

A photograph of two young women in a modern living room. One woman is standing on a blue sofa, and the other is standing next to it. They are both smiling and high-fiving. The room features a large television, a fireplace, and a bookshelf. The image is dimmed to allow text to be overlaid.

Campus Living Graduates to a New Degree in Comfort

Student housing focuses on the amenities of quality apartment-style living while being a very smart investment



Table of Contents

Introduction.....	3
In-Unit Viewing Options That Immerse Viewers.....	4
Commercial Lite TVs.....	4
Premium Smart IPTV with Embedded <i>b</i> -LAN™.....	4
Common Areas That Are Far From Common.....	5-6
LG OLED Wallpaper Display.....	5
Fine-Pitch Direct View Indoor LED.....	5
Ultra Narrow Bezel Video Wall.....	6
Ultra-Stretch Displays.....	6
Outdoor Displays.....	6
LG Technologies.....	7
LG's webOS™.....	7
LG's Pro:Centric® SMART.....	7
Pro:Idiom® DRM Security Solution.....	7
LG Service & Support.....	8
LG FIVE-STAR Enhanced Service Plan (ESP).....	8
Conclusion.....	8

introduction

From the Dorm to Apartment Living

Student housing options have evolved from confining shared dorms, which offered little in privacy and security, to all-encompassing communities. Today, students have the option of living in communities that provide the comfort, security, privacy, and amenities of quality apartment-style living. In addition to fulfilling the needs of students living spaces, there are other conveniences such as health clubs, theater rooms, on-site retail stores, restaurants, and more.

Positive Outlook For Growth

With enrollment in degree-granting postsecondary institutions projected to increase 13%, from 2015 to 2026⁽¹⁾ the outlook is positive for investment in this area, as the demand for student housing should remain high, having a history of returning an average of 2.8% the past 14 years.⁽²⁾

Smart investors recognize the importance of producing student housing options that have a similar look and feel to an apartment with private bedrooms and bathrooms. Students prefer housing with individual rooms, high-speed internet, communal study spaces, and building security.⁽²⁾

Trends in Student Community Living

In an effort to successfully compete, upscale luxury student housing can feature a broad host of amenities, including rooms with private bed and bath, a fully equipped kitchen, walk-in closets, and a washer and dryer. Common areas include gaming rooms, 24/7 fitness centers, meeting facilities, and even spa centers.⁽⁴⁾

Outside, student residents can enjoy fully equipped sun decks and pools, along with volleyball and tennis courts, picnic/grilling areas, and more, including large screen Outdoor TVs to catch the big game.⁽⁴⁾ In other communities, residents can enjoy access to a connected retail center with a courtyard and market alongside various stores and restaurants.⁽⁴⁾

Of course, no community would be complete without a robust offering of technology, including high-speed Wi-Fi, connected appliances, such as lighting and security, meeting rooms with Skype, and plenty of digital displays and televisions for use in-unit, and across the entire complex.



LG offers a wide range of display options to give properties a competitive edge.



Pro:Centric Enhanced Hospitality UHD TV with b-LAN - 65UT570

In-Unit Viewing Options That Immerse Viewers

Students like to watch TV. In fact, a recent study by Comcast's "Xfinity On Campus", as reported in Campus News, revealed that, "contrary to popular belief, many of today's college students actually prefer live TV, and bigger screens over smaller ones."⁽³⁾

Residents will appreciate the immersive experience of catching the big game live or chilling with a favorite movie on advanced UHD displays with LG's IPS panels that deliver brilliant images, wide viewing-angles, and vivid color reproduction. They'll also appreciate how LG displays seamlessly integrate into the environment.

In-unit viewing options include Commercial Lite Guestroom TVs and the more advanced Premium Smart IPTVs with Embedded b-LAN™.

Commercial Lite TVs

Available in a variety of screen sizes up to 65", LG's Commercial Lite Guestroom TVs deliver exceptional picture quality, thanks to 4K UHD Resolution IPS screens that also feature wide viewing angles, making every seat the best seat in the house.

For added maintenance convenience, USB Cloning allows operators to simply copy and transfer TV settings from a designated Master TV to all targeted TVs using a USB memory device.

Premium Smart IPTV with Embedded b-LAN

Delivering a superior viewing experience with interactive smart capabilities, these TVs include LG's Pro:Centric® Smart IPTV with embedded b-LAN. Operators can create custom content with SDK Tools, Pre-loaded Apps, and content management software, Pro:Centric Direct (Optional). Also, Ultra HD picture quality and HDR (High Dynamic Range) compatibility help give an excellent viewing experience to your guests.

Common Areas That Are Far From Common

LG offers advance display and television options that can be optimized to deliver beautiful content in a wide variety of common areas located throughout the community. From workout rooms to theater and game rooms, there's an LG display that will deliver a decidedly uncommon viewing experience.

LG OLED Wallpaper Display

The future of advanced digital displays has arrived. LG's OLED Wallpaper Displays deliver images with unparalleled realism and depth, immersing you into every scene and image. Wallpaper-thin and extremely light, LG's OLED Wallpaper TVs deliver deeper blacks and richer, lifelike colors, thanks to organic light-emitting diodes that turn on and off individually to deliver stunning images with infinite contrast. With 4K UHD resolution, enjoy breathtaking clarity and fine picture details that amaze with every image.

Enjoy an endless choice of entertainment, programs and content with the OLED Wallpaper TV's SMART capability, enabling you to access streaming sites and other digital channels easily. Onboard Harmon Kardon designed sound delivers cinematic ambience for a true theater-like experience.

Fine-Pitch Direct View Indoor LED

LG's LAPE Series, Fine-Pitch Direct-View LED displays represent an artistic landmark in design that delivers both dynamic content and architectural flexibility. Three different fine-pitch options allow viewing distances as close as under five feet (1.5mm Pitch), with wide horizontal and vertical viewing angles, insuring excellent picture quality even when mounted above eye height. Consisting of lightweight, thin flexible LED display modules that can even be curved concave or convex, to give you more creative mounting options. But best of all, LG's LAPE series displays can deliver bright, high-resolution images thanks to precise FHD/UHD screen configuration capability.



Pro:Centric SMART UHD LG OLED Wallpaper TV - 65WU960H



Ultra HD Premium Large Display- 98UH5E



Ultra Stretch Display - 88BH7D

Common Areas That Are Far From Common cont.

Ultra Narrow Bezel Video Wall

The 55SVH7E is the world's first (as of November 2018) under 1 mm gap video wall with 0.44 mm even bezel. Seamlessly assembled to create a large video wall, the 55SVH7E will provide an even more immersive experience to viewers. Don't compare it to other video walls; compare it to the original bezel-less picture. Authentic, nearly seamless view capability and LG's IPS Panel delivers broader vertical and horizontal viewing angles.

Ultra-Stretch Displays Provide Maximum Information

Front Desk Counters can take advantage of an Ultra-Stretch Display to greet residents and visitors and provide information, news, and weather. LG's 88BH7D, features an 88" Class (87.80" Diagonal) Ultra-Stretch Digital Display that delivers Ultra HD Resolution (3,840 x 1,080) in a 32:9 Extended Wide Format, and is capable of delivering PBP (Picture-By-Picture) with Four Divisions in Landscape or Portrait.

Outdoor Displays

Designed specifically for use outdoor environments, LG's Outdoor Displays deliver outstanding visibility, thanks to their high brightness capability. Their slim, elegant design also provides greater space efficiency and added installation flexibility. On-board webOS with Quad Core SoC can execute several tasks at the same time without a separate media player. LG Outdoor Displays can be used to greet residents and visitors at the main entrance, or located near recreational areas, such as pools or sand volleyball courts.



Outdoor Display - 75XE3C

LG's webOS, Pro:Centric Smart & Pro:Idiom Technologies

LG's webOS is the heart of the network

LG commercial displays with embedded SoC feature the webOS Smart Signage Platform, giving you powerful multimedia capabilities and critical management tools to address community-requirements. This advanced system architecture supports HTML5 and eliminates the need for an external media player to provide a wide variety of content sources. Integrated remote management capability allows you to monitor and control your entire webOS network on-site or remotely.

LG's Pro:Centric SMART Solution with Pro:Idiom®

LG's Pro:Centric SMART solution is optimized to provide exceptional picture quality, sophisticated design and advanced connectivity functions. This provides an immersive in-room entertainment experience and increased convenience through the implementation of high-end technology.

Highlights:

- Provide property-wide communication from a central location on-site or remotely via a Pro:Centric Direct Server.
- Smart HTML based solution delivers premium content provided through cable, satellite or video-on-demand without the need for set top boxes.
- Send messaging to specific TVs, such as class schedule updates, events calendar, and more from a central location on-site or remotely.
- Push real-time information like weather and safety alerts.
- Provide smart apps to keep residents connected.

Pro:Idiom DRM Security Solution

Pro:Idiom unlocks access to premium content to help ensure rapid and broad deployment of HDTV and other digital content. Pro:Idiom has been designed specifically for users of premium HDTV content from cable, satellite, or video on demand (VOD) services, and help reduce costs and reduce maintenance. This leading DRM system helps prevent illegal downloading of copyrighted content.



Premium Smart Solution With UHD Content- 49UT770H



LG Service & Support

You can be rest assured knowing your network of LG displays and televisions are backed by LG's Five-Star Service Support - a free specialized customer care program that strives to provide maximum uptime.

Key Program Benefits:

- Single point of contact - Contact your technician directly.
- Timely Repairs and Routine Visits to help detect and resolve any potential issues.
- Technicians are specially trained to perform services in hospitality environments.

LG FIVE-STAR Enhanced Service Plan (ESP)

This optional LG Enhanced Service Plan is an additional service blanket that is available for a reasonable additional fee to provide even more support to maximize your investment. Offering innovative and comprehensive service solutions tailored specifically to your business needs, the Enhanced Service Plan provides additional extended repair and service uplifts for all your LG products. Regardless of environment, installation or product requirement, LG makes it simple to enhance performance and ensure the service level throughout the life of your products is second to none. Expecting the most out of your products and depending upon the reliability and ease of ownership are just a few of the ways LG Enhanced Service Plan can work for you.

CONCLUSION

LG Commercial displays are designed to provide outstanding performance. Customized solutions and features, like webOS and System-On-Chip, can simplify installation while advanced IPS panels yield outstanding brightness and color reproduction with lower power consumption. Founded on four key pillars: Superior Display Quality, Practical Design, Reliability and Low Total Cost of Operation, LG is your total solution source for advanced commercial displays.

Let's partner.

⁽¹⁾ <https://nces.ed.gov/pubs2018/2018019.pdf>

⁽²⁾ https://www.bisnow.com/national/news/student-housing/these-two-public-reits-are-making-a-killing-in-student-housing-76314?utm_source=MorningBrief&utm_medium=email&utm_campaign=20170711_chicago_morningbrief&be=%7B%7Bemail%7D%7D

⁽³⁾ <https://cccnews.info/2018/11/27/exclusive-the-tv-shows-college-students-watch-2018/>

⁽⁴⁾ [https://www.bisnow.com/national/news/commercial-real-estate/21-crazy-luxury-student-housing-50411?single-page=2?utm_source=CopyShare&utm_medium=BrowserMulti-Media Rooms \(Skype\)](https://www.bisnow.com/national/news/commercial-real-estate/21-crazy-luxury-student-housing-50411?single-page=2?utm_source=CopyShare&utm_medium=BrowserMulti-Media Rooms (Skype))