THE BEACON

VIDEO AND IMAGING IN HEALTHCARE

ISSUE
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LG

WELCOME TO **THE BEACON**

FRIENDS IN HEALTHCARE:

This is the thirteenth edition of The Beacon, and we're grateful to our community for all the feedback, input and insight we receive from you.

Over the past twelve issues, our industry and community have navigated considerable societal, economic and commercial challenges — not least the pandemic — and so it's a little surprising that a newsletter on video and display technology in healthcare has not yet addressed the health of our community.

We appreciate how difficult it is to do what you do. We hope that you get the care you need, we encourage you to get the rest and recreation that is essential to good health and we hope for only good things for all our healthcare community.

In this issue of The Beacon, we look at technologies from LG and our partners, explore best practices across the community and discuss the ever-increasing importance of IT in healthcare.

Thank You,

Tom Mottlau
Director of Healthcare Sales
LG Electronics USA, Inc.

Jim Salamon
National Sales Leader,
IT Healthcare Team
LG Electronics USA, Inc.

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PS: Please do share ideas and deployments for coverage in future issues (Email us at thebeacon@brand-definition.com).

THE BEACON

INSIGHTS

Customer Profile

Get Well Soon(er)!

Get Well is redefining digital patient-centric engagement with help from LG patient room televisions

When a patient is admitted to a hospital, their experience is often defined by a structured system of care designed to prioritize safety, efficiency, and medical effectiveness. This structure, while necessary, requires patients to relinquish personal control over routines, decisions, and their environment.

Increasingly, healthcare systems are recognizing the importance of returning some degree of control to patients as a means of improving their overall well-being and recovery. By empowering patients to participate actively in their care — whether through shared decision-making, flexible care plans, or involvement in scheduling treatment — hospitals can encourage deeper patient engagement. This sense of involvement not only respects the patient's individuality and preferences but also helps them feel heard, valued, and proactive in their health journey.

The in-room patient television is a core element of Get Well's ecosystem to help patients feel empowered during the healing and care process. Founded in 2000, Get Well is leading the way in digital patient-centered engagement by putting patients in control of their healthcare, inside as well as outside the hospital. Get Well combines advanced digital navigation with high-touch care experiences to improve patient activation, satisfaction, and outcomes and reduce the cost of care. Annually, the company serves more than 10 million patients at over 1,000 hospitals and clinical partner sites, using longitudinal data analytics to better serve patients and clinicians.

Get Well's genesis was deeply personal. At age 28, its founder, Michael O'Neil, underwent aggressive surgery and chemotherapy to treat his non-Hodgkin's lymphoma. Despite the excellent clinical treatment, he often felt that his care was being done to him rather than with him. This experience, along with the long hours of waiting and wondering, fueled his mission to change the status quo in patient care. His recovery marked the beginning of a journey to help people feel more connected to their care, leading to the creation of Get Well.

"Not knowing what was coming next or having any sense of control was stressful," said O'Neil. "Not knowing information about meals or how to put in service requests, or what my care plan was - this was overwhelming for me, as it is for many patients. We want patients to feel hopeful and engaged in their care, not isolated."

The alternative to empowering patients with technology to address their non-clinical needs is to contact a staff member to do those things for them. With the challenging staffing ratios in many hospitals currently, there's often not enough healthcare staff to provide that level of attention to every patient.

"The staff that are there — nurses, advanced care practitioners, medical assistants, physicians — need to be really focused on delivering care and practicing at the top of their license," said O'Neil. "Like, how do we get you better? How do we keep you safe here in the hospital?"

Get Well's fully integrated smart room technology allows multiple ways to engage patients at the point of care. As a result, they can proactively address many of their own needs and stay satisfied. Get Well's platform works with all LG Pro:Centric healthcare TVs, bidirectionally interfacing with each patient's electronic health record (EHR) and meal ordering system to personalize content displayed on the in-room TV for health vitals, care videos related to their medical diagnosis, and menu options only for food they're allowed to eat based on their care status.

LEARN MORE

PRODUCT SPOTLIGHT

LG's NEW Multi-Purpose 2MP Diagnostic Monitor

LG continues to expand its radiology imaging product line with the introduction of the new 24" 2MP IPS diagnostic monitor. Designed to offer versatility for general radiology viewing, the 24HR513C-B monitor features an internal front calibration sensor for consistency in medical images, enabling calibration without the need for additional measuring equipment. Other features include Focus View Mode to select and focus on areas of concern while darkening the rest of the screen.

This monitor offers the following:

- Out-of-the-box 350 cd/m2 stabilized brightness with DICOM calibration
- Automatic Luminance Sensor automatically adjusts screen brightness to ambient room lighting
- Supports Daisy Chain Setup & a variety of interfaces including HDMI
- User-friendly ergonomic stand with bi-directional auto-pivot support

Pictured above: 24HR513C-2MP LG Diagnostic Monitor

LEARN MORE

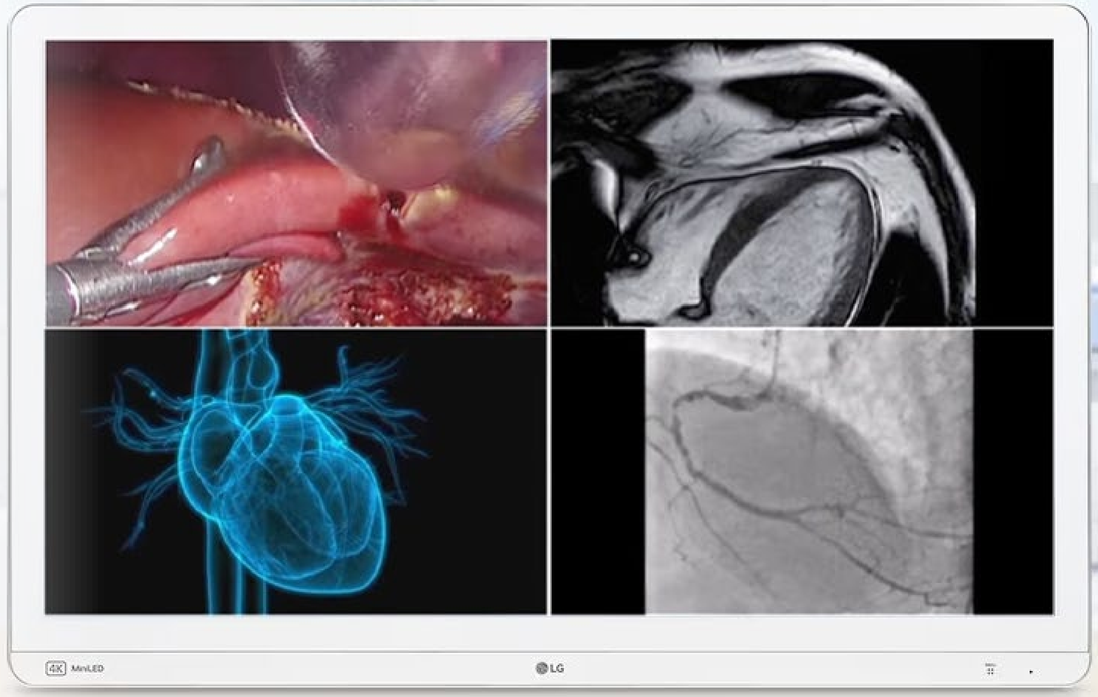
TECH SHOWCASE

The NEW LG 32HR734S 4K Surgical Monitor: Because Contrast Makes a Difference

Contrast and vivid colors enable help surgeons see complex images during surgical procedures. This is why LG Electronics' new 31.5" 4K surgical monitor (model 32HR734S) features advanced Mini-LED technology for enhanced image clarity, brightness control and color vibrancy. Specifically designed and engineered for laparoscopy and endoscopy procedures, the monitor delivers 1.5K local dimming zones, 98% DCI-P3 color coverage, and a peak brightness of 2,000 cd/m².

The LG 32HR734S is lightweight and durable, with anti-glare and optical bonding features for optimal readability in bright operating rooms. Key innovations include Clone Screen for multi-user visibility, multi-input support via 4PBP/PIP, and image adjustments such as Mirror and Rotation Modes.

The monitor also supports 12G-SDI and Failover Input Switch for uninterrupted signal redundancy—ensuring reliability and efficiency in critical surgical settings.



LEARN MORE

TECH SHOWCASE

50” Hospital Room Television Addresses 43”-55” Gap in Market

Innovation comes in different shapes and sizes!

In this case, LG examined the healthcare market, surveyed stakeholders and came to the realization that screen resolution, display quality and feature sets were all comprehensively addressed but that a gap in the market existed between 43” and 55” hospital room televisions. As a result, the new LG 50” 4K hospital room television debuts and is already garnering positive reactions and strong adoption!

The UL-Listed LG 50” 4K UHD hospital room television couples visual performance with Pro:Centric® smart connectivity and integrated Pro:Idiom for comprehensive and compliant content management.

LG’s lineup of in-room entertainment solutions includes a host of customized features for added safety and convenience for use in hospitals and long-term care facilities. These televisions are designed explicitly for healthcare and hospital environments and many are UL Healthcare listed. LG’s exclusive Pro:Centric application platform provides property-wide network control from a central location, on-site or remotely, allowing operators to customize the in-room viewing experience by creating exclusive content and channels.

LEARN MORE

PRODUCT SPOTLIGHT

Surgical Imaging of Exceptional Quality

LG introduces the new, advanced 31.5” 4K Mini-LED surgical display

Building upon its leadership in 4K Mini-LED technology from its 27” predecessor, LG has launched the new 31.5” 4K Mini-LED surgical monitor packed with features. This Class II device provides exceptional picture quality and brilliant images with a high level of detail. Boasting 1.5K local dimming zones, the monitor’s advanced Mini-LED technology enables precise brightness control across the entire LED backlight, enhancing visual contrast by darkening the darks areas and lightening the light areas.

- **Ultra-Wide Color Gamut**
  Utilizing an expanded color spectrum, vibrant and subtle hues combine for true-to-life images.

- **Outstanding Reproduction**
  With peak brightness up to 2000 nits and deep color response, anatomical structures can be viewed with precision.

- **Features include:**
  Optical Bonding Technology, Anti-Glare, Anti-Reflection, Anti-Fingerprinting, Clone Screen, Mirror Mode, 12G-SDI Support, Failover Input Switch.

LEARN MORE

Is this IT?

Tom Mottlau
Director of Healthcare Sales
LG Electronics USA, Inc.

The pace of technological change in IT is a commoditization multiplier that challenges brands to innovate and differentiate and change the architect, administrator and end-user experiences. AI is a timely example, having evolved from machine learning to generative AI at such a breakneck speed to have shocked insiders, obsoleted industry kingpins, anointed new kings and even threatened the world order.

Couple that pace of change with the seismic — and in some cases, still-emerging — impact of cybersecurity, crypto-currency and payments, cloud, AR/VR and analytics in business, and the idea of commoditization is a terrifying reality for hardware manufacturers.

So, how do hardware manufacturers deliver value in this environment? Here is how LG is doing it:

The product works — sounds simple, but if hardware like the display, the laptop or the client device is not actually working, then there's no on-ramp to the power of the cloud, AI engine or the AR/VR environments. The product needs to work and work well, and that's not always the case with commodity offerings.

Partnerships are key — trusted partnerships with IT integrators, software providers, channel partners and enterprise clients make IT a consultant-grade partnerships vs. box-moving operations. These partnerships add value and security and enable efficiencies, collaboration, communication and even innovation.

Experience counts — Yes, experience and legacy afford LG a strategic insight and innovation momentum that commodity players cannot match, but it's also our ability to enable delightful or insightful experiences that enable businesses and institutions to operate at a higher level.

Culture also counts — When businesses, institutions and other organizations invest in technology, they're making a commitment. At LG, we think that commitment needs to be reciprocated and manifested in scalability, interoperability, security, availability and support.

One LG — The very definition of IT has transformed from PCs, servers and modems back in the days of COMDEX to now include AV, display technology and much more. LG has proven depth in all these realms and more, so we can support enterprise clients with advanced, cohesive solutions that span multiple realms and are also highly competitive.

Finally, price is the ultimate driver of commoditization. Though we work hard every day to be a force of innovation and differentiation in all the ways listed above, we also believe in meeting our clients and partners where they need to be in terms of pricing.

What is IT today? It's change. And LG is at the cusp of positive change.

LEARN MORE

Program Update

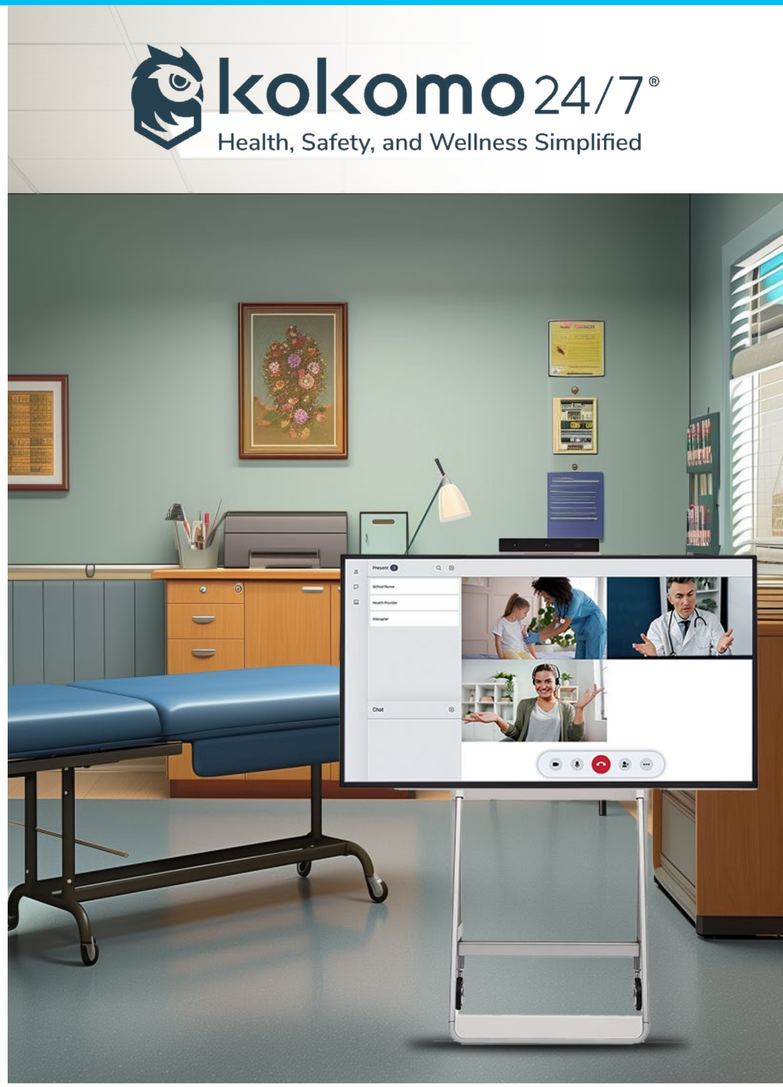
Streamlining Patient Care with Kokomo24/7®

LG and Kokomo24/7® heighten the emphasis on patient-centered care

For many years, information management in healthcare was dislocated and disconnected across a broad array of departments and job functions. Information was siloed, decisions were slowed and effective communication was rare — compromising the well-being of patients. This extended from record management, tasks, workflows, and communications to compliance, analytics, and situational awareness. Kokomo24/7® is helping patients to get better treatment by letting medical teams do what they do best — care for people.

In today's fast-paced and data-driven world, healthcare facilities are increasingly turning to software-based information and communications platforms to streamline their operations. By providing real-time access to critical information and promoting seamless collaboration via strategically-placed signage; email and messaging; mass notification systems and other hardware and software interfaces, a platform ensures that teams can work more effectively and make better-informed decisions, ultimately enhancing both operational performance and the quality of patient care.

"Everyone knew that the healthcare space needed an enterprise-wide solution. However, ask five stakeholders, and each will respond with their own needs and priorities. This results in a disparate collection of non-interoperable platforms that create functional silos," explains Daniel J. Lee, the Founder, CEO, and Solutions Architect of Kokomo24/7®. "The urgent challenges of patient wellness and operational efficiency demanded action. I felt like there had to be a better way to provide solutions."



LEARN MORE

DEALERS

WHY **LG?**

BECAUSE DISPLAY TECHNOLOGY IS CENTRAL TO THE SINGLE PANE OF GLASS

Tom Mottlau
Director of Healthcare Sales
LG Electronics USA, Inc.

Technologists speak to the Single Pane of Glass — a dashboard strategy that unifies diverse sub-systems in one highly integrated system to facilitate greater efficiency, effectiveness and economics. They also enable better clinician and patient experiences.

The idea capitalizes on data, facilitates AI and generally makes a lot of sense. In fact, our IT technology engineers are continually working with partners to develop new computers, edge devices, client-server solutions and display technologies that enable Single Pane of Glass strategies and solutions.

As critical as it is to have these ambitious plans, the quality and performance of the pane of glass should not be overlooked in the pursuit of broad infrastructure, machine learning, APIs and native integrations.

At LG, we look at displays — not in quite the same way that channel partners, healthcare professionals and patients look at hospital room televisions and clinical displays — and we challenge ourselves to advance image quality, reliability and feature sets. This is because for all the computing firepower at the backend and all the software capabilities and integration, the display is that Single Pane of Glass that is the front end of all systems.

Why LG? Because we understand strategy, we're deeply invested in IT hardware and software and we're at the forefront of display technologies for clinics, laboratories and patient rooms.

LEARN MORE

THE BEACON

INNOVATIONS

HOSPITAL IN-ROOM TVS

PRO:CENTRIC CONNECT TECHNOLOGY

Built as an extension to the Pro:Centric platform, Pro:Centric Connect enables third party development partners to build powerful telemedicine video-communication solutions on LG's range of hospital smart televisions. It also provides a scalable, secure, cloud-based video call handling platform that manages the traffic and call transactions for multiple hospital facilities.

- Scalable back-end software for easy remote management from a centralized location
- Easy-to-use TV remote control for patients to navigate and launch the video calling features
- Open-source Pro:Centric Connect architecture enables video calling on patient TVs and most types of hospital staff devices
- Helps protect the communication network within the Hospital IT infrastructure

LEARN MORE

LG'S NEW HIGH-RESOLUTION DIAGNOSTIC MONITOR FOR MAMMOGRAPHY

Introducing the new 21.3" 5MP IPS diagnostic monitor from LG intended for breast imaging. The 21HQ613D-B monitor features an internal front calibration sensor for consistency in medical images, enabling calibration without the need for additional measuring equipment. Other features include Multi-Resolution Mode, which allows users to customize their resolution (5/3/2MP) to better fit their respective needs, and Focus View Mode to select and focus on areas of concern while darkening the rest of the screen. The display's intuitive control offers 5 Hot Keys, allowing users to change mode, screen resolution, and lighting settings without disrupting workflow.

The 21HQ613D-B diagnostic monitor displays radiological images, including full field digital mammography and digital breast tomosynthesis, with a brightness of 1,100 cd/m² and a contrast ratio of 1,800:1. Moreover, this monitor showcases vivid color, high-definition mammography and breast tomosynthesis images including breast MRI, CT scans and ultrasound, ensuring versatile performance across various medical imaging modalities.

An Automatic Luminance Sensor automatically adjusts screen brightness to ambient room lighting. The additional Down Light Mode and Wall Light Mode assist readability of documents below the monitor, even in low-light environments. To help promote a productive workspace, this monitor supports Daisy Chain Setup, which helps reduce clutter and simplify cable management. The user-friendly monitor stand is ergonomically designed to allow users to freely adjust the tilt, height, and swivel. It also features a bi-directional auto-pivot function for added flexibility.

HOSPITAL IN-ROOM TV

LT572M SERIES

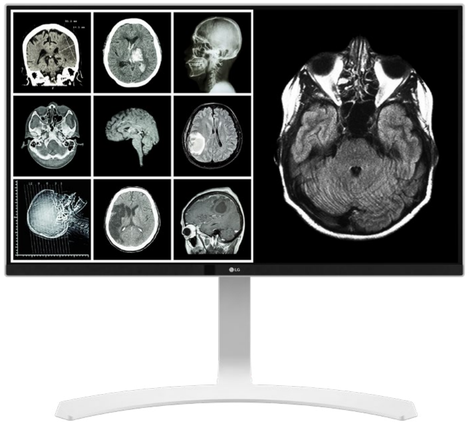
PRO:CENTRIC HOSPITAL TV

SIZES: 24”, 28”, 32”, 43”
MODEL NUMBER: LT572M SERIES

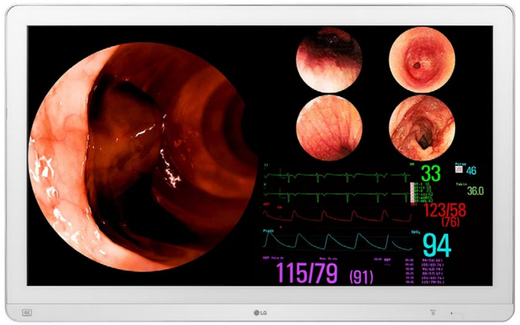
- UL Hospital Grade Listed
- Pillow Speaker Ready
- Pro:Centric Management Solution

MORE

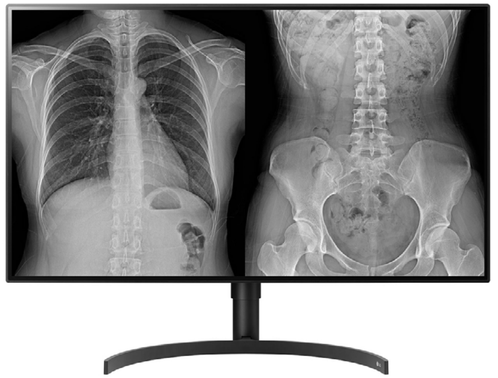
MEDICAL MONITOR
PRODUCT LINEUP



CLINICAL REVIEW MONITORS



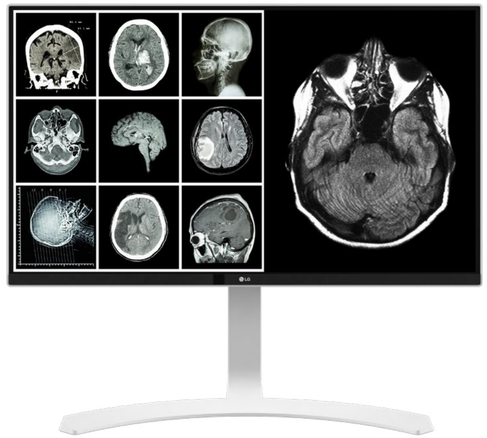
SURGICAL MONITORS



DIAGNOSTIC MONITORS

LEARN MORE ABOUT MEDICAL MONITORS

CLINICAL MONITORS



27HJ712C-W

8MP CLINICAL REVIEW MONITOR

- 27” IPS 8MP Display
- DICOM Part 14
- 350 nits with sRGB over 99%
- Brightness Stabilization / Reader Mode / Flicker Safe

MORE

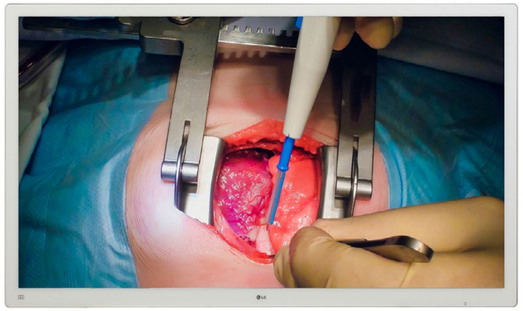
27HJ713C-B

8MP CLINICAL REVIEW MONITOR

- 27” IPS 8MP Display
- DICOM Part 14
- 350 nits with sRGB over 99%
- Brightness Stabilization / Reader Mode / Flicker Safe

MORE

SURGICAL MONITORS

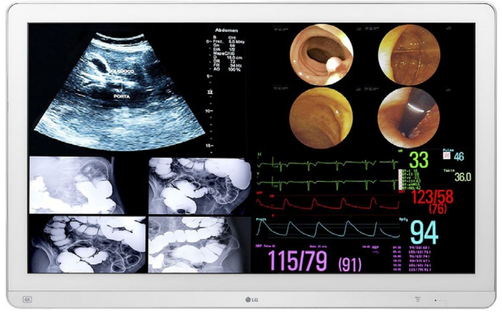


55MH5K

55” IPS 4K SURGICAL MONITOR

- 55” 4K (3840x2160) IPS
- 12G-SDI Support
- HDR10 Support
- Mirror & Rotation Mode

MORE

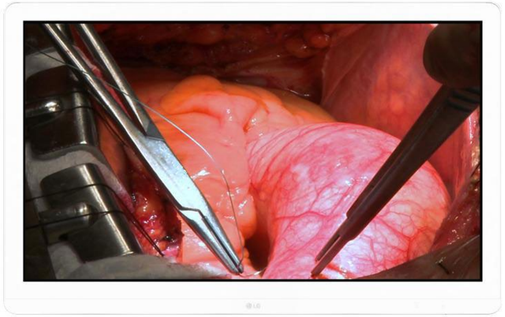


32HL714S

32” 4K SURGICAL MONITOR

- 31.5” 4K (3840x2160) IPS
- Supports HDR10
- Mirror & Rotation Mode
- Failover Input Switch

MORE

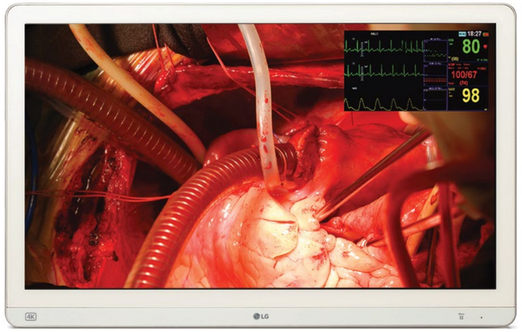


27HQ710S-W

27” 4K MINI-LED SURGICAL MONITOR

- 27” 4K (3840x2160) with Mini-LED
- Peak Brightness to 2000 cd/m^2
- Wide Color Gamut (BT.2020)
- HDR10, HDR Effect, 3G-SDI Support

MORE



27HK510S

27” FULL HD SURGICAL MONITOR

- 27” FHD (1920x1080) IPS
- sRGB 115% (Deep RED)
- Brightness Stabilization
- Failover Input Switch

MORE

DIAGNOSTIC MONITORS

31HN713D-B

31” 12MP DIAGNOSTIC MONITOR

- 31” 12MP (4200x2800) IPS Display
- Multi-Resolution Mode (12/6MP)
- Brightness (Typ.) 1200 cd/m^2
- Optimized for Mammography

MORE

32HQ713D-B

31.5” 8MP DIAGNOSTIC MONITOR

- 31.5” 8MP (3840x2160) IPS Black Display
- Multi-Resolution Mode (8/6/4MP)
- Internal Front Calibration Sensor
- Focus View Mode

MORE

32HL512D-B

31.5” 8MP DIAGNOSTIC MONITOR

- 31.5” 8MP (3840x2160) Nano IPS Color
- Multi-Resolution Mode (8/6/4MP)
- Picture by Picture
- Two 4 MP Screen Operation

MORE

21HQ613D-B

21.3” 5MP DIAGNOSTIC MONITOR

- 21.3” 5MP (2048x2560) IPS Display
- Multi-Resolution Mode (5/3/2MP)
- Brightness (Typ.) 1100 cd/m^2
- Designed for Breast Imaging

MORE

24HR513C-B

24” 2MP DIAGNOSTIC MONITOR

- 24” 2MP (1920x1200) IPS Display
- Versatility for General Radiology Viewing
- Internal Front Calibration Sensor
- Focus View Mode

MORE

DIGITAL X-RAY DETECTORS

Gen 2 Digital X-ray Detectors with a-Si TFT

17HQ701G (17”X17”)

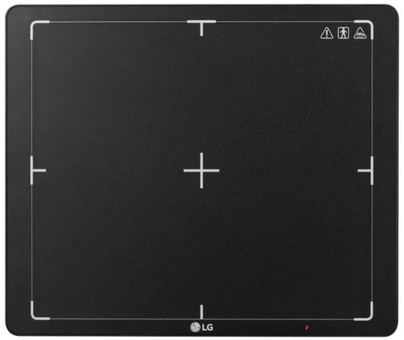
3072 X 3072 PIXELS

- Amorphous Silicon TFT Dependable Image Quality
- IP68 - Dust Tight & Water Resistant

14HQ701G (14”X17”)

2500 X 3052 PIXELS

- Durable Design – 1.5m Maximum Drop Height
- Image Acquisition 1.5 sec (Wired), 2.0 sec (Wireless)



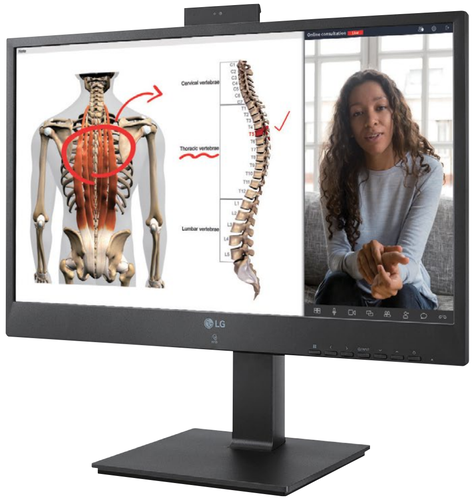
10HQ701G (10”X12”)

2048 X 1792 PIXELS

- Up to 7.5 hours of Battery Operation
- Strong & Lightweight Carbon-Fiber & Magnesium Design

MORE

CLOUD COMPUTING



24CR66

23.8” ALL-IN-ONE THIN CLIENT

- IPS Display
- Built-in Speaker
- Up to 16GB DDR4 Memory
- RFID-Based Security System for Medical Staff Identity

MORE

24CR67

23.8” ALL-IN-ONE THIN CLIENT FOR HEALTHCARE

- IPS Display
- Built-in Speaker
- Up to 8GB DDR4 Memory
- RFID-Based Security System for Medical Staff Identity

MORE

ZT90R

14/15.6/17” MOBILE THIN CLIENT

- Long Battery Life up to 80 Wh
- Anti-Glare IPS Display
- Portable Lightweight Design
- 13th Gen Intel® Core™ i3 Processor

MORE

CLOUD COMPUTING

34CR65

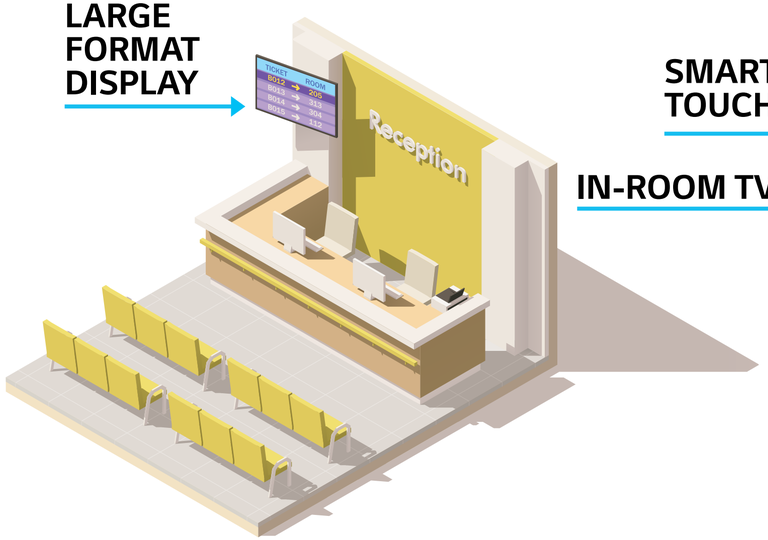
34” ULTRAWIDE™ QHD ALL-IN-ONE THIN CLIENT

- 34” (3440x1440) Curved Display
- Built-in Speakers and Microphones
- Fanless Design
- Intel® Quad-core Processor

MORE

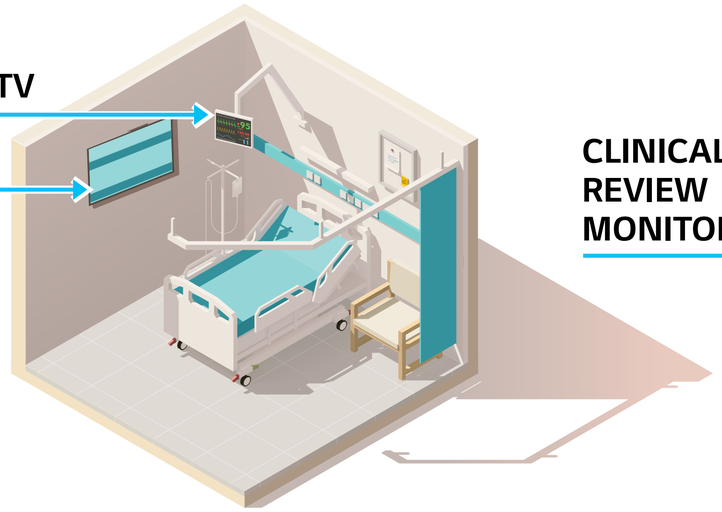
SEE IT IN PRACTICE

LARGE FORMAT DISPLAY

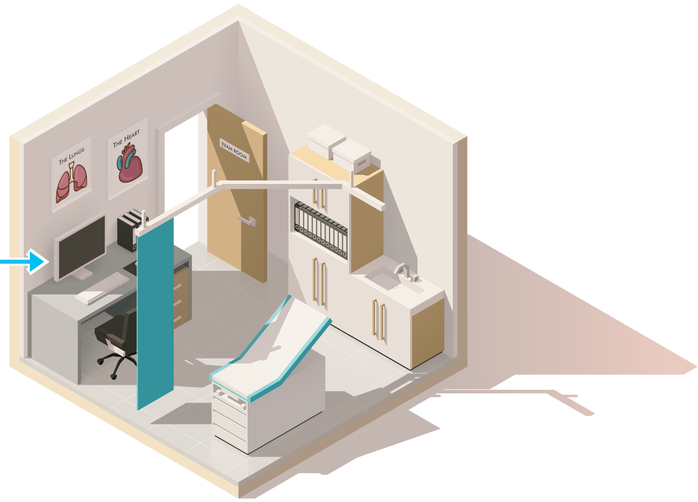


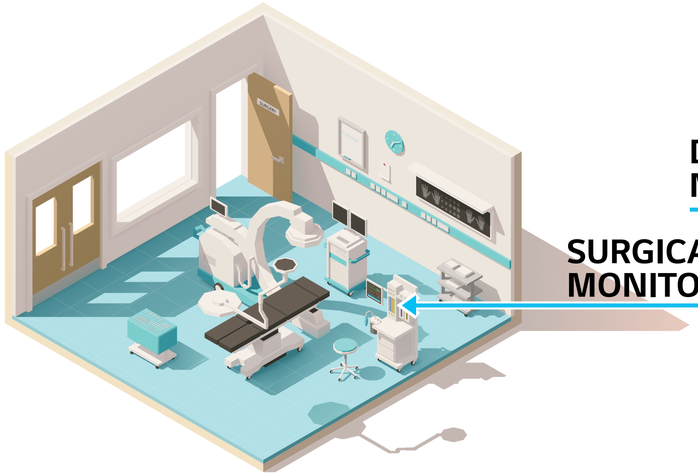
SMART TOUCH TV

IN-ROOM TV



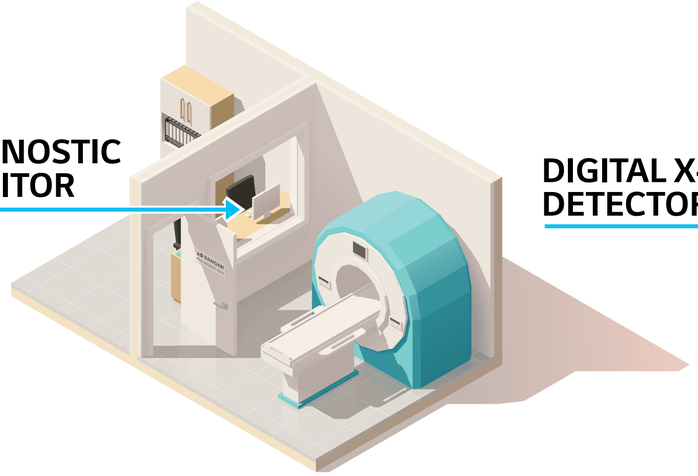
CLINICAL REVIEW MONTAGE





SURGICAL MONITOR

DIAGNOSTIC MONITOR



DIGITAL X-RAY DETECTOR

THE BEACON

INFORMATION YOU NEED

THE LG PROMISE

INNOVATION FOR A BETTER LIFE

SERVING HEALTHCARE PARTNERS AND CUSTOMERS THE RIGHT WAY!

Tom Mottlau
Director of Healthcare Sales
tom.mottlau@lge.com

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 patient rooms, the conference rooms, the surgical rooms of hospitals 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 healthcare industry team and is evident in the world-class partners and customers we work with.

LEARN MORE

MEET THE TEAM

HEALTHCARE TEAM

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