

All images in this document are for simulation purposes only.

LG ProActive360

MAXIMIZE YOUR SIGNAGE NETWORK POTENTIAL.
MINIMIZE HEADACHES.

Your signs are revenue drivers.
We keep them running, optimized, and supporting revenue growth.



Remote
Monitoring of
Every Sign



Hassle-free
Warranty Claims
& Service



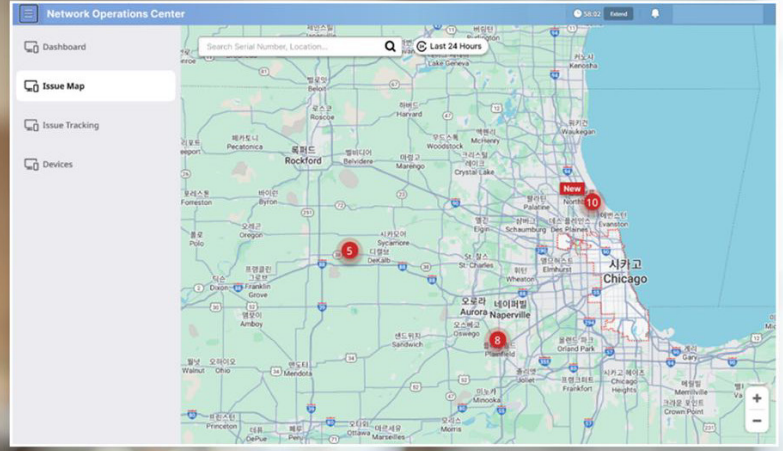
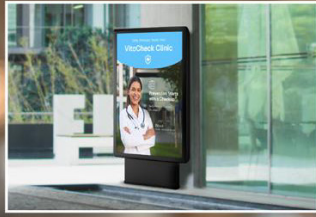
Consultative
Content
Scheduling



Real Time
Proof-of-Play
Ad Reporting



Provisioning
& Firmware
Updates



DON'T SWEAT OVER FILING A WARRANTY CLAIM. WE'LL TAKE CARE OF IT.

LG PROACTIVE360 SILVER

WE MONITOR YOUR SIGNAGE NETWORK. WE CALL IN WARRANTY WORK.

LG understands that even one of your screens going down means lost revenue. Whether your screens are for ordering or advertising, experience total confidence in your digital signage network with LG's next-generation Device Management and Monitoring Service. Designed for seamless operation and proactive care, this powerful solution keeps your LG signage running at peak performance, so you can focus on running your business, not your screens.

Effortlessly manage your entire signage network with advanced features, including remote firmware updates, Chromium Long-term Support, and flexible power scheduling. LG's intelligent monitoring tools continuously track device health, instantly detecting issues like black screens, frozen content, or playback errors. Our expert team diagnoses problems, provides root cause analysis, and even collaborates directly with your onsite contacts to file and execute warranty claims so you don't have to!

Stay informed with weekly issue summaries, monthly energy consumption reports, and immediate notifications for any unresolved concerns. From onboarding and provisioning to warranty management and asset tracking, LG simplifies every step.

With LG, your signage network is reliably connected, protected, and performing. Elevate your display experience by choosing the LG Device Management and Monitoring Service for unmatched reliability and peace of mind.



**YOUR SIGNAGE NETWORK IS A COMPLEX, SPECIALIZED
IT SYSTEM. DON'T SPEND YOUR VALUABLE TIME
MONITORING AND TROUBLESHOOTING.**

LG PROACTIVE360 GOLD

WHERE EFFORTLESS NETWORK MANAGEMENT MEETS PERFECT CREATIVE CONTROL

Upgrade to Content Management and transform your digital signage management into a fully collaborative experience. Building on the robust monitoring and device management of ProActive360 Silver, the ProActive360 Gold empowers your team with seamless content management, guided every step of the way by LG's expert staff.

With LG's Virtual White Glove Content Management, our professionals work directly with your creative team to obtain your content, upload it to the secure LG Cloud, and schedule dynamic campaigns and playlists tailored to your objectives. Preview digital proof of your campaigns before they go live, ensuring every message meets your standards. Once approved, LG handles publishing content to your devices and provides comprehensive reporting on content deployment and performance.

Need updates or changes? LG's team manages campaign and playlist updates as your needs evolve, keeping your signage network fresh and relevant. This hands-on partnership streamlines your workflow, reduces your team's workload, and ensures your messaging is always on point. Free up your IT staff to run your business – we'll run your signs!



**UNLOCK THE FULL POTENTIAL OF YOUR DISPLAYS
AND TURN YOUR SIGNAGE NETWORK INTO
A POWERFUL REVENUE ENGINE.**

LG PROACTIVE360 PLATINUM (coming soon)

WE USE YOUR SIGNAGE TO GENERATE REVENUE AND MEASURE SUCCESS

Unlock an entirely new revenue stream and maximize the impact of your digital signage with LG ProActive360 Platinum Service Package. Digital Out-of-Home (DOOH) advertising turns your signage network into a dynamic revenue tool, connecting you with relevant advertisers eager to reach your audience with minimal effort on your part.

DOOH advertising stands out for its ability to deliver highly visible, engaging, and targeted messages to large audiences in real-world environments, making it one of the most effective and measurable advertising channels available today.

WHY ADVERTISE ON YOUR LOCAL SIGNAGE NETWORK?



High
Audience
Visibility



Dynamic
Targeting
Capabilities



Real-time
Campaign
Optimization



Real Time
Proof-of-Play
Ad Reporting



Enhanced
Brand
Awareness

LG PROACTIVE360 PLATINUM (continued)

With LG's top-tier DOOH package, you gain access to advanced tools that simplify and support monetizing your network.

- Effortlessly set up venues for geofencing, assign Interactive Advertising Bureau (IAB) categories for precise ad targeting, and add your devices to high-value locations.
- Maintain full control by approving ads before they go live, ensuring every message aligns with your brand and audience.
- Receive detailed impression data and audience measurement reports, offering direct insight into campaign effectiveness and providing transparency for your advertisers.
- Get Proof of Play reports, so you-and your advertising partners-know exactly when and where ads were displayed.

LG's integrated platform manages advertiser relationships, ad sourcing, and campaign delivery, so you can focus on your core business while your signage works for you. With robust reporting and automated ad management, you gain credibility with advertisers and maximize your signage's earning potential-all with the trusted reliability and support of LG.

LG PROACTIVE360 PLATINUM: WHERE EVERY SCREEN IS AN OPPORTUNITY, AND EVERY IMPRESSION COUNTS.



SUMMARY TABLE

LG ProActive360

	SILVER	GOLD	PLATINUM
	Device Monitoring only	Device Monitoring + Content Management	Device Monitoring + Content Management + DOOH Advertising
BUSINESS CLOUD			
Create Business Site structure (workspaces, groups)	YES	YES	YES
Act as Business Site admin for customer	YES	YES	YES
Manage users for customer	YES	YES	YES
LICENSE MANAGEMENT			
Includes ConnectedCare Premium license	YES	YES	YES
Includes SuperSign Cloud Premium license	NO	YES	YES
LG Software Solution licenses for customer	YES	YES	YES
3rd party CMS license management	NO	NO	NO
SUPPORTED DEVICES			
On-premise servers (e.g. SuperSign CMS, Pro:Centric PCS500)	NO	NO	NO
Non-LG displays	NO	NO	NO
LG consumer TVs	NO	NO	NO
Subject to a minimum number of devices in the network (contact your LG representative for details)	YES	YES	YES
LG webOS 4.0 (and higher) signage	YES	YES	YES
LG CreateBoard (TR3DK and higher)	YES	YES	YES
LG TV Signage (e.g. UR640S, UM340E)	YES	YES	YES
Displays connected to WP400 or WP600	NO	NO	NO
LG hospitality/medical display devices	YES	NO	NO
LG DVLED and MAGNIT MicroLED with webOS 4.0 (and higher) controller	YES	YES	YES
INSTALLATION, ONBOARDING, PROVISIONING			
HW installation, network cabling	NO	NO	NO
Provisioning new LG device onto Business Cloud	YES	YES	YES
Provisioning existing LG device onto Business Cloud*	YES	YES	YES
Device firmware update - existing devices not on Business Cloud*	YES	YES	YES
Device firmware update - new devices not on Business Cloud*	YES	YES	YES
Removing devices from ProActive360 service	YES	YES	YES
Removing physical devices from customer premise	NO	NO	NO
Disposing of or recycling devices	NO	NO	NO
Asset tracking (location, serial #, warranty status)	YES	YES	YES
Initiate warranty repair or replacement**	YES	YES	YES

* May require onsite interaction w/ display, of which the labor is not included.

** Depends on status of warranty service (e.g., ExtendedCare or TotalCare).

SUMMARY TABLE (continued)






LG ProActive360

	SILVER	GOLD	PLATINUM
	Device Monitoring only	Device Monitoring + Content Management	Device Monitoring + Content Management + DOOH Advertising
DEVICE MANAGEMENT AND MONITORING			
Device firmware update - for devices already on Business Cloud	YES	YES	YES
Chromium Long Term Support program (LTS) update	YES	YES	YES
Power on/off and reboot scheduling	YES	YES	YES
Monitor operation and health of device	YES	YES	YES
Diagnose device issues and root cause analysis	YES	YES	YES
Detect black screen, frozen screen/content not playing or updating	YES	YES	YES
Work w/ customer's onsite contact to resolve issue	YES	YES	YES
Issues summary sent to customer on a weekly basis	YES	YES	YES
Estimated energy consumption sent to customer on monthly basis	YES	YES	YES
Report individual issues to customer which cannot be resolved within agreed upon timeframe	YES	YES	YES
CONTENT MANAGEMENT			
Customer can create content via LG SuperSign Cloud (Third-party CMS not supported)		YES	YES
Upload content from customer on-premises equipment to LG cloud		NO	NO
Upload content from customer cloud to LG cloud (SuperSign Cloud or LG DOOH Ad required)		YES	YES
Create/schedule campaign/playlist (SuperSign Cloud or LG DOOH Ad required)		YES	YES
Create campaign/playlist preview for customer to approve		YES	YES
Publish content to devices		YES	YES
Report content publishing		YES	YES
Update campaigns/playlist per customer		YES	YES
DOOH ADVERTISING			
Setup venues, IAB categories, add devices to venues			YES
Approve ads which are not auto-approve			YES
Report Impression data			YES
Report Viewable impression data			COMING SOON
Report Audience Measurement to AdTech partners			YES
Report Proof of Play to inventory owner			YES



For additional
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