



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



Commercial TV LN661H (EU/CIS)

A Standard Smart Hotel TV with Pro:Centric Solution



Pro:Centric Cloud



Pro:Centric Direct



Pro:Idiom



Instant On

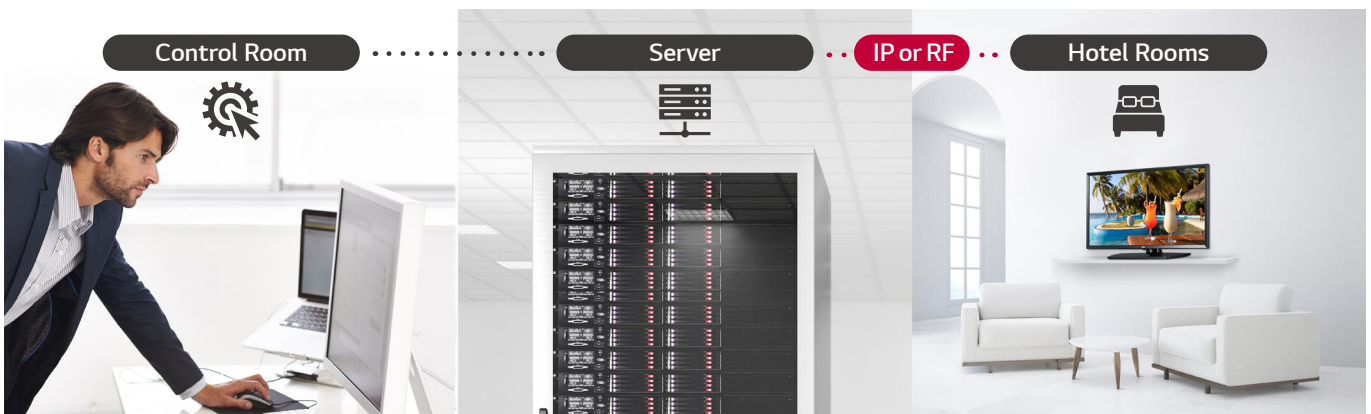
LN661H (EU/CIS)

Design	Stand Type	32": 1 pole (Swivel), 28" / 24" : 1 pole (Fixed)
	Inch	32" / 28" / 24"
Display	Resolution	1,366 x 768 (HD)
	Type	LCD
Broadcasting System	Digital	DVB-T2 / C / S2
	Analog	SECAM / PAL
Solution	Pro:Centric (Smart, Cloud 1.0, Direct 5.0, PCA 3.8), Quick Menu, webOS22	
VESA	32"	200 x 200
	28"	100 x 100
	24"	75 x 75



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.



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. 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.



Pro:Idiom

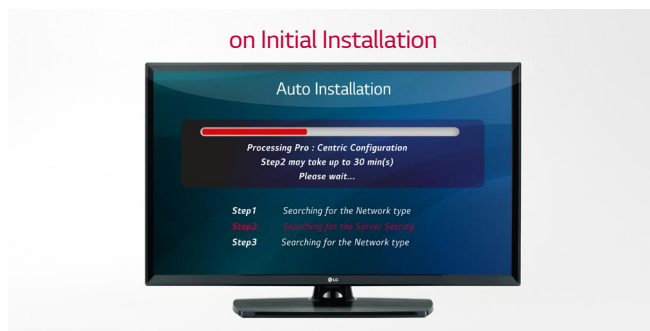
Digital Rights Management (DRM) technology provides access to premium content to help assure rapid and broad deployment of HDTV and other high-value digital content.

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Instant On

The high speed loading system enables users to enjoy content immediately after turning on the TV.



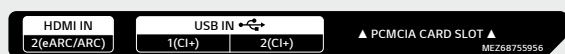
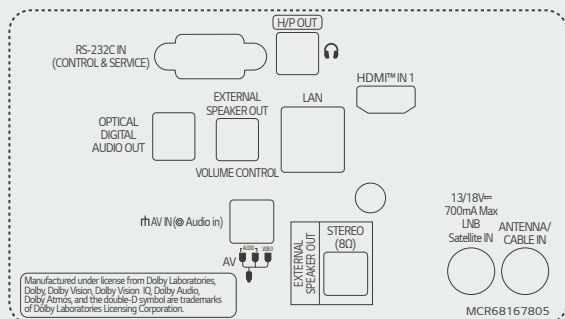
EzManager

EzManager provides a convenient installation function for automatically set up Pro:Centric TV settings without the extra effort of configuration. Auto-installation requires 1-3 minutes while manual installation requires 3-5 minutes.

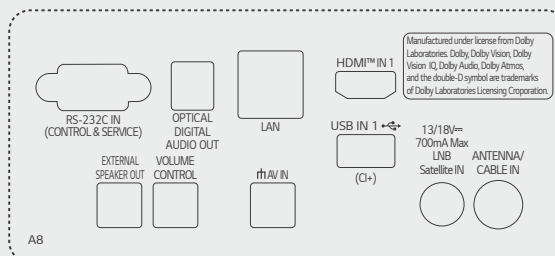
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CONNECTIVITY

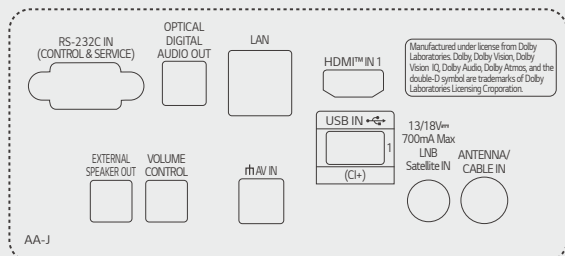
32" (32LN661HBLA)



28" (28LN661HBZD)



24" (24LN661HBLD)



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



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