPS advantage is that the displays use less energy and run cooler than conventional non-IPS displays.

**Create and Manage Content with LG webOS for Signage.** LG webOS for Signage is a commercial all-in-one hardware and software platform built on the popularity of our consumer webOS smart TV platform. But webOS for Signage brings a new level of integrated benefits for businesses that deploy LG digital signage. LG large format displays and video wall displays feature high-performance system-on-a-chip (SoC) which works with webOS for Signage to lower the cost of ownership by eliminating the need for PCs or external media players. Systems integrators can download content and develop customized applications that fit their exact needs, and update it simply and quickly via a smartphone or tablet.

**Industry-Leading Service and Support.**

Businesses can stay protected and connected with extended coverage, comprehensive options, quick swap and white-glove service via LG's Enhanced Service Program (ESP). Hospitality and Education customers can experience optimal uptime and full-service, real-time, on-site support with LG's Five-Star Service program.



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## Hallways and Elevator Banks

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Wayfinding displays are perfect for orienting visitors and getting them to where they need to be. Large wayfinders can direct guests throughout the facility, while small 22-inch displays outside of conference rooms can integrate with existing

scheduling programs and show meeting times and subject matter. While the visitors are waiting, digital displays can immerse them in the corporate message and branding.

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## Cafeteria

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Like a quick-service restaurant, corporate cafeterias need to keep the lines moving so employees can relax, enjoy their meal and get back to work on time. Take advantage of what the QSR industry knows best – LG commercial displays excel as digital

menu boards. With the IPS high image quality and wide viewing angle, employees will clearly see the mouthwatering images, menu list, daily specials and nutrition information while standing in line and speeding through their order.

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## Ask About LG AutoCAD Drawings

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LG offers free AutoCAD files of commercial display products in both 2D and 3D models, using precise lines to create basic geometry that represents real life. Architects, designers and construction

professionals can use these drawings for designing architectural plans for construction purposes or building structures to be replicated in real time.

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## Elevate Your Corporate Identity with LG

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With expert vertical market managers and application engineers, LG offers commercial display solutions tailored to the ever-changing corporate market. We will help identify your specific needs and guide you through the development of a turnkey solution. The benefits of LG commercial displays

in the corporate environment are well worth the investment and can bring significant ROI in terms of better employee engagement, increased productivity with improved quality of work, and a stronger brand image. Learn more at [lgsolutions.com](http://lgsolutions.com)

**Let's work together.**

