

LG One:Quick Works
All-in-One Video Conferencing Solution

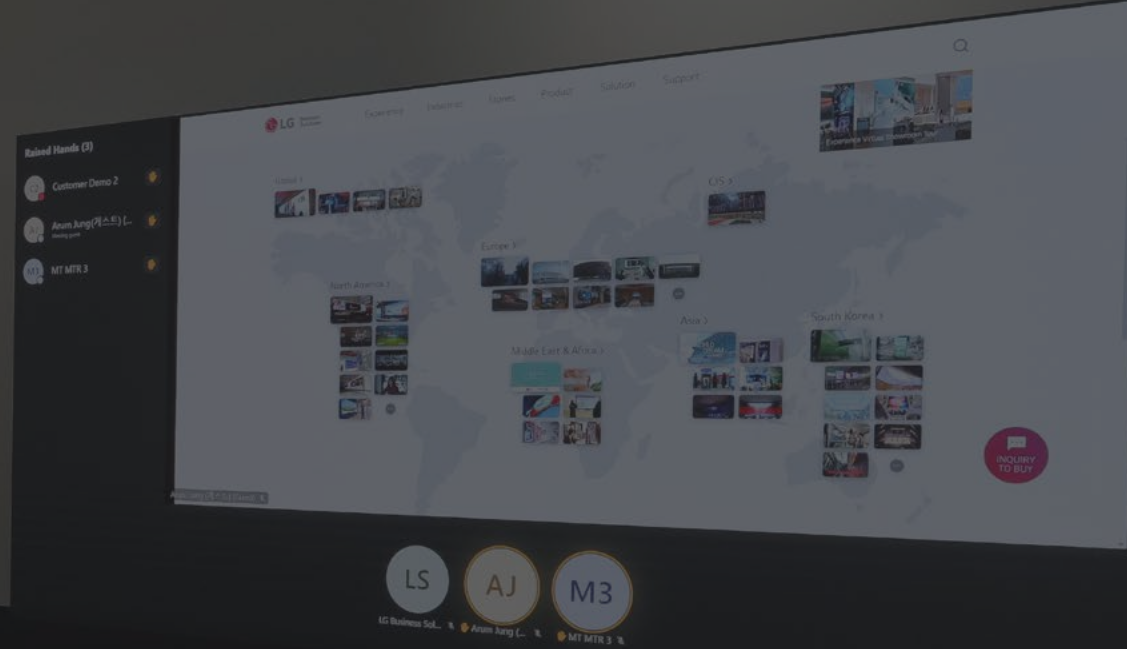
21:9 LG LED All-in-One



55"



75"



8:39 PM

- Customer Demo 2 joined the conversation.
- Customer Demo 2 named the meeting Meeting with Customer Demo 2.
- 6:57 PM Meeting started
- LG Business Solutions (Guest) was invited to the meeting.
- Arum Jung (게스트) (Guest) was invited to the meeting.
- MT MTR 3 was invited to the meeting.

THE PUBLIC ADDRESS_

IDEAS, INSIGHTS AND INNOVATIONS FOR GOVERNMENT AND EDUCATION TECH





WELCOME TO THE PUBLIC ADDRESS_

DEAR FRIENDS:

Welcome to this issue of The Public Address — and welcome to the new normal!

The forces of global change continue to affect our industries here in the United States and I am continually amazed at the capacity of education and government professionals within the channel, manufacturers and, of course, the end-user community to meet change head-on with resilience, creativity and grace.

We met many of you at InfoComm and ISTE Live 23 this past month and we include reports from both shows in this issue that showcase the innovations and experiences everyone enjoyed in Orlando and Philadelphia respectively.

We also report from the great state of Alabama where the Department of Economic and Community Affairs embraces change with the zeal of a newly-minted start-up.

This issue also includes reporting from a western state that experienced considerable wildfires over the past few years and needed collaboration and

communication technologies to train emergency and evacuation professionals on new procedures and programs.

And we look at macro-economic and global supply chain dynamics and explain how LG is adapting to change and creating opportunity for integrators and end-users alike.

We hope you enjoy this bumper edition of The Public Address and please continue to reach out to us with your ideas and insights for future coverage!

Thank you,



VICKY SANVILLE
National Sales Manager, Public Sector Vertical
LG Electronics

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THAT MAKES MORE SENSE

UPALI NANDA GOES BEYOND THE VISUAL FOR MORE IMMERSIVE TECH-ENHANCED SPACES



KIRSTEN NELSON
Experience Design Technology Journalist
Podcast Host and Content Strategist

Let's do a little bit of happy-place thinking for a moment. What makes that particular environment perfect for you? Is it always perfect? Or does it shift and change with context and your mood?

Have you ever:

- **Walked into a noisy pub and felt thrilled to be part of a crowd?**
- **Walked into that same pub on a rainy afternoon and enjoyed some quiet time near the fireplace?**
- **Walked into someone else's favorite pub and despised how loud it was?**

Now substitute "pub" for any other place where you walk in and immediately feel your mood change: an event venue, stadium, museum, church, store, office, school, airport, train station or even your own home. Call it a spidey sense, call it energy, call it vibes, or call it a certain je ne sais quoi, you know what it is — but do you really know what it is?

What if I told you it has a name, and that name is "Sensthetics"?

MORE >

**Views and opinions shared are those of the author and not LG Business Solutions*

WHAT ARE UPALI NANDA'S TOP THREE SENSSTHETICALLY EXCEPTIONAL SPACES?

By: Kirsten Nelson

The ringing of the bells in London's St. Pauls Cathedral —

"You don't just hear it, you feel the vibrations. Every component of the environment immerses you in a deeply spiritual senssthetic. In fact religious buildings — cathedrals, temples, synagogues, tend to have a senssthetic experience, because to connect with the soul, you have to transcend the visual."

Steven Holl Architects' Kiasma —

"The Kiasma Museum of Contemporary Art in Helsinki, Finland is a deliberately crafted senssthetic experience where every space, and every exhibit, plays on the choreography of senses."

UC San Diego's Living and Learning Neighborhood —

"Closer to home I would call out HKS' recent AIA COTE Top Ten Award winning project, the UC San Diego North Torrey Pines Living and Learning Neighborhood. Light, sound, color, proportion, texture and careful construction of views keeps the campus at a human scale, where the senses play off each other. You can feel the wind, smell fresh food from the cafeteria, hear the sound of camaraderie, while sitting in the quad and reading your own book quietly. Senssthetics can be powerful in promoting subtle social connections."

HOW AV DESIGNERS CAN AVOID COGNITIVE CLASHES

By: Kirsten Nelson

Throughout history, architecture has been a highly integrated experience. When you walk through a space you don't have to stop and think about how to interact with it — it is just integrated into your experience.

Enter "digital technology." Ever since we started trying to make buildings smart, way too often, we've been making them clunkier and harder to operate. It feels like suddenly elements of the experience are out of sync.

"We address physical systems and digital systems as separate things, but they're not," said Upali Nanda, Partner and Global Practice Director for Research with HKS. "When we don't take an integrated experiential approach to those digital and physical systems, we create cognitive clashes that become very difficult for a human to navigate."

Every time you've put on noise-canceling headphones because your surroundings are too loud or distracting, every time you've wished you're wearing sunglasses because a video wall is insanely bright, or when a 4D movie makes you experience vertigo, that's a cognitive clash. It happens all the time. Particularly for those with higher sensitivity to sensory stimuli.

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PICTURE PERFECT

DRIVING A STRONGER SENSE OF COMMUNITY ACROSS A SPARSELY POPULATED, RURAL COUNTY

If you've never had the pleasure of visiting the Sierra Nevadas, with their expansive mountains, valleys and crystal-clear waters, consider adding it to your bucket list. As they say on their website, it's "one of those rare places that you have to see and still not totally believe... with storybook scenes that drop jaws"

A County of Active Participants

Government is one of the largest employers for a beloved Sierra Nevada county, although unsurprisingly, outdoor recreation and tourism top the list. With common appreciation and concern for the region's landscape and ongoing livability, the county's government is mindful of keeping its citizens informed, involved and connected.

The county board holds three monthly meetings — two in the county seat and one in a different community. The long drive between the two towns makes it challenging for board

members, staff and the public to attend meetings consistently. With heightened public scrutiny on environmental topics and county purchases, the board wanted to make the meetings much more accessible to help drive public input and participation.

In the larger community, the county decided to build a new government facility with a multipurpose civic venue that could accommodate large meetings and plenty of people. Everything from staff trainings, events and other meetings, as well as the county board of supervisors' sessions, are held in the facility. IT staff needed a handy way to live stream and interact between the different communities during the county government public meetings. Given the involvement of supervisors, finance and legal staff, and the public, it had to be a highly collaborative solution.

PICTURE PERFECT

CONTINUED

Choosing the Right Meeting Room Video Display

The meeting room in the new building features a 40-foot high ceiling with three rows of windows across the back designed to let in lots of natural light and a view of the great Sierra outdoors. The windows would be directly behind the person or people leading the meetings or giving presentations, so a significant factor in choosing the video solution was dealing with so much natural backlight.

A lower-end projector likely would not have been bright enough to overpower the windows. The installation team would have been forced to install room-darkening curtains, defeating the windows' purpose. Extremely bright projectors were not viable to the team due to the high purchase cost and ongoing maintenance. Fortunately, the IT team discovered LG's 136" Direct View LED solution.

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HELPING IMPROVE EMERGENCY PREPAREDNESS

TED CARRION OF AVI-SPL OFFERS HIS PERSPECTIVE
ON A NEW INSTALLATION

This project was atypical for us in the sense that the client installed the hardware themselves," says Ted Carrion, Account Manager, AVI-SPL in Sacramento, CA. "We excel at being a comprehensive solutions provider, delivering everything from the design to installation, commissioning and support. But if you think about it, that's the essence of a solution — understanding where a client wants to go and how they want to go there and then providing a personalized, scaled solution to meet those expectations exactly."

Carrion explains that this level of solution specialization is what interests and motivates him. He emphasizes that it is a foundational principle at AVI-SPL, the systems integration powerhouse that has scaled impressively over the past ten years but has retained a client-centric approach to solution specialization.

"My first question to every client, partner and prospect is, what's the vision? I want to understand how the room will be used every day and how it will be managed and maintained. Once I understand the use cases and the environmental elements, I can work with our design engineers to develop a suitable solution that meets the technical requirements but also ticks the other boxes like management, budget, etc."

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UPGRADED TECHNOLOGY HELPS STATE AGENCY BETTER SERVE CITIZENS

MODERNIZATION EFFORT IN ALABAMA YIELDS COMPREHENSIVE RETURN

Clay Weaver, Director of Information Technology at the Alabama Department of Economic and Community Affairs (ADECA), runs a well-organized IT team that ADECA relies on to accomplish critical economic and community development initiatives. The agency is uniquely designed to strengthen communities and improve the quality of life for the citizens of Alabama. ADECA administers state and federal grants with all of the back-end processing, accountability, and auditing, so IT management for the organization demands a high degree of system

performance and agility, redundancy, reliability, and scalability.

“For this state to operate efficiently and effectively for our citizens, this agency needs to operate like a finely tuned machine, and for the organization to operate effectively, our IT system needs to perform at the highest level!” Weaver says.

Weaver came on board to lead ADECA’s IT team in 2020 with a mission to modernize the agency’s technology and systems.

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ISTELive 23 SHOW REPORT

LEARNING WAS THE CURRICULUM IN PHILADELPHIA

Downtown Philadelphia was the site for ISTE Live 23, the 2023 International Society of Technology in Education (ISTE) Conference, and LG's business solutions team was right there in the city of brotherly love sharing our love for technology and learning.

The show's unique format emphasizes professional learning conference sessions for K-12 teachers, administrators and technology professionals and only opens the exhibit floor during conference breaks. This makes for a relaxed but purposeful exhibit floor where brands like LG engage with attendees on how technology can facilitate better educational experiences and outcomes.

The LG booth featured a range of technologies including digital displays for classrooms and auditoriums, commercial displays for shared spaces like lobbies, cafeterias and hallways, laptops for administrators, faculty and students, and enterprise-grade thin client solutions for running a more efficient district. The LG booth featured dedicated zones for connected care, classroom and exterior spaces. It also included specialized areas for coding and gaming. LG's CLOi GuideBot made a guest appearance much to the fascination and entertainment of show-goers.

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INFOCOMM 2023 SHOW REPORT

LG SHINES IN THE SUNSHINE STATE!

InfoComm 2023 marked a post-pandemic return to normal for the annual gathering of AV professionals, systems integrators, consultants and end-users. The show, held mid-June in Orlando, Florida, drew 28,000 attendees eager to experience the latest audio, video and AV/IT innovations.

LG was front and center at InfoComm 2023 with a flagship booth with over 10,000 square feet of specialized zones for virtual production, digital signage, EV charging, hospitality, education, corporate collaboration, cloud computing and luxury residential. Inside the booth, LG featured a wide range of technologies including LG's full line of impressive MAGNIT DVLED displays, and on its external walls, showstopping transparent LED displays captured imaginations and attracted considerable crowds.

InfoComm 2023 should set the stage for an interesting second half of 2023. The products, programs and people are in place to help retailers advance the in-store experience, enable educators to improve learning, empower corporations to capitalize on communication and collaboration, and support the continued success of hospitality.

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INNOVATION



PRODUCT SHOWCASE: LG MAGNIT

THE DRAW IS IRRESISTABLE!

LG's MAGNIT Direct View LED displays draw crowds and plaudits in a broad array of high-end settings, from lobbies and executive offices to digital art displays in museum, hospitality and university environments. (LG MAGNIT is so advanced and high-performing that it's routinely used by leading producers for virtual production and extended reality.)

Available in a jaw-dropping 22.5-foot Micro LED display, LG MAGNIT sets the expectation bar for exceptional color, clarity and contrast. The 272-inch LG MAGNIT 8K Micro LED Display (Model LSAB007) employs a tiny 0.78mm pixel pitch. Coupled with LG's Deep Black Technology and impressive 150,000:1 contrast ratio, it delivers stunning images with vivid colors, breathtaking contrast and ultra-fine detail.

The LSAB007's Alpha 9 Intelligent Processor, integrated ambient light sensor, HDR10 and HDR10 Pro support, and wide 160-degree horizontal- and vertical-viewing angles enhance user experiences in any seating arrangement.

PRODUCT SHOWCASE: CREATEBOARD

The LG CreateBoard was designed and developed with the curiosity and wonderment of K-12 kids in mind. That inspiration led our designers to eliminate complexity wherever possible, enabling us to build a platform for engagement and effortless learning.

A powerful and holistic hardware-software ecosystem means there are no cables or adapters to track down, no connectors to sort through, and no drivers to download. Files are easily sent to the devices, learning management tools are pre-installed and virtual access is ready right out of the box. Just wheel CreateBoard into a classroom and learning begins immediately.

LG CreateBoard takes a step away from frustration with technology and a step toward job satisfaction for teachers and better learning experiences for K-12 students everywhere!



WHY LG? BECAUSE WE ADJUST TO MARKET CONDITIONS



VICKY SANVILLE
National Sales Manager, Public Sector Vertical
LG Electronics

I cannot believe it's July already and we're heading into the second half of the year!

As I reflect on the first half of 2023, I am amazed at the dynamism of our markets and how the needs of systems integrators and end users have changed so comprehensively in the past few months.

K-12 studies have shown the effectiveness of in-person learning, so districts nationwide are gravitating back to a Face to Face (F2F) model. In tandem, schools are migrating to individualized learning, which is hampered by a national shortfall in teachers. Technology needs to play a role in empowering teachers to do more — more teaching vs. tech setup and support. This is why our high-performing, easy-to-use and reliable TRD3K CreateBoard is becoming such a strong and successful solution in F2F learning environments.

It's not just customer needs that are changing in K-12. Market leader, Google, continues to expand its K-12 service with a likely overhaul of the Chromebook expected in 2024. LG is meeting this change head-on, working in close collaboration with Google, our channel, and end user communities to ensure our devices capitalize

on the changes coming down the pike.

In Higher Education, diversity of learning spaces - in person, virtual, hybrid, synchronous AND asynchronous - is strong due to students and faculty demanding options. Students want to be on campus for meaningful learning experiences and purpose-driven collaboration. Ensuring all areas are seamlessly designed with appropriate technology yields better learning, richer experiences, and closer connections to campuses and communities.

LG's solutions for Higher Education include high-performance displays for classrooms, lecture halls and auditoriums, and we're increasingly seeing our large format MAGNIT Direct View LED displays — once the domain of prestigious museums, corporate lobbies and ultra-high-end homes — deployed in university shared spaces to enhance the environment and the student experience. After all, nothing says high-tech like 8K!

MORE >

THE LG PROMISE — INNOVATION FOR A BETTER LIFE

SERVING PUBLIC SECTOR PARTNERS AND CUSTOMERS THE RIGHT WAY!



DAVE BACHER

Head of Business Solutions Marketing
LG Electronics

Innovation is innate to humanity. For millennia, we've sought to improve things — the tools we use, the places we live and work, the food we eat, the society we build and the lives we live. Humanity is not just taking care of one another, it's about taking care of the future by making it better than today.

Making things better is not just a question of speeds and feeds as we refer to in the IT realm. Advancement is also about ensuring our offerings make the least possible impact on the environment; that our business practices are guided first and foremost by integrity; that our teams are consistently inspired to create value for our customers and partners and that we have unwavering respect for human dignity.

At LG we call this “Jeong-do,” which translates to “the right way” and it is our guiding philosophy. Jeong-do inspires us to create value for customers and abide by fair market practices. It demands the proper treatment of every person with whom we interact. Jeong-do shapes how LG innovates, how we organize, and how we relate to customers and partners in every market we serve.

No longer the exclusive domain of engineers in the laboratory (or for that matter, within the walls of LG), innovation takes place in the lecture halls of universities, the conference rooms of federal agencies, the network operations centers of utilities and everywhere that customers and partners interact with LG technologies. We learn from these interactions to create innovative new products and programs to better serve our channel and technology partners, customers and end-users.

With over 75,000 employees in 71 companies across 180 countries, LG is a global community with the commitment to innovation — and the scale to deliver on that commitment. The LG promise of innovation and integrity guides every decision, inspires our public sector team and is evident in the world-class partners and customers we work with.



INFORMATION

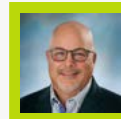
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