

LOOKBOOK *Fitness*



today's specials

<p>chicken plate chicken breast, sprouts, spinach, broccoli</p> <p>calories 6.00</p>	<p>beans &amp; greens chickpeas, kidney beans, avocado, roasted red peppers and corn</p> <p>180 calories \$6.50</p>	<p>quinoa salad quinoa, chickpeas, zucchini and chickpeas</p> <p>380 calories \$15.00</p>
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Children's Swim Club

AGES 1 YEAR TO 5 YEARS

FIND OUT MORE ABOUT US

- PERSONAL TRAINING
- GROUP FITNESS
- YOGA & PILATES
- BARRE



INFORMATION

Limited Space Available!

EXTREMELY SOUGHT AFTER PERSONAL TRAINER HAS AN OPENING

ACT QUICK! GET YOURS AT FRONT DESK.

Personal trainer Jack Smack accepting new clients... check with the front desk for this limited time offer.

## LOOKBOOK *Fitness*

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### *Introduction*

In the intensely competitive fitness industry, smart operators are choosing to install a network of digital signs that deliver immersive and engaging content, such as Virtual Group Fitness Classes, transforming gyms into exciting, dynamic fitness centers. Choosing the right display allows you to broadcast selected content to each area of the fitness center. Proper implementation of a digital signage network can give your fitness center the competitive edge it needs to both grow and retain loyal clients.

LG offers large 4K displays and Video Walls for group fitness spaces and Commercial Televisions for all other areas of the facility. In addition to TVs, LG Digital Signage serves as a great visual vehicle for gyms and fitness clubs to communicate messaging, branding, class schedules, advertising and much more to their members.



# Game-Changing LG Digital Displays

## DYNAMIC CONTENT MANAGEMENT

1

SIGNAGE

### Reception Areas

UHD Commercial TVs welcome and inform members on schedules, events, announcements, and special promotions.



### Training Classes

Small Digital Signage placed throughout the facility can be used to deliver center news and offers and provide efficient scheduling of workout areas.



### Snack Bars

Ultra-Stretch LED displays are the perfect choice to liven up lounge areas and can serve as menu boards that promote healthy food and drink options.



### Locker Rooms

Inform members with inviting Digital Touchscreen Displays that encourage interaction.



### Dynamic Exercise

Group fitness participants will appreciate Large Format Ultra-Stretch Displays or marvel at the Ultra-Narrow Bezel Video Walls streaming instructional messaging.



### Group Fitness Classes

Video Walls deliver immersive and engaging 3rd party content to transform conventional training into exciting, dynamic virtual classes.



### Cross Fitness

Direct View LED displays can be configured to create large displays free from distracting visible seams or gaps, producing seamless digital mosaics that conform to existing architectural features.



### Group Exercise

Durable Commercial-grade displays can withstand high user rates and provide various installation options to suit every environment.



# Game-Changing LG Digital Displays

## CUSTOMIZED WORKOUT OPTIONS

3

INDIVIDUAL  
FITNESS

### Custom Workouts

Ultra-Stretch displays can be synchronized as individual fitness stations.



### Cardio Sessions

Cardio Equipment Displays with touchscreen capability give enhanced user interaction.



### Motivated Spaces

Large Format Commercial TVs can be synchronized or configured as individual fitness stations, allowing members to program a "one-on-one" workout.



4

COMMUNITY

### Community Complex Centers

IT Multi-Touch Point UHD IPS Digital displays can transform outdated weight rooms into exciting dynamic fitness centers.



### Swimming Facilities

Direct View LED displays inspire swimmers with motivational imagery and stand out in daylight or brightly lit interiors.



Images are simulated.



# Game-Changing LG Digital Displays

## SECURE AND EFFICIENT SOLUTION

5

BRANDING



### Promote Your Business

Transparent LED displays get your message seen without blocking interior views.



### Get Your Brand Noticed

Outdoor Direct View LED displays come in virtually any size and deliver images with incredible contrast ratios and brightness levels several times that of LCD displays.

6

LG SOLUTIONS

### Efficient Secure Back Office

High performance, portability, and enhanced security cloud devices include Mobile and All-in-One Thin Client options and Zero Client solutions with Teradici PCoIP® processors.



### CLOi Servebot

LG's CLOi Servebot features smart delivery technology and is capable of autonomous operation and managing logistics.



### Easily Manage your Cardio TVs

LG's Pro-Centric Cabana utilizes an intuitive web-based user interface to efficiently manage and control multiple Pro-Centric Smart IPTV commercial televisions.



Images are simulated.

*Exciting Group Fitness Areas*

Durable **Commercial-Grade Displays** can withstand high user rates and provide various installation options to suit every environment. They can be networked and controlled from a central location or remotely using LG's webOS™ Smart Signage Platform, which gives you powerful multimedia capabilities and the critical management tools to monitor and control your content.



*Commercial TV with Essential Smart Function*



*Easily Manage Your Cardio TVs*

LG's **Pro:Centric Catena** utilizes an intuitive web-based user interface to efficiently manage and control multiple Pro:Centric Smart IPTV commercial televisions. Catena also offers audio pairing to guests' headphones.



LG Pro:Centric Catena™

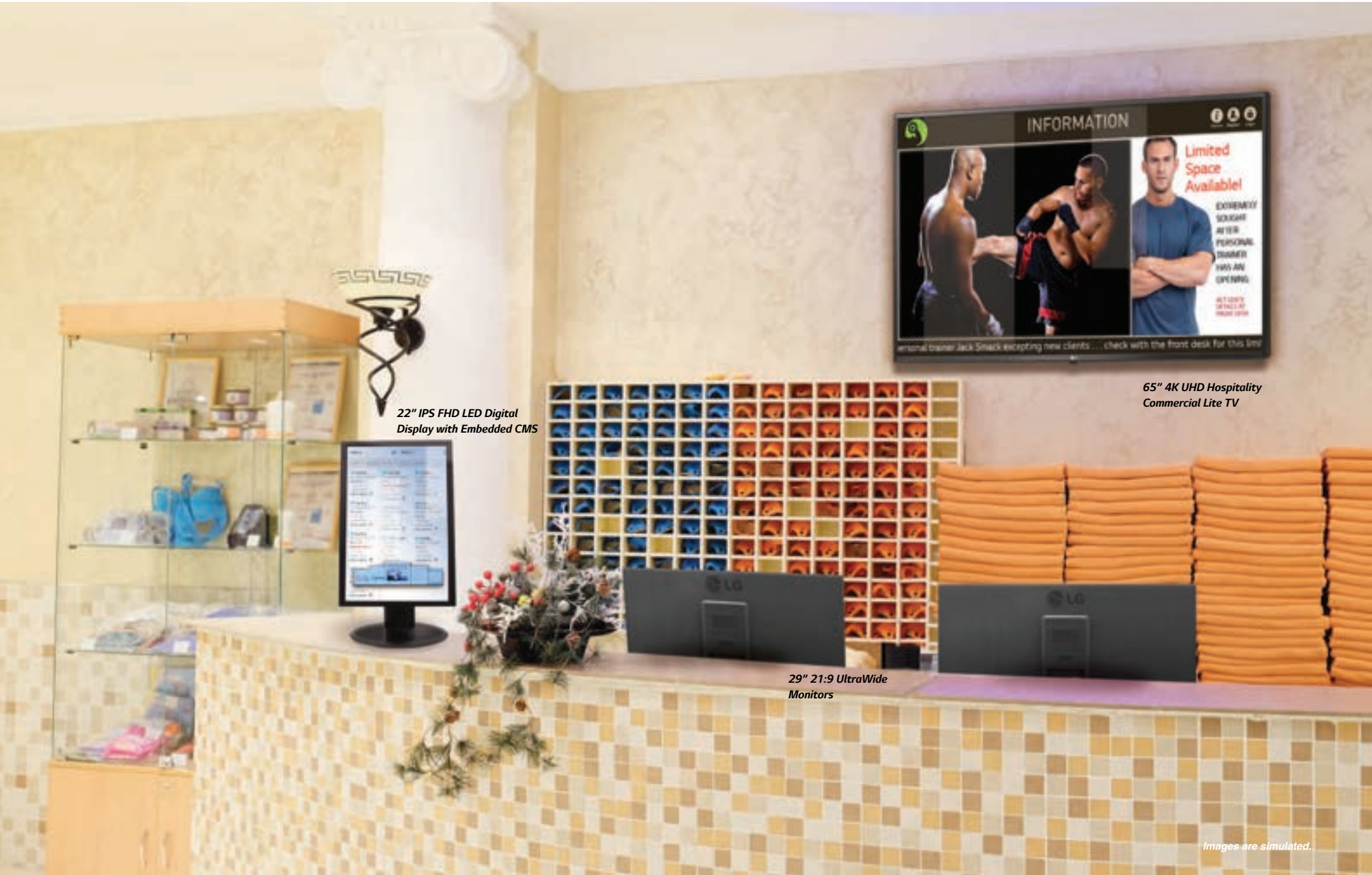


*Inviting and Efficient Reception Areas*

**UHD Commercial TVs** welcome members and communicate class schedules, events, health tips, announcements, and special promotions.

**Small Digital Signage** provides wayfinding, convenient scheduling, and self-check-in. These efficient signs can be easily updated throughout the network to keep your content relevant and up-to-date.

Staff members will appreciate the resolution and expanded viewing area of an **UltraWide® Monitor**. Its 21:9 screen ratio allows you to view multiple documents on-screen simplifying daily computing tasks.



22" IPS FHD LED Digital Display with Embedded CMS

29" 21:9 UltraWide Monitors

65" 4K UHD Hospitality Commercial Lite TV



*Deliver Communications Facility-Wide*

**Small Digital Signage** placed throughout the facility can be used to deliver center news and offers and provide efficient scheduling of workout areas. The displays integrate easily with popular scheduling programs, and any changes made will update throughout the system while providing a permanent record of a room's usage.



22" IPS FHD LED Digital Display with Embedded CMS

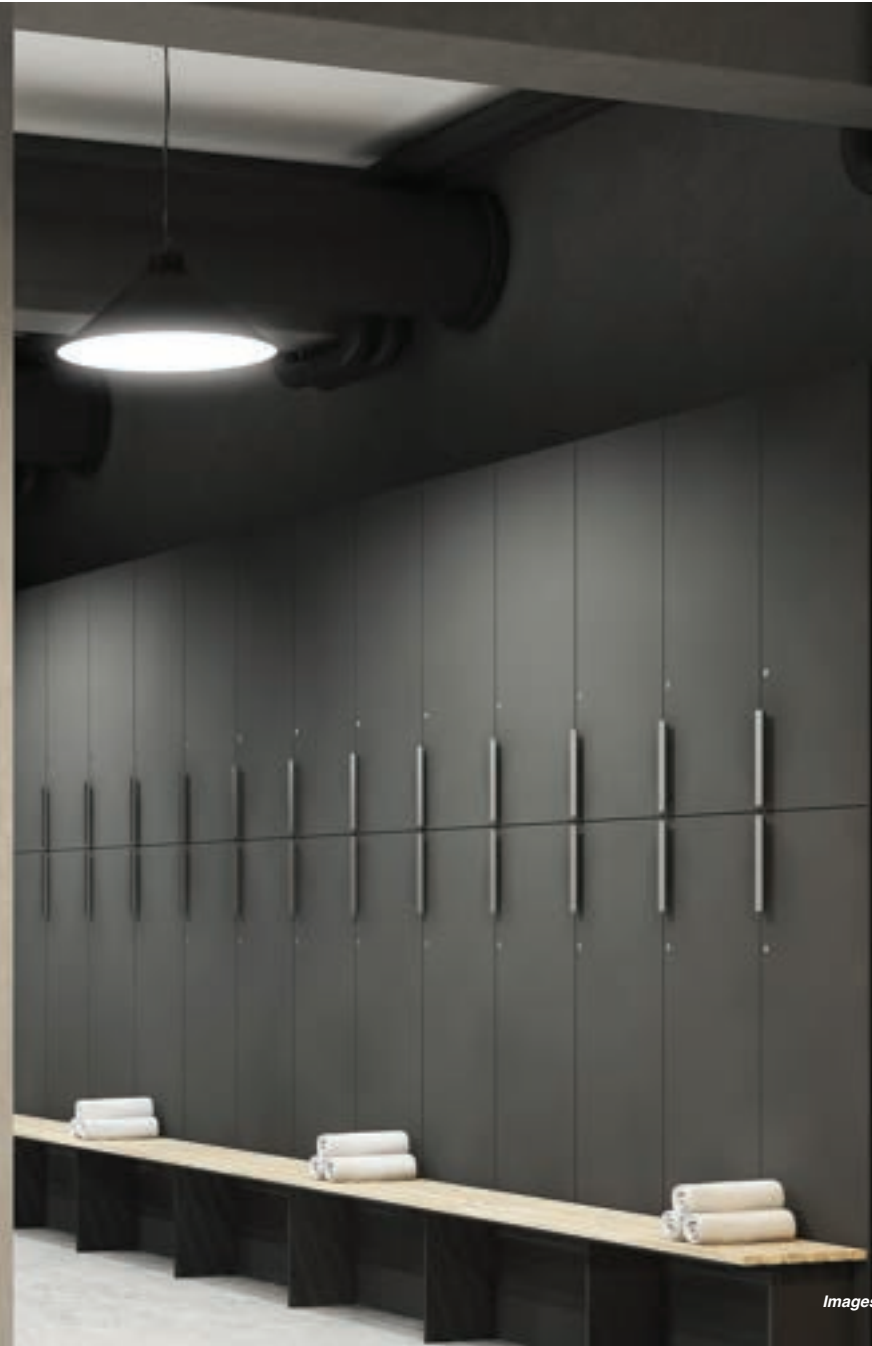


*Interactive Locker Room Displays*

Inform members with inviting **Digital Touchscreen Displays** that encourage interaction. Features like Beacons can track a person's movement to display relevant information and offers and blast additional, personalized messages that enhance customer engagement.



55" Interactive Digital Board



Images are simulated.



*Inviting Snack Bars*

**Ultra-Stretch LED displays** are the perfect choice to liven up lounge areas and can serve as menu boards that promote healthy food and drink options. These displays can also stream live content, promotions, or customized RSS feeds to entice and entertain members waiting for their snacks.

**Smart Platform Digital Signs** multi-task in lounge areas, serving to entertain patrons and display menu options. These signs can also provide class schedules and reinforce your brand message.



88" Ultra-Stretch LED

55" Smart Platform Digital Signage



*Community Complex Fitness Centers*

Transform outdated weight rooms into exciting, dynamic fitness centers with **IR Multi-Touch Point UHD IPS Digital Displays** that can display interactive 3rd party content to provide an immersive environment for individual or group workout sessions.

The virtually seamless screen of an Ultra-Narrow Bezel Video Wall delivers stunning images over a wide viewing angle and is ideal for group sessions.



65" IPS UHD IR Multi-Touch Interactive Whiteboard



49" 2.25mm Slim Bezel FHD IPS Video Wall

LG PuriCare™ 360 Single Filter Air Purifier with Clean Booster



*Customized Individual Workouts*

Large **Ultra-Stretch Displays** can be synchronized or configured as individual fitness stations, allowing members to program a "one-on-one" workout. These dynamic displays deliver the "wow" factor to engage clients and set your brand apart.



*88" Ultra Stretch Display*

*49" Smart Platform Digital Signage*

*Group Fitness Classes*

**Video Walls** deliver immersive and engaging 3rd party content to transform conventional training into exciting, dynamic virtual classes. Many programming options include yoga, cycling, core, and more. This labor-reducing option can also make sessions more affordable and deliver improved ROI.



55" Super Narrow  
Bezel Video Wall



*Dynamic Exercise Studios*

Group fitness participants will appreciate **Large Format Ultra-Stretch Displays** or marvel at the **Ultra-Narrow Bezel Video Walls** streaming instructional messaging, virtual group fitness programming, and motivational content designed to build a community around your fitness club.



55" Ultra Narrow Bezel Video Wall

dual2K ultra-stretch 294"  
Ultimate Business Display

24" HD Pro-Center  
Smart TV



*Cross Fitness Areas*

**Direct View LED displays** can be configured to create large displays free from distracting visible seams or gaps, producing seamless digital mosaics that conform to existing architectural features. Fine-pitch DVLED displays can be viewed as close as 3.5ft. DVLED displays are 200% brighter than conventional LCD video walls, allowing them to stand out in daylight or brightly lit interiors.



*Images are simulated.*



*Illuminating Swimming Centers*

**Direct View LED Displays** can relay relevant information, like pool safety rules and class schedules. They can also inspire swimmers with motivational imagery. Fine-pitch DVLED displays can be viewed as close as 3.5ft and their high brightness allows them to stand out in daylight or brightly lit interiors.



EVENT #5		01:22.05	
March 2024			
1	Michael, John	01:22.05	PLAC
2	David, James	01:23.10	PLAC
3	William, Alex	01:24.50	PLAC
4	John, Robert	01:25.00	PLAC
5	James, Frank	01:26.00	PLAC
6	Henry, James	01:27.00	PLAC

55" FHD Portrait Curvable  
Open Frame OLED

*Get Your Brand Noticed*

**Outdoor Direct View LED Displays** deliver images with incredible contrast ratios, vibrant colors, and brightness levels several times that of LCD displays. They can also be made in virtually any size, including sizes of 100 feet or more. Their uniform, bezel-free design enables them to be configured into beautiful, seamless digital mosaics that stand out and get noticed, even in the brightest environments, making them the perfect choice for outdoor signs.



Outdoor Direct View  
Display - LBP Series



*Grab the Attention of Passersby*

**Transparent OLED displays** can deliver game-changing options for fitness centers by delivering a wow-factor that will attract the attention of passersby. These exciting displays deliver spatial harmony by showing your content while allowing the background to be viewed. An interactive touchscreen option is also available for use at check-in areas.

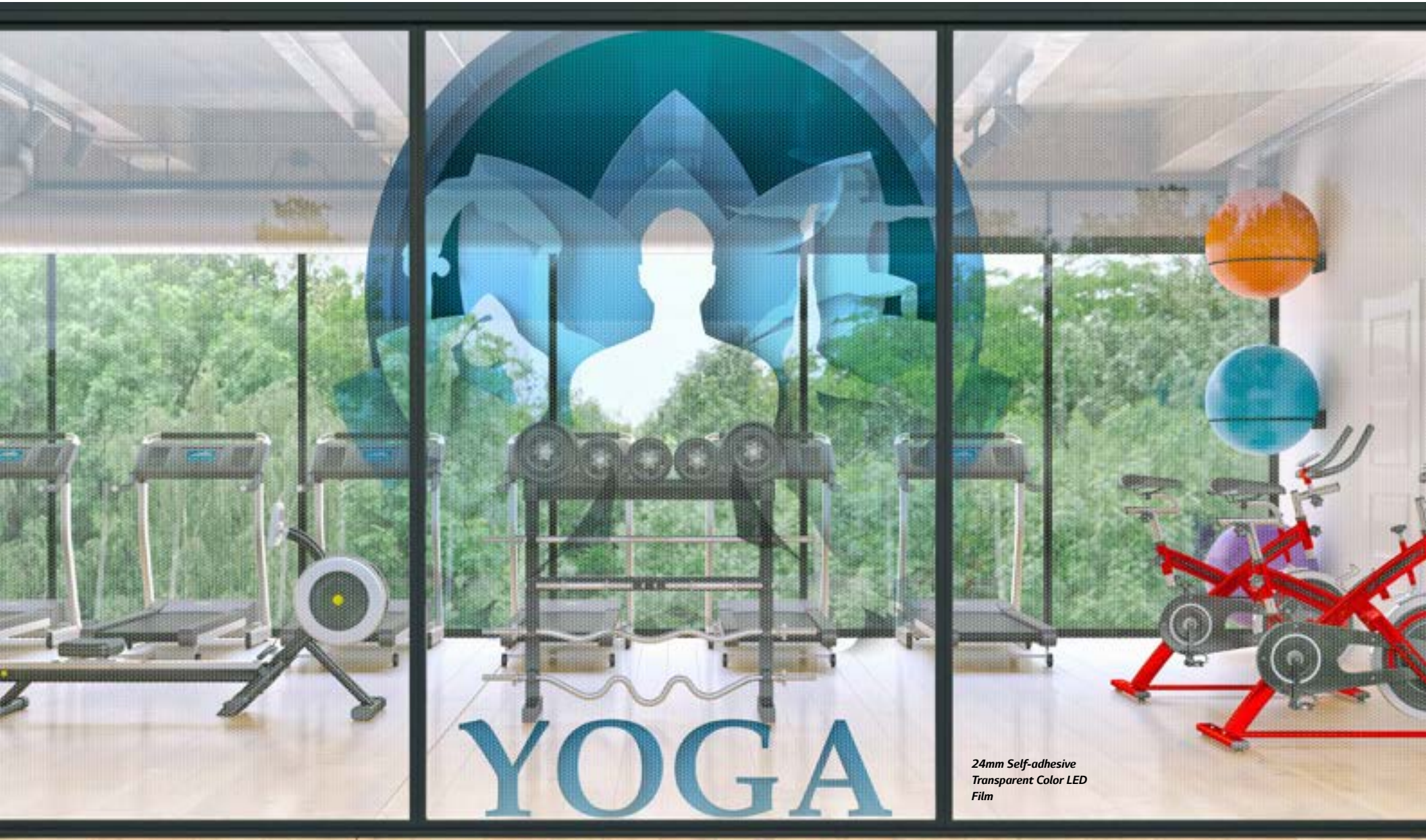


55" FHD Transparent  
OLED Digital Signage



*Add Excitement to Interior Spaces*

**Transparent LED Displays** deliver dynamic color content without blocking interior views. These displays feature wide viewing angles that allow them to be viewed off-axis to provide motivational and promotional messaging to patrons during sessions.



24mm Self-adhesive  
Transparent Color LED  
Film



*Efficient and Secure Back Office*

LG's Cloud Computing products can serve a wide variety of roles in a virtual desktop infrastructure (VDI). Cloud Devices include **Mobile** and **All-In-One Thin Client** options and **Zero Client** solutions with Teradici PCoIP® processors. The high performance, portability, and enhanced security of these products can add value to your work environment while helping you increase productivity and efficiency.



MicroLED Digital Signage

*CLOi Servebot*

LG's **CLOi Servebot** features smart delivery technology and is capable of autonomous operation and managing logistics within a large area. Advanced FSALM autonomous driving provides safe service operation.



LG CLOi Servebot

Images are simulated.



*CLOi Guidebot*

LG's **CLOi Guidebot** can be programmed to display menu options and provide an opportunity to drive sales through time and location-based advertising. It can also act as an escort for patrons.



LG CLOi Guidebot

## LOOKBOOK *Fitness*

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### *Specific Applications for Signage*

LG's displays fit into a broad array of applications – with full software and available technical support.

#### *Deliver Content Facility-Wide*

From Small and Large Format Digital Signage to UHD Commercial TVs, a network of digital displays can be used to deliver customized content, welcome members, and communicate class schedules, events, health tips, announcements, and special promotions.

#### *Motivating Workout Spaces*

A wide range of display options can be synchronized or configured as individual fitness stations, allowing you to provide dynamic personalized and group workout sessions and illuminating swimming centers can inspire swimmers with motivational imagery.

#### *Health Bar Menu Boards*

Increase your revenue options by displaying food and drink choices at Health Bars and an assortment of products offered for retail sale.

#### *Advertising and*

#### *Promotional Messaging*

Make your brand logo and promotional messages stand out and get noticed. LG's webOS makes it easy to change your offers so you can maximize advertising results based on time of day or rotational advertising calendar.

#### *Creating an Efficient and Secure Back Office*

LG's high-performance Cloud Device options provide portability and enhanced security to your work environment while helping you increase productivity and efficiency.

### *Game-Changing LG Digital Displays Deliver Stress-Free Workout Options*

LG Commercial displays provide game-changing options, from exciting video walls to individual workout stations, and are designed to deliver years of service with little maintenance. Utilizing LG's webOS™ Smart Signage Platform, operators have powerful multimedia capabilities and the critical management tools needed to address enterprise-class requirements from a central location or remotely, to monitor and control each display around the clock.

[\*Click Here\*](#)

**To download this Lookbook's complimentary infographic.**



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