LG | Business Solutions

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

Commercial TV LN661H (EU/CIS)

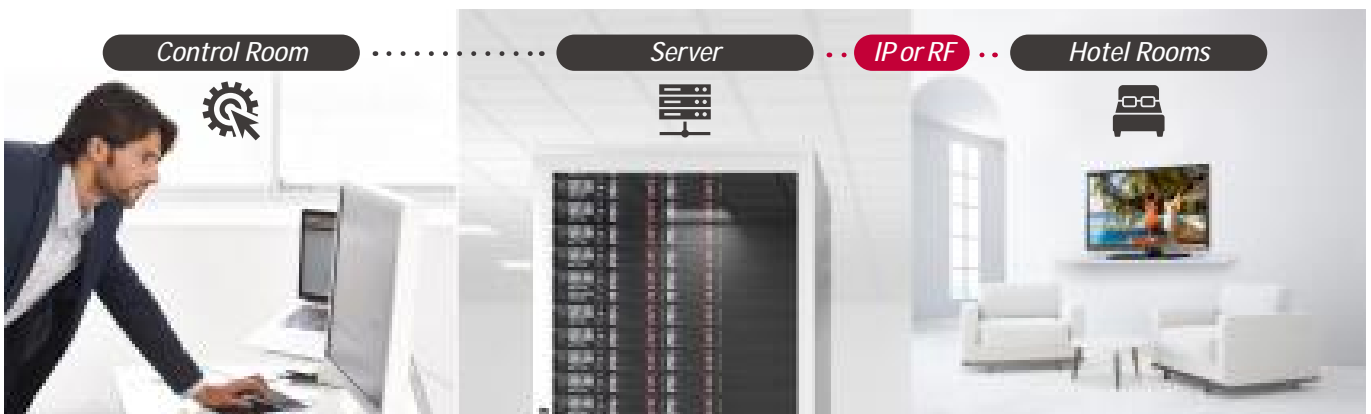# A Standard Smart Hotel TV with Pro:Centric Solution

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)
Display	Inch	32" / 28" / 24"
	Resolution	1,366 × 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 × 200 28": 100 × 100 24" : 75 × 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.

Control Room · · · · · · · · · Server · · IP or RF · · Hotel Rooms

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.
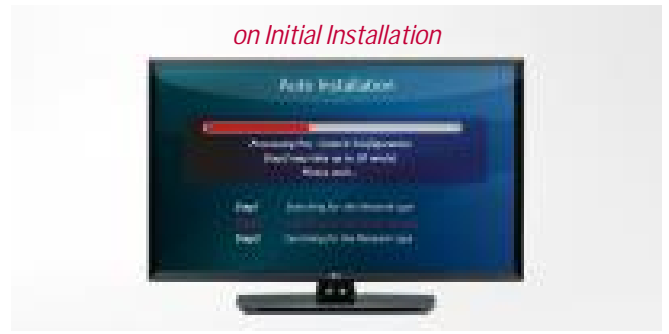
Pro:Idiom

Decryption

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.

*All images are for illustrative purposes only.

Standby

1~2 Sec

Instant On

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

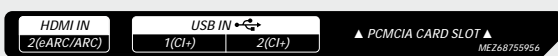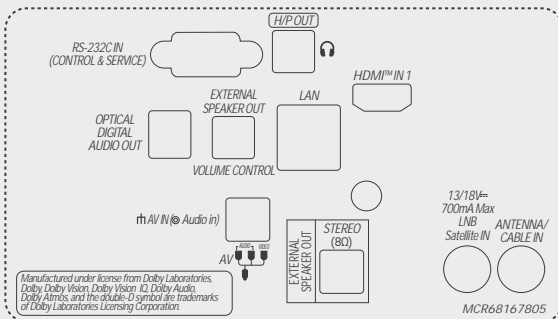**on Initial Installation**

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.
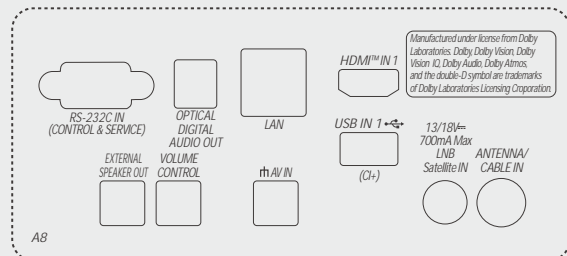
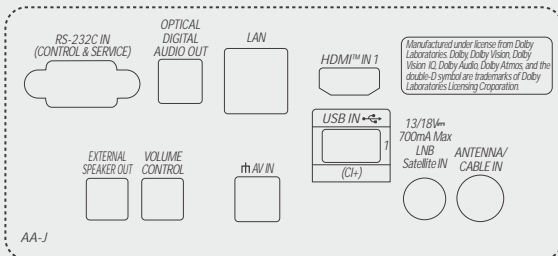** All images are for illustrative purposes only.*

CONNECTIVITY

32" *(32LN661HBLA)*

RS-232C IN (CONTROL & SERVICE)
H/P OUT
HDMI™ IN 1
EXTERNAL SPEAKER OUT
LAN
OPTICAL DIGITAL AUDIO OUT
VOLUME CONTROL
rh AV IN (⊚ Audio in)
AV
STEREO (8Ω)
EXTERNAL SPEAKER OUT
13/18V⎓ 700mA Max LNB Satellite IN
ANTENNA/ CABLE IN

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MCR68167805

| HDMI IN 2(eARC/ARC) | USB IN 1(CI+) | 2(CI+) | ▲ PCMCIA CARD SLOT ▲ |

MEZ68755956

28" *(28LN661HBZD)*

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RS-232C IN (CONTROL & SERVICE)
OPTICAL DIGITAL AUDIO OUT
LAN
HDMI™ IN 1
USB IN 1 (CI+)
EXTERNAL SPEAKER OUT
VOLUME CONTROL
rh AV IN
13/18V⎓ 700mA Max LNB Satellite IN
ANTENNA/ CABLE IN

A8

MEZ68839536

| H/P OUT | HDMI IN 2(eARC/ARC) | USB IN 2(CI+) | ▲ COMMON INTERFACE ▲ |

24" *(24LN661HBLD)*

RS-232C IN (CONTROL & SERVICE)
OPTICAL DIGITAL AUDIO OUT
LAN
HDMI™ IN 1
USB IN 1 (CI+)
EXTERNAL SPEAKER OUT
VOLUME CONTROL
rh AV IN
13/18V⎓ 700mA Max LNB Satellite IN
ANTENNA/ CABLE IN

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AA-J

| H/P OUT | HDMI™ IN 2 (eARC/ARC) | USB IN 2 (CI+) | ▲ COMMON INTERFACE ▲ | BB-H |

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