

# Digital Signage Made Easy

## LG's webOS Signage Platform Allows Easy Integration and Expansion with Intuitive UX

LG's webOS™ Signage is an all-in-one hardware and software platform based on the robust operating system that powers many LG smart display products, such as the popular webOS smart TV for consumers. webOS Signage brings a new level of integrated benefits for businesses deploying LG commercial displays. The platform works with the displays' embedded system-on-chip (SoC) to lower the total cost of ownership by eliminating the need for PCs or external media players and the associated mounting hardware and cables. Wi-Fi connectivity eliminates the need for a wired connection or costly network infrastructure.

System operators can download useful content and develop customized applications that fit their exact needs. Content can be created and managed remotely, streamlining time management efficiency and ease of deployment.

### Basic Key Features



LG webOS Signage makes it easy to get started with a digital signage network and just as easy to take it to new heights.

LG's webOS Signage also offers business owners a wealth of customer experience upgrades, cloud and on-premise based solutions, mobile accessibility, screen control, and interactive solutions with LG's expanded solution partners.



**Centralized, Simple Content Management:** Embedded CMS, multiple screen composition, and seamless content playback



**Easy Monitoring & Diagnosis:** Embedded Control & Management Dashboard and Simple Network Management Protocol (SNMP) support



**Easy Customization:** All-in-one display, multi-touch experience on select models, content sharing, real-time promotions