

Service Description for LG Business Cloud

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1. SERVICE OVERVIEW

LG Business Cloud is integrated cloud platform that enables purchasing and managing various cloud solutions. It provides connectivity with individual solutions within a single platform. LG Business Cloud consists of the Portal to support customers and the Console responsible for all management functions.

- Portal
 - Online Marketplace which enables customers to purchase solution license by comparing limited and subscriptions price
 - Onboarding materials and communication channels for customers (Solutions, Use Cases, Support, etc.)
 - SSO(Single Sign-On) which enables customers to easily access the platform with SSO Code
- Console
 - Basic monitoring and control features of the displays
 - Management of Members (Accounts), Workspace, Licenses, etc.
 - Different authority and Home UI based on account roles

1-1. Service Introduction

1) LG ConnectedCare

LG ConnectedCare supports the controlling and monitoring of various types of signage displays. It is a cloud base solution, so it helps to reduce time and cost. Key features of LG ConnectedCare v2.0 is as follows.

- ConnectedCare is a remote management solution so instead of a physical server it uses a cloud server to control devices among multiple branches across the world
- There are two types of monitoring: Always on Monitoring monitors important metrics of the display in real-time to alert user of any issues, and Selective Monitoring, based on the user's interests, makes it possible to selectively monitor the issue of the display

LG ConnectedCare also supports DMS(Device Management Solution) features. It is specifically designed for the education sector. In addition to basic monitoring and control functions for displays installed in schools, it provides essential information such as announcements and notices to students.

2) LG SuperSign Cloud

LG SuperSign Cloud is a cloud-based software solution for integrated management of content. For publishing and playing content, it allows users to upload their own file (e.g. image, video, etc.) and create content directly from embedded content editor and built-in templates. Key features of the SuperSign Cloud are as follows:

- Features user friendly UI / UX
- Provides editor and templates by venue for easy content creation
- Create videowall set and publish single / multi-media to sync videowall screens
- Automatically publish content and control devices based on rules (Trigger-based automatic activation)
- Create report on device status, and playback history by device or content

In addition to Key features, various add-on services (Templates / Background music / Art / social media & Infotainment) are available. Add-on services are only available to customers who have paid subscriptions for the service packages.

3) LG Pro:Centric Cloud

LG Pro:Centric Cloud is a convenient cloud-based hotel management solution that allows for integrated management. This comprehensive management solution empowers hotels to create content easily for in-room displays and deliver customized services to their customers.

By utilizing LG Pro:Centric Cloud, hotels can monitor the status of rooms and customer requests and accumulate meaningful customer data generated during their stay at the hotel (time spent watching television, etc.).

- Simple and easy content management with content editor and basic templates.
- Flexible group management according to the purpose of visit, room grade, etc.
- OTT service such as 'Netflix' or 'YouTube' with credential clearing.
- Casting content with 'Google Cast' integration.
- Easily monitor the essential aspects of a hotel through the room manager and dashboard features.
- Develop own web-app(Staff, Guest) with Mobile App Creator to control the TV, request room

service, and access property information.

- Comprehensive data viewer analyzing TV channel and APP usage, warning status, and hotel service, etc.
- Integration with 3rd party service to bring a range of solutions directly to guest rooms.

*** a separate fee can be required for some services.**

3) LG Pro:Centric Stay

LG Pro:Centric Stay is a comprehensive, integrated web-based platform, featuring TV/portal content management, property management, and device control utilities for property managers in the Vacation Rental market. Pro:Centric Stay also provides an interface for LG partner services, including Property Management System and Cloud Data (for smart apps) services

- Easy way for property managers to monitor the important aspects of their properties via Property Manager and Dashboard feature
- Create customized guest-centric portal content that offers tailored experiences and information.
- OTT service such as 'Netflix' or 'YouTube' with credential clearing
- Offer property information and monitor guest request through the mobile web-app(Staff, Guest)

4) LG DOOH Ads

LG DOOH Ads provides a single access point for the advertising business for media owners. Users can monetize their screens by simply onboarding them to the platform. Also, the platform is integrated with multiple partner services to help users learn more about and upsell their media.

- Features user friendly UI / UX
- Media onboarding & management
- Monetize screens by direct & programmatic sales
- Audience dashboard*
- Create a report based on playback history by device or content

*** Requires additional subscription to a partner service**

5) E-Centric Care

LG e-Centric Care solution is a remote management solution for electric vehicle charger (EVC). By monitoring the charger status remotely and understanding the cause when a problem occurs, it can take action promptly.

Through this, you can not only save the fault response time and cost, but also enhance the charger's operation rate.

6) LG CreateBoard Lab

The LG CreateBoard Lab is a collaborative writing solution built around LG CreateBoard. It supports web apps and offers multi-OS support, allowing users to access it from various devices in addition to LG CreateBoards, anytime and anywhere. This provides users with consistent experience and enables real-time collaboration with multiple people beyond spatial constraints.

- **Drawing & Tool**

LG CreateBoard provides a comprehensive set of tools to facilitate communication on the LG CreateBoard. You can conveniently use a variety of tools, ranging from traditional ones for drawing shapes or writing text to digital ones such as web browsers and calculators.

- **User-convenience Features**

The LG CreateBoard provides toolbar customization features. So you can make it show up in the toolbar for frequently used features.

- **Collaboration**

Collaboration is a feature that allows multiple users to share a board and work together. Teachers and students can interact by writing or drawing on the board in real time.

1-2. Service SKUs

1) LG ConnectedCare

LG ConnectedCare offers three types of licenses, the Standard type, the DMS type and the Premium type. The type of service depends on which license you purchase. The Standard type license is provided with the basic features of LG ConnectedCare (RMS) with API, the DMS type license is provided with the DMS features of LG ConnectedCare DMS, the Premium type license is provided with advanced features of LG ConnectedCare with API.

- Standard Type : LG ConnectedCare
- DMS Type : LG ConnectedCare DMS
- Premium Type: LG ConnectedCare with Advanced Features

		Standard	DMS	Premium
Device Control	Virtual Remote Control	0	0	0
	Auto Cloning Data	0	0	0
	Auto F/W Update	0	0	0
	Reboot Scheduler	0	0	0
	Power	0	0	0
	Support	0	0	0
	Update	0	0	0
	Display	0	0	0
	Audio	0	0	0
	EZ Settings	0	0	0
	Diagnostics	0		0
	Usage	0	0	0
	Information / Overview	0	0	0
	Control (Quick Control)	0	0	0
	Control (Uni Controller)	0	0	0
Custom Presets	0		0	
History	Issue History	0	0	0
	Action History	0	0	0
	Access History	0	0	0
	Security History			0
Monitoring	Always On Monitoring	0	0	0
	Selective Monitoring	0		0
	Device Connection	0	0	0
	Comparison	0		0
	Security Monitoring			0
Administration	Profile	0	0	0
	User Role	0	0	0
	Agent Settings	0	0	0
	CAP Settings		0	
Energy	Monthly Energy Usage	0		0

(For some of limited Products)	Today's Energy Usage	0		0
	Top Device Energy Usage	0		0
	Saving Mode	0		0
	Comparison of Last Month's Energy Usage	0		0
	Expected Energy Saving	0		0
	Energy Usage by Day of the Week	0		0
	Cumulative Energy Usage	0		0
	Energy Cost Calculator	0		0
Report		0		0
Schedule	Broadcast		0	
	Command		0	
	App Management		0	
File Box			0	
Alert Message			0	
LGCC API		0		0

2) LG SuperSign Cloud

LG SuperSign Cloud offers four licenses depending on the user's main purpose: Basic, Standard, Art Lounge, and Premium. Users can check the features provided for each license in the table below and select the license that best suits the user's purpose.

Licenses can be selected depending on the scope of content distribution device control (remotely control device status), scheduling (make a schedule about when to publish content), report (create and download the history of device status and content playback), and add-on services / connecting external data.

- License Type : LG SuperSign Cloud Basic / Standard / Premium
- Art Service : LG SuperSign Cloud Standard + Art Lounge

Detailed license type guide is as follows:

	Basic	Standard	Art Lounge	Premium
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Content	Content Storage (per device)	1GB	5GB	5GB	10GB
	Publish content to web-based player (Virtual screen)	0	0	0	0
	Editor	0	0	0	0
	Templates	0	0	0	0
	Generative AI				0
Device	Basic control features (Power on/off, Reboot)	0	0	0	0
	Full control features		0	0	0
Videowall	Create videowall set		0	0	0
	Publish single/multi content		0	0	0
Scheduling	Time / Date	0	0	0	0
	Rules				0
Report	Create report of playback history / device status / content effect	0	0	0	0
	Download report of playback history / device status	0	0	0	0
Add-On services / Integrating external data	External DB service (Editor)	0	0	0	0
	Publish digital art content (Art Lounge)			0	
	Weather, Clover POS (Rules)				0
	3 rd party service subscription (Available for an additional fee)	0	0	0	0
API	Key feature's API	0	0	0	0

3) LG Pro:Centric Cloud

LG Pro:Centric Cloud offers two types of licenses depending on the user's main purpose: Standard and Premium.

Detailed license type guide is as follows:

		Standard	Premium
Content	Project Editor	0	0
	Templates	0	0
Room	Grouping	0	0

	Room Manager (Dashboard)	O	O
Device	Remote Control	O	O
	Channel Map	O	O
	Smart Apps (OTT-Credential Clearing)	O	O
Data	Monthly Report	O	O
	Warning Status, Channel/APP Usage	O	O
MAF	Staff / Guest APP		O

4) LG Pro:Centric Stay

LG Pro:Centric Stay offers only one type of license for now.

Detailed license type guide is as follows:

		Standard	Premium
Content	Project Editor	O	TBD
	Templates	O	
Room	Grouping	O	
	Room Manager (Dashboard)	O	
Device	Remote Control	O	
	Channel Map	O	
	Smart Apps (OTT-Credential Clearing)	O	
Data	Warning Status, Channel/APP Usage	O	
MAF	Staff / Guest APP	O	

5) LG CreateBoard Lab

LG CreateBoard Lab offers three types of licenses, the Basic type(Trial Version), the Standard type and the Premium type.

Detailed license type guide is as follows:

		Basic	Standard	Premium
Cloud	Number of Board saved	3	100	Unlimited
	Storage Retention Period	License Retention Period	License Retention Period	License Retention Period

	Storage capacity	500 Mb	5 Gb	10 Gb
Per Board	Pages	5	100	100
Collaboration	Total Participation	2	10	20
	Support Mode	Collab	Collab, Brackout, Assignment	Collab, Brackout, Assignment
	Hours per session	10 mins	Unlimited	Unlimited
Service integrations	Google Drive		0	0
	Google Classroom			0
	Settings Sync			0
Content	Templates		0	0

1-3. Fees and Payment

- USA Only:

Licenses can be purchased in two ways: offline or online. In the online market, there are two types of licenses: the Limit License (one-time payment) and Subscriptions.

- Global excluding USA:

The Limit License (one-time payment) can be purchased offline.

- Global including USA:

License period and the number of licenses are issued based on the information the customer provided at the time of the initial purchase.

If you would like to use the cloud solutions with license, you need to assign the license on your Workspace.

After the user's license expires, user devices will still be visible on the device list but functions will no longer be available.

If you would like to use cloud solution again, you need to repurchase a license and reassign the license on your Workspace. You will use same conditions immediately that you set before.

1) LG SuperSign Cloud

LG SuperSign Cloud has four subscription plans; Basic / Standard / Premium / Art Lounge. The price for each plan differs, and the plan is applied per each device per year.

Besides the subscription plan, LG SuperSign Cloud provides add-on services. Their fee and purchase plan follow the policies of the individual add-on service providers.

As for the Art Lounge service, users can purchase the service via two paths; by paid subscription or by the purchase of points.

- Point usage guide for Art Lounge service
 - Points are deducted when publishing the artworks to devices.
 - Points are deducted as much as the number of devices initially published
 - Points are not deducted when re-publishing the previously published artwork to the device that was previously published. Points are deducted for newly published devices.
 - Upon payment of the desired content by using points, you will receive the right to display such content via the Workspace's Art Lounge on devices during your SuperSign Cloud subscription, provided that the SuperSign Cloud remains active for such period.
- The policy regarding Art Lounge points is as follows:
 - Services shall include LG's SuperSign Cloud. After purchase of the SuperSign Cloud, you will be able to further purchase a limited right to display art content on device via the Art Lounge using your points on your Workspace.
 - You may purchase points per Business Site on an optional basis whenever needed, and assign the points for use to any Workspace within such Business Site. Such points shall exclusively be used to pay for Art Lounge content requested via the Workspace.
 - Points are non-refundable. They will be available to use for sixty (60) months from the date of purchase and will automatically expire after such period or upon termination of your Business Site Account, whichever is earlier.
 - For residents of Korea, Europe, and the United States, point refunds apply as follows:
 - (KR) If you have not used points, you can request a full refund within 14 days from the date of purchase, and if you have used services worth more than 60/100 of the point amount before the 5-year expiration date, you can request a return of the balance.
 - (EU) If you have not used points, you can request a full refund within 14 days from the date of purchase. You may also request a refund of any expired points if you were not able to use such points due to our fault or any other reason outside your control.

(US) Under the laws of your state of residence, points may further be subject to escheatment if not used within the statutory period.

- There will be no prior notification of the expiration period, but you can check the expiry date via your Account.
- If you delete your Business Site account, you will lose all rights to unused points.
- Purchase history of Art Lounge content will be saved for 10 years on a Workspace basis, provided that when deleting a Workspace in the Account, the Property's Site history will be deleted at such time of deletion.

2) LG Pro:Centric Cloud

LG Pro:Centric Cloud integrates with LG Business Cloud. The Business Site could get LG Pro:Centric Cloud license, and the license price is set on a one-year basis per device(TV). There are two types of payment as below.

- One-time payments
 - After purchase the license, users can set the start date separately (based on Business Site)
 - Available from 1 to 5 years
 - Some discounts may be applied from two years for multi-year
- Subscription
 - The license start date is the date of purchase.
 - The subscription cycle can be selected by one-month, six-months, or 12-month (payment is based on the selected subscription cycle)

*** LG ConnectedCare has a different license policy than other solutions.**

3) LG ConnectedCare

The Business Site can be used to purchase Standard, DMS, and Premium licenses. After purchasing a license on the Business Site, customers need to assign the license on their Workspace. A single Workspace cannot be assigned these three licenses, Standard, DMS, and

Premium, simultaneously. The displays will be displayed based which license is assigned on customer's Workspace, LG ConnectedCare and LG ConnectedCareDMS.

- License could not transfer between each of them, Standard, DMS, and Premium.
- If your workspace does not have any licenses, please contact your Business Administrator, who is an admin from your Business Site, to assign a license on Workspace

After assigning the license on Workspace, the licenses will be expressed by "Days". You can check the "Days" information in the "License" menu within the LG Business Cloud Console. The license granted in terms of "Days" and are deducted daily in proportion to the number of connected devices.

Days Policy:

- Total license period converted into "Days", and it is multiplied by the number of devices. For example, for a customer using a 1 year license with 100 devices, 37,200 Days(12 months x 31 days x 100 devices) can be used.
- Regardless of the device type, 1 device consumes 1 Day per day. For example, for a customer using 100 devices, 100 Days(1 day x 100 devices) are deducted daily.
- The end date of the license period is the date on which all the "Days" a consumer has are consumed.

When customer purchases another license with different contract information, the duration difference between licenses is automatically calculated on the Workspace license according to the aforementioned Days Policy. As the addition for the new sum of Days is done automatically, the daily deduction will occur from this new sum of Days. If a new license is purchased with new devices and assigned to a previously existing Workspace, the new sum of Days will be applied to both the previous and the newly added devices on that Workspace so that all devices will expire together based on the expiration of the new sum of Days.

After the date of license expiration, there is a 30-day grace period that will be reflected as "Negative Days" which is automatically calculated by the number of devices on the Workspace. The leftover Negative Days will be expressed in the "License" menu within the LG Business Cloud Console. If the customer renews the license during the Negative Days period, the total Negative Days used will be automatically deducted from the renewed license Days.

4) LG CreateBoard Lab

LG CreateBoard Lab has two subscription plans; Standard / Premium.

Basic is a trial version that you can use for free for 3 months.

The Business Site could get LG Crateload Lab license. Each time a user account is added, one license is deducted.

- One-time payments
 - Available from 1 to 5 years
- Subscription
 - The subscription cycle can be selected by one-month, six-months, or 12-month (payment is based on the selected subscription cycle)

1-4. Renewal

To use our cloud solutions, the customer needs to renew licenses before the end of the expiration date. If the customer renews the license before the end of the expiration date, the license will automatically apply to the current license status.

1-5. Trial

To use our LG Cloud Services, customer can register for a free trial. While using the trial, the customer can use the cloud solution without restrictions. The maximum number of licenses in a trial is 10 licenses and the maximum duration is 6 months. The free trial is available only once for each account. Once the trial period ends, the LG Cloud Service will be deactivated and the customer will need to purchase a license online or offline to use the service again. After the customer purchases a license, the customer can continue to use their previous trial's settings.

1-6. On-boarding

On-boarding process starts on our LG Business Cloud. After a customer creates an LG Account on the LG Business Cloud site, the customer needs to create a Business Site. After the Business Site is created, a single Workspace is automatically created and customer needs to register devices within the Workspace with the purchased licenses. If needed, the customer can make extra workspaces. The customer can choose from different LG Cloud Service types and assign purchased licenses to the created Workspaces. If the customer experiences any issues creating the Business Site or Workspace, registering a device, or assigning the license, the customer can write their questions on the QnA on LG Business Cloud's Question Board, or send an email to businesscloud@lge.com.

2. COVERAGE

2-1. Scope of Support

LG Business Cloud provides support to customers in the following areas:

- Update and Maintenance: The LG Business Cloud solution provides the latest version and keeps it up to date.
- Technical Inquiry: Customers can send an email regarding any technical inquiries related to LG Cloud Service to the LG Business Cloud Help Desk (businesscloud@lge.com)
- Response Time with SLA

Severities	Initial Response Time
Grade S	2 hours
Grade A	24 hours
Grade B	72 hours
Grade C	7 days

*** It is based on 9am to 5pm of business day in Korea.**

2-2. Customer Responsibilities

When using LG Business Cloud, the customer's responsibilities for support and maintenance include, but are not limited to the following:

- Ensuring devices are always connected to the network.
- Providing LG with accurate information about the solution deployed and in operation in order to allow accurate and efficient troubleshooting to take place to the submitted incident case.
- Carrying out site preparation and related environmental requirements.
- Identifying basic issues before contacting LG.
- In the event of an issue, send an inquiry to LG Business Cloud Help Desk

2-3. Unguaranteed Services

LG Business Cloud's services do not include the following:

- Services not covered by the scope of the services described in this document.

- Field Technical Support
- Hardware-related technical support
- Backup and restore of customer systems and related data
- Hardware and software training including customer specific operations and technical procedures
- Develop customized programming or applications for customers
- Service problems caused by:
 - Carelessness, misuse or abuse of customers or other third parties
 - If customer does not operate the solution according to the specifications recommended by LG
 - If customer does not carry out recommended preventative maintenance activities on a regular basis

3. SUPPORT PROCESS

3-1. Guidebook

LG offers a step-by-step guidebook (Brochure, Tutorial, FAQ) to help you resolve issues that may arise while using the solution, from how to navigate basic functions to getting the best experience in the LG Business Cloud. If you have issues not specified in Guidebook, you can use the Question Board or Contact Us on the LG Business Cloud website.

3-2. Question Board

Customers can register inquiries through the Question Board on the LG Business Cloud website and receive support from LG or other users.

3-3. Email Contact

Customers can contact Contact Us on the LG Business Cloud website or email address at businesscloud@lge.com

3-4. Support Languages

To provide the most consistent and high-quality support to our clients around the world, LG will conduct its communication using English and Korean.

4. Severity Classifications

4-1. Grade S

Grade S is an issue where a product or service does not work, and a significant number of users are affected.

Examples of S grade are as follows.

- A significant number of users are unable to log in
- A significant number of displays become disconnected
- Full functionality becomes unavailable in a particular menu
- Device is unable to be controlled by the Customer

4-2. Grade A

Grade A is an issue in which a product or service function does not work only in a specific Workspace, and a significant number of users in the Workspace where the issue occurred are affected.

Examples of Grade A include:

- Loss of connection to displays in specific Workspaces
- Some functionality becomes unavailable in a particular menu

4-3. Grade B

Grade B is an issue in which a product or service function does not work on a specific display, and business operations are possible and only a small number of users are affected.

Examples of Grade B include:

- Loss of connectivity to some displays in certain Workspaces

4-4. Grade C

Grade C is an inconvenience that occurs in part of a product or service and does not affect business operations.

Examples of Grade C include:

- Issues resulting from the user's installation environment
- Simple inquiries such as how to use
- Service improvement suggestions