# LG 50UK660H hospitality TV 127 cm (50") 4K Ultra HD 300 cd/m² Smart TV Black 20 W

Model: 50UK660H

Manufacturer: LG

EAN: 8806096495605

Product Code: 1475370

## R18,003

4K UHD, Vibrant Viewing in

Ultra High Resolution

LG UHD TVs surpass your expectations every time. Experience lifelike picture quality and vivid colors with four times more pixel accuracy than Full HD. LG’s powerful processor boosts the resolution to the original quality and 4K Super Upscaling enhances resolution, brightness, and clarity. Vibrant colors and brightness take the screen resolution to new heights. Jump into elevated image quality with sharper contrast by HDR10 Pro*.

LG Hotel TV works with

Google Cast

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Enjoy quick access to your personal devices with a convenient QR code on the UK660H Hotel TV for streaming your favorite OTT shows on the big screen, and experience secure checkout with automatic erasure of personal information for peace of mind. Plus, with persisted pairing, connect your devices once and stay linked throughout your entire stay!

## Works with AirPlay

With Apple AirPlay, guests can stream content to LG Pro:Centric Smart Hotel TVs, right from their iPhone or iPad, whether it’s to watch movies and shows from their favorite apps or share what’s on their Apple devices, including photos, personal videos, games and more. Guests simply scan a unique, on-screen QR code after checking in to privately and securely pair their iPhone or iPad directly to the TV in the room for the duration of their stay.

## Easily Accessible to Netflix Application

Experience a wide variety of video content from Netflix on the UK660H OLED Commercial Hotel TV with Pro:Centric Direct. Enjoy the comfort of your room and a streaming service that offers thousands of selections.

## Pro:Centric Cloud

Pro:Centric Cloud improves the usability of enterprise's CMS solution and cloudification of the system, reinforcing the service of 3rd party solutions. It also offers various design templates, improving data collection and analytics platform with an eye-catching dashboard. Additionally, LG Channels provides a convenient way to access a wide range of content from OTT channels, including broadcast TV channels, without additional devices or subscriptions. The Mobile Application Creator simplifies the process of setting up concierge services on mobile devices for guests. Through this function, guests' requests will be satisfied with immediate response.

## Slim Depth for a Sleek Look

With a slim design, the UK660H Hotel TV series integrates smoothly into the interiors, delivering a modern impression to guests.

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