

# THE BEACON



VIDEO AND IMAGING IN HEALTHCARE

ISSUE  
**05**  
DECEMBER 2022

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# WELCOME TO THE BEACON

## FRIENDS IN HEALTHCARE:

2022 has been another momentous year! We have seen the advancement of healthcare and healthcare technologies on a number of fronts and have experienced the successful deployment of innovative new technologies in both the clinical and patient experience realms!

Much of the success of 2022 would not be possible without our exceptional channel partners and we're glad to profile several in this issue of The Beacon. We hope you enjoy them. More are on the way for 2023, including profiles on the work of systems integrators, resellers and healthcare end-users.

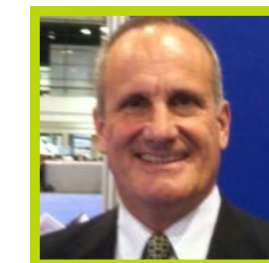
We'll meet many of you later this month at RSNA in Chicago. There's a preview in this edition of The Beacon as well as details on other interesting new products.

Finally, we'd like to wish you a happy holiday and a safe and prosperous 2023. Please keep in touch with us to share ideas and insights that could inform our work in the year ahead!

Thank you for your partnership!



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



**Brian Fabrizio**  
Senior Manager National Sales;  
Medical Displays  
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](mailto:thebeacon@brand-definition.com)).*

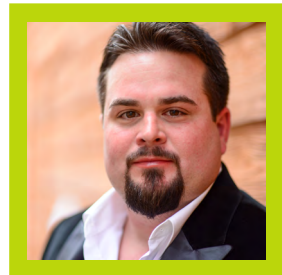


# INSIGHTS



# NO FIRST RODEO FOR 13 YEAR-OLD ETS

Healthcare AV Specialist Serves Houston's Burgeoning Medical Community



**Erik Fedor**  
President  
ETS

Entrepreneurship and healthcare haven't always gone hand-in-hand: startup costs are significant and the medical edict to Do No Harm is at odds with the appetite for risk-taking inherent in any venture. So, when healthcare and entrepreneurship do come together, it is especially meaningful and it's almost always centered around the caring component of healthcare.

"We're not curing cancer," says Erik Fedor, President, ETS, an AV systems integrator specializing in healthcare in the Houston Metroplex. "What we are doing, however, is advancing the patient experience to make it more comfortable and less complex, and we're also helping on the provider side to make communications and operations simpler, seamless and more efficient. If we can do that, we're improving healthcare for the most important stakeholders."

Fedor is a driven individual. Get on the phone with him and he'll speak to the sense of duty imbued by a WWII veteran grandfather and the old-Texas values of his community. His energy is positive and infectious and is clearly manifested in the business he founded and the culture he helps sustain.

*The opinions and thoughts expressed here are solely of the author/speaker and not that of LG or its affiliates.*

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## CUSTOMER PROFILE

# WHEN TRUST IS THE CURRENCY OF CHANGE

Rochester Imaging Reseller Trades on Partner Trust and Proven Performance

Long before there was a Silicon Valley, Rochester, New York was one of the world's first hubs for technology innovation, entrepreneurship and commercialization. Situated in western New York State on the southern shores of Lake Ontario, the city was the cradle for global imaging brands like Kodak, Xerox and Bausch & Lomb as well as being home to the highly influential University of Rochester and the Rochester Institute of Technology. With all that highly focused intelligence, experience and expertise, Rochester evolved into a global center of excellence for imaging — especially as it applied to healthcare.

“The depth of imaging innovation in this city is second to none,” says Brian McKeon. “It’s a pedigree that continues to evolve today and lends itself to continued innovation and problem solving as the industry gravitated from wet film to Computed Radiography (CR), Digital Radiography (DR) and heads toward whatever is next. Even though many of the iconic brands that got their start in Rochester are no longer headquartered here, the legacy remains strong.”



## CUSTOMER PROFILE CONTINUED

McKeon is Sales & Marketing Manager for TI-BA Enterprises, a Rochester business that transitioned with the city and has evolved from developing sales and process management software in 1979 to becoming a leading global reseller of advanced imaging solutions, most notably digital x-ray imaging systems.

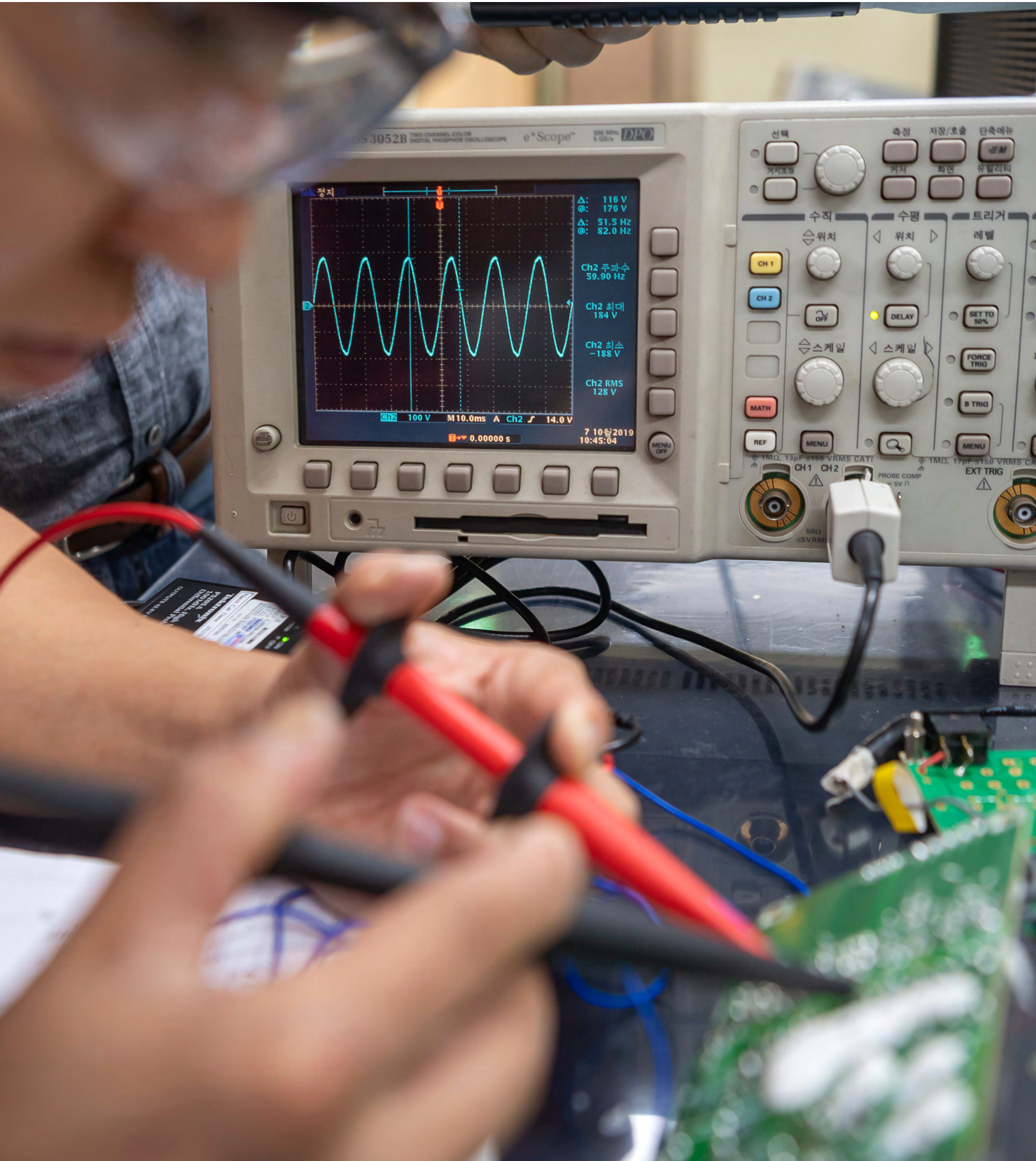
Whereas the global opportunity to supply digital x-ray systems is large, the community is relatively small, tight knit and highly communicative so reputations are earned over time and protected religiously. McKeon explains that this is a driver of company culture at TI-BA.

“We work with dealer-integrators who serve healthcare customers with business critical — and indeed mission critical — solutions. As each of these businesses made the transition from analog to digital and became specialized IT providers, we needed to have the knowledge and expertise to support their development,” McKeon says.

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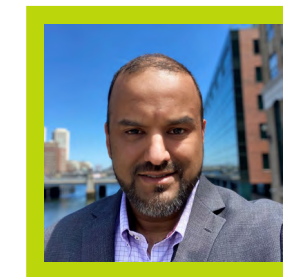




### CUSTOMER PROFILE

## SAFE HANDS

At the Nexus of Technology and Healthcare Comes the Critical Need for Standards and Certification. UL Solutions Serves That Need



**Ibrahim Jilani**  
Director of Consumer Technology  
UL Solutions

As far as business models go, UL Solutions is unique. The company’s genesis is just as fascinating and, not surprisingly, its purpose is critical in today’s business and technology environment.

UL Solutions was established in 2022, having evolved from the Underwriters Electrical Bureau that William Henry Merrill Jr. established in 1894. While the company name changed over time to Underwriters Laboratories, the initial goal of promoting safe living and working environments remains to this day. UL Solutions offers many services and solutions now but still tests and certifies electrical products to help protect people from shock and fire.”

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## CUSTOMER PROFILE

## EMPHASIZING CARE IN HEALTHCARE

Leading National Provider of Healthcare Solutions Remains Faithful to Its Roots



**Bob Abrahamson**  
Chief Marketing Officer  
pCare

“The P is intentionally vague but also purposeful. It can mean Patient, Provider, Payer, Partner, Population, People. You get the picture. Either way we’ll take excellent, comprehensive care of them. That’s the essence of our company and culture and why we’re called pCare,” explains Bob Abrahamson, Chief Marketing Officer at pCare, a national leader in interactive patient experiences to improve outcomes and experiences for patients and their families, healthcare providers and administrators. pCare is also for technology partners whose components comprise the solutions that pCare has delivered for more than 70 years now.

pCare’s roots can be traced to a patient experience in a New York City hospital during the early fifties. One of the founders was a partner in a family-owned television rental company in Queens and brought a unit

to his hospital room for a short, pre-scheduled stay. Upon discharge, his ward-mates asked if they could rent the set and so began a business of providing technology to healthcare facilities and their patient communities.

“The motivation that prompted our founder to rent the unit was empathy,” Abrahamson says. “Empathy extends to providers and partners and remains foundational to our culture and approach today. It’s how we evolved from a technology vendor to a comprehensive solutions provider.”

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# NEW PRODUCT SHOWCASE

## LOCAL HERO

LG's Latest Range of Healthcare-Rated Displays Have Channel Localization in Mind

A core strength of LG Electronics Business Solutions in North America has been the capacity to couple pure innovation from the factory with high-level regionalized application engineering. This dual approach has yielded phenomenal innovations that have had significant, lasting impact in the market — not least Pro:Idiom and Pro:Centric that were developed by the Advanced Product Development (APD) team out of Lincolnshire, Illinois in close cooperation with North America channel partners, systems integrators and end users in the hospitality market.

The legacy of localization lives on with the introduction of two new non-touch electronic whiteboards to be sold and installed by patient engagement providers who typically write their own APIs to run the display.

“Our goal with these introductions is to give systems integrators exactly

what they wish for and what they need, nothing more, nothing less,” explains Tom Mottlau, Head of Healthcare Sales, LG Electronics Business Solutions. “Our value, therefore, is listening to systems integrators and acting on the insights.”

The new whiteboards are available in 32” and 42” iterations and include the following highlights.

- UL Listing for healthcare use (listing 62368-1)
- Power over Ethernet (PoE)
- Portrait mode capable
- IPC WebOS platform for development
- Cabinet bleach resistant
- Configurable backlight management

[LEARN MORE](#)





# TECHNOLOGY SHOWCASE

Radiology manufacturers and leaders, including LG Electronics, gathered recently for the annual RNSA 2022 conference in Chicago. Attendees visiting our booth during the event got a first-hand look at the latest LG medical technology, including our second-generation Digital X-Ray Detectors (DXDs) that feature hot-swap, faster wi-fi connectivity, better handling, detector storage and come with an excellent total cost of ownership. While these Digital X-Ray Detectors are currently pending 510(K) clearance and not yet available for sale in the U.S. they are destined to transform the industry's future in clinics, imaging centers, and hospitals.

“Healthcare integrators are always looking for ways to elevate their current methods through new technology. With LG’s latest digital solutions, radiologists can meet those needs while empowering collaboration within their practice”

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DEALERS

# WHY LG? | SUSTAINABILITY



**Tom Mottlau**

Director of Healthcare Sales  
LG Electronics USA, Inc.

The healthcare system is bigger than people outside the medical realm typically imagine.

Because everything affects our health — from the air we breathe to the food we eat, the communities we live in and the practices that fill our daily lives — “external” influences play a major role in shaping individual and population well-being. The health of our planet is tied inextricably to that of our people, and steps taken to restore our planet have the potential to significantly improve the health and wellness of our people.

Rising sea levels, drought, fires and extreme weather events are obvious examples of how the environment can wreak devastating and, in some cases,

immediate change to people’s health and healthcare. Meanwhile, insidious, lasting environmental change is also taking place.

LG, like many of our customers and our fellow manufacturers, believes we have a shared responsibility to protect our planet for future generations. Our commitment to sustainability ensures that we strive for minimal environmental impact while staying faithful to the values of our customers, business partners, employees and communities.

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# 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 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](#)



# HOSPITAL IN-ROOM TVS

## LT572M SERIES

### PRO:CENTRIC HOSPITAL TV

SIZES: 24", 28", 32", 43"

 UL Hospital Grade Listed

 Pillow Speaker Ready

 Pro:Centric Management Solution





**MORE**



# HOSPITAL IN-ROOM TVS

## UT672M SERIES 4K UHD PRO:CENTRIC® SMART UL-LISTED HOSPITAL TV

SIZES: 43", 49", 55"

-  4K ULTRA HD Resolution
-  Designed Specifically for the Healthcare Industry
-  UL-Listed Healthcare TV
-  RoHS Compliant



**MORE**



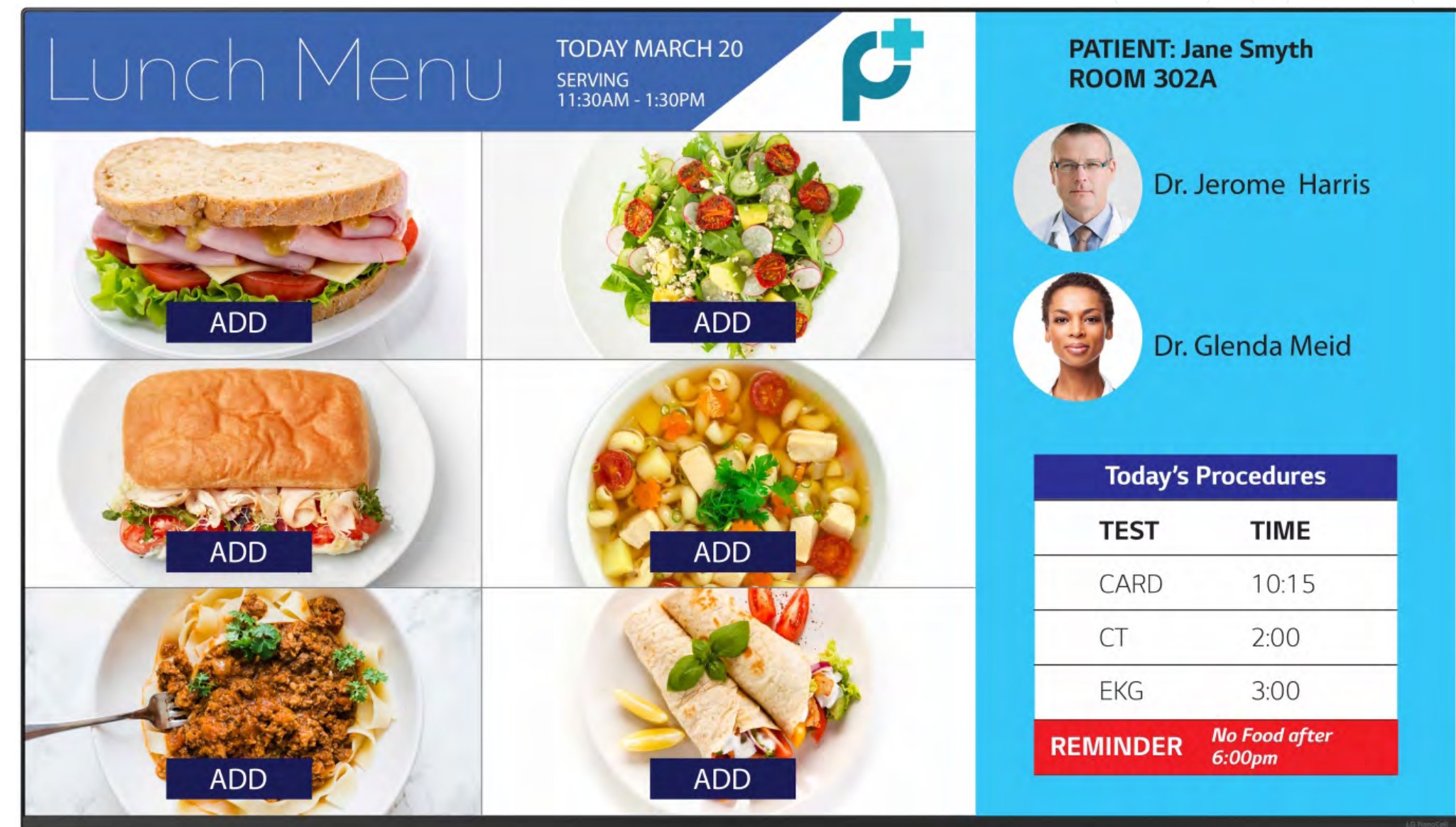


# HOSPITAL IN-ROOM TVS

## US772M SERIES NANOCELL HOSPITAL TV SIZES: 55", 65"

-  NanoCell Display
-  UL Hospital Grade Listed
-  Pillow Speaker Input
-  Pro:Centric Hospital Management Solution

**MORE**



The screenshot shows a digital display interface for a hospital room. The top left section is titled "Lunch Menu" and features six food items arranged in a 3x2 grid. Each item has a blue "ADD" button below it. The top right section displays patient information: "PATIENT: Jane Smyth ROOM 302A", two doctor portraits with names "Dr. Jerome Harris" and "Dr. Glenda Meid", and a table of "Today's Procedures". The table lists tests and their times: CARD (10:15), CT (2:00), and EKG (3:00). A red banner at the bottom right contains a "REMINDER" to "No Food after 6:00pm".

**Lunch Menu** TODAY MARCH 20  
SERVING 11:30AM - 1:30PM

**PATIENT: Jane Smyth ROOM 302A**

**Dr. Jerome Harris**

**Dr. Glenda Meid**

Today's Procedures	
TEST	TIME
CARD	10:15
CT	2:00
EKG	3:00




**REMINDER** No Food after 6:00pm



# SMART TOUCH TV

## LS766 SERIES

### 15" PERSONAL HEALTHCARE SMART TOUCH TV

-  Intuitive Multi-Touch Full HD Display
-  Perfect Viewing with LG IPS and Instant On Function
-  Preloaded Applications for Improved Patient Experience
-  Pro:Centric Information Management Solution, Pro:Centric Direct Solution, Pro:Idiom

[MORE](#)









# LARGE FORMAT DISPLAYS

## UH5F SERIES

### IPS DIGITAL SIGNAGE SERIES

SIZES: 43", 49", 55", 65", 75", 86", 98"

-  Brightness (Typ.): 500 nits
-  Bezel: 14.9mm (Even, Off-Bezel)
-  Depth: 83.8mm (without Handle)
-  Built-in Speaker and Detachable Logo

**MORE**





# LARGE FORMAT DISPLAYS

## BLOC CABLE-LESS LED SIGNAGE LSAA

 Pixel Pitch: 1.25mm

 Max Brightness: 1200 nits

 Wireless Data Transfer and Cable-less Power Docking

 AI-powered Image Processor

**MORE**

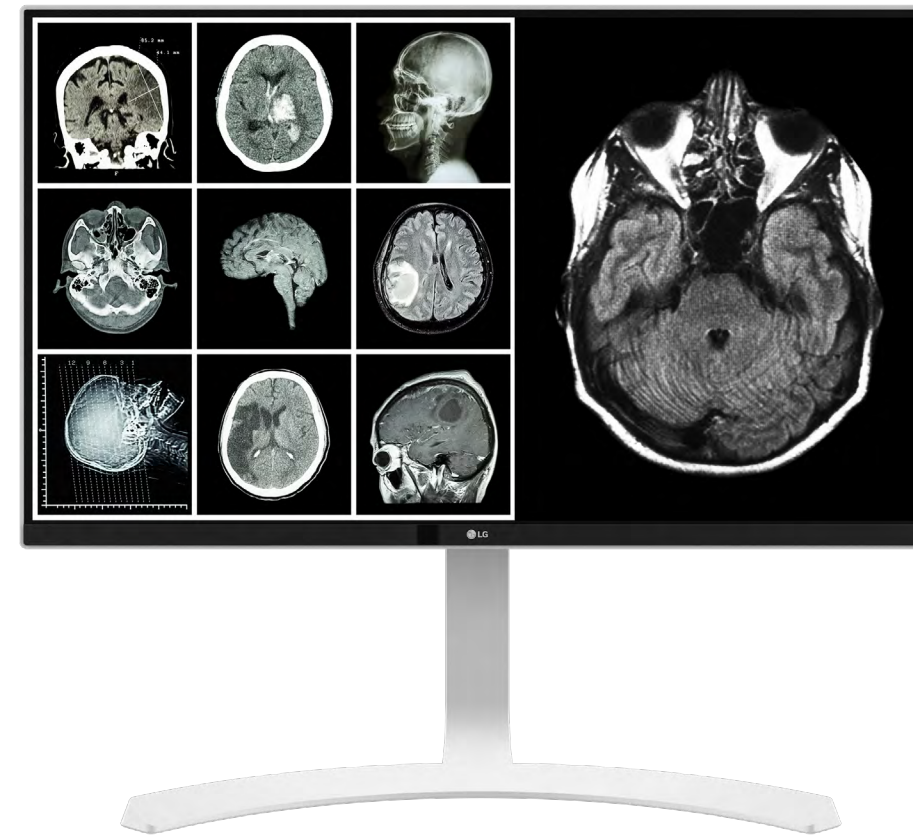




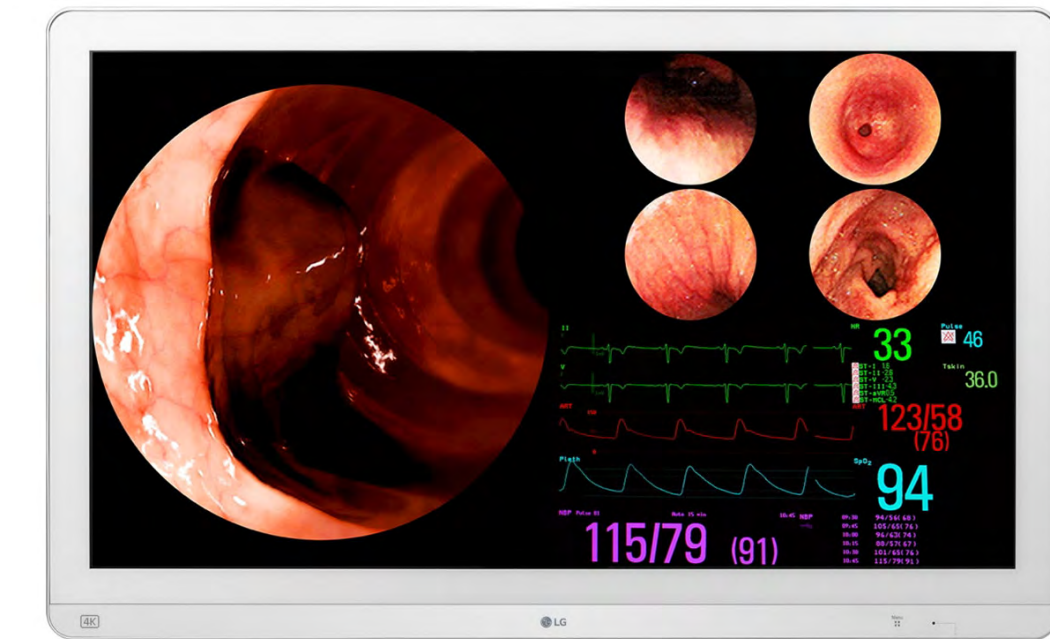
# MEDICAL MONITOR PRODUCT LINE UP



**DIAGNOSTIC  
MONITORS**



**CLINICAL REVIEW  
MONITORS**

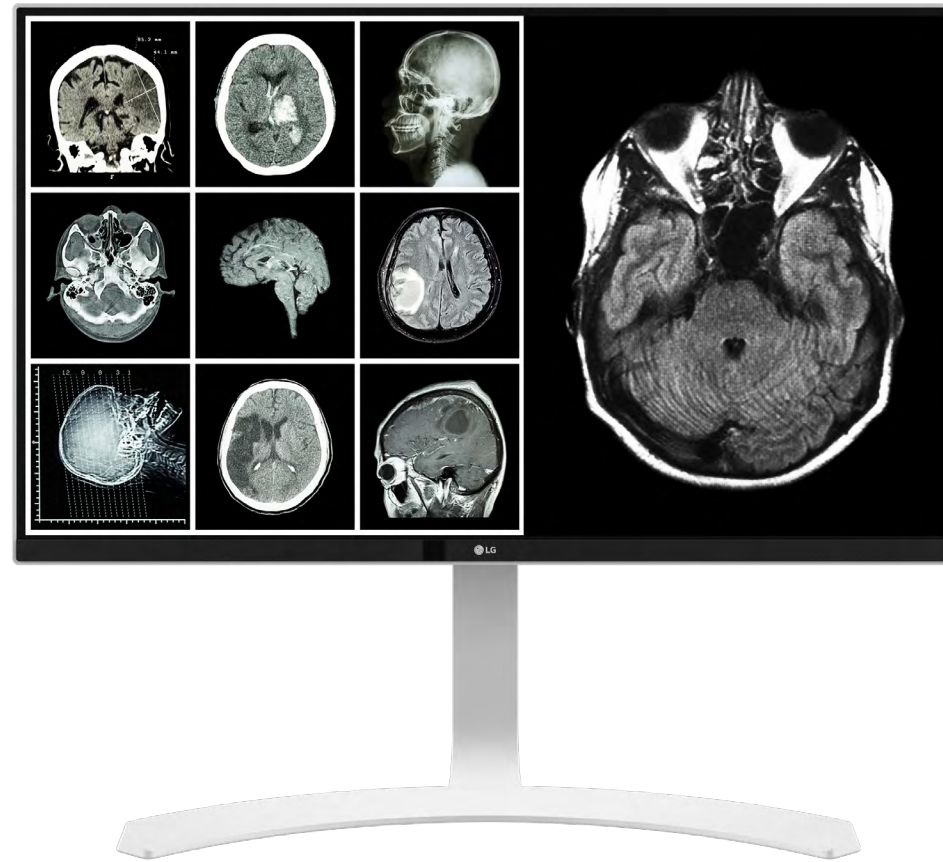


**SURGICAL MONITORS**

**LEARN MORE ABOUT MEDICAL MONITORS**



# CLINICAL MONITORS



27HJ712C-W

## 8MP CLINICAL REVIEW MONITOR

- 8MP (3840x2160) IPS 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
- 350nits(Typ.) & sRGB 99%
- Brightness Stabilization / Reader Mode / Flicker Safe

[MORE](#)



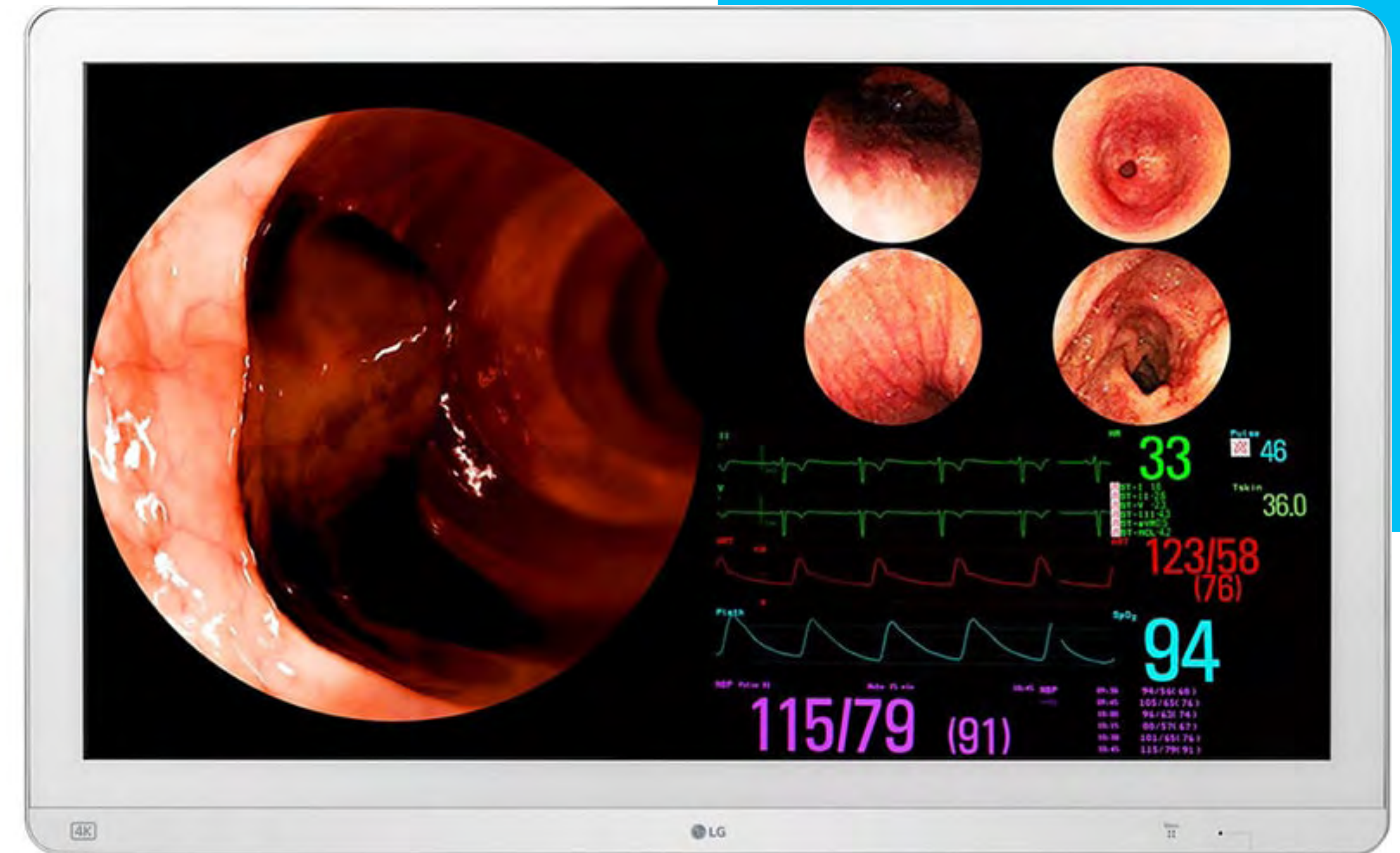


# TECHNOLOGY SHOWCASE

## 32" SURGICAL DISPLAY

### THE EPITOME OF PRECISION

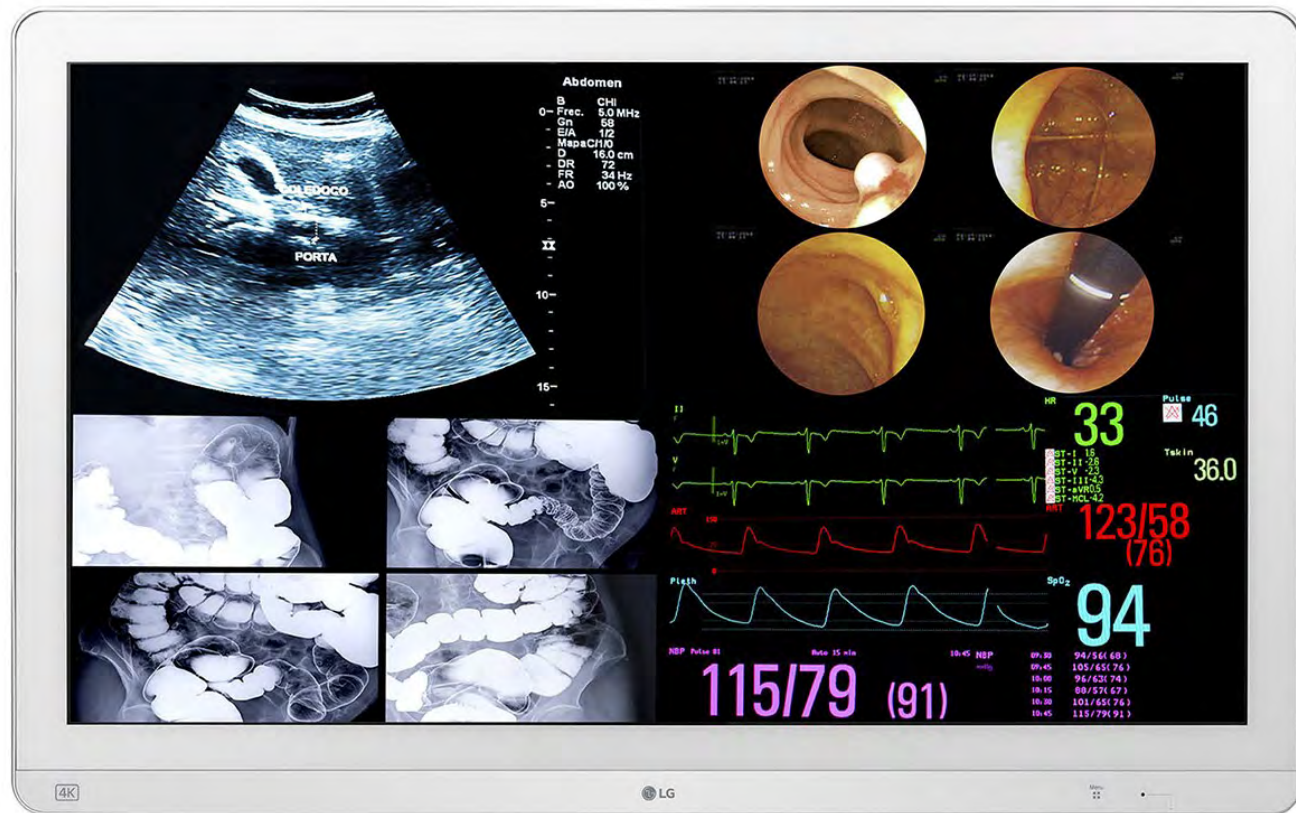
Nowhere is precision more important than in surgery. The LG medical imaging team keenly understands this. It's what drove the development of the new 32" LG Surgical Display that makes it the epitome of precision imaging designed especially for surgical applications. The LG 32" Surgical Display features an LCD backlit screen with protective glass, Flicker Safe functionality to reduce eye strain, Reader Mode to reduce blue light and provides long-term visual comfort and a tilting-swivel stand for optimal positioning. Dustproof and water-resistant, the LG 32" Surgical Display delivers durability, reliability and exceptional performance.



[LEARN MORE](#)



# SURGICAL MONITORS

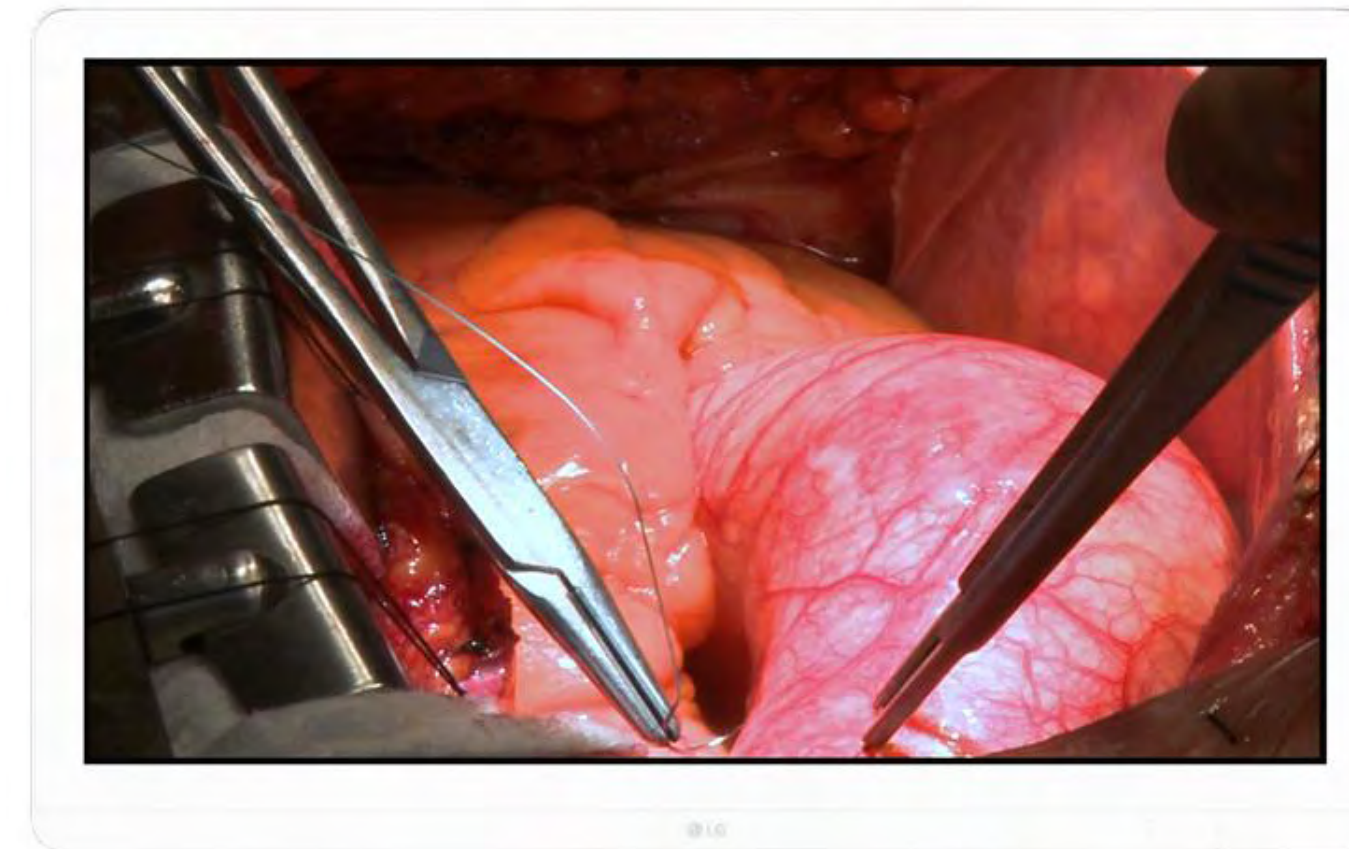


32HL714S

## 32" 4K SURGICAL MONITOR

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

[MORE](#)



27HK510S

## 27" HD SURGICAL MONITOR

- 27" 8MP (3840x2160) Premium UHD
- DICOM Part 14 & Brightness Stabilization
- IPS & sRGB over 99% + Deep RED
- Dustproof & Waterproof

[MORE](#)



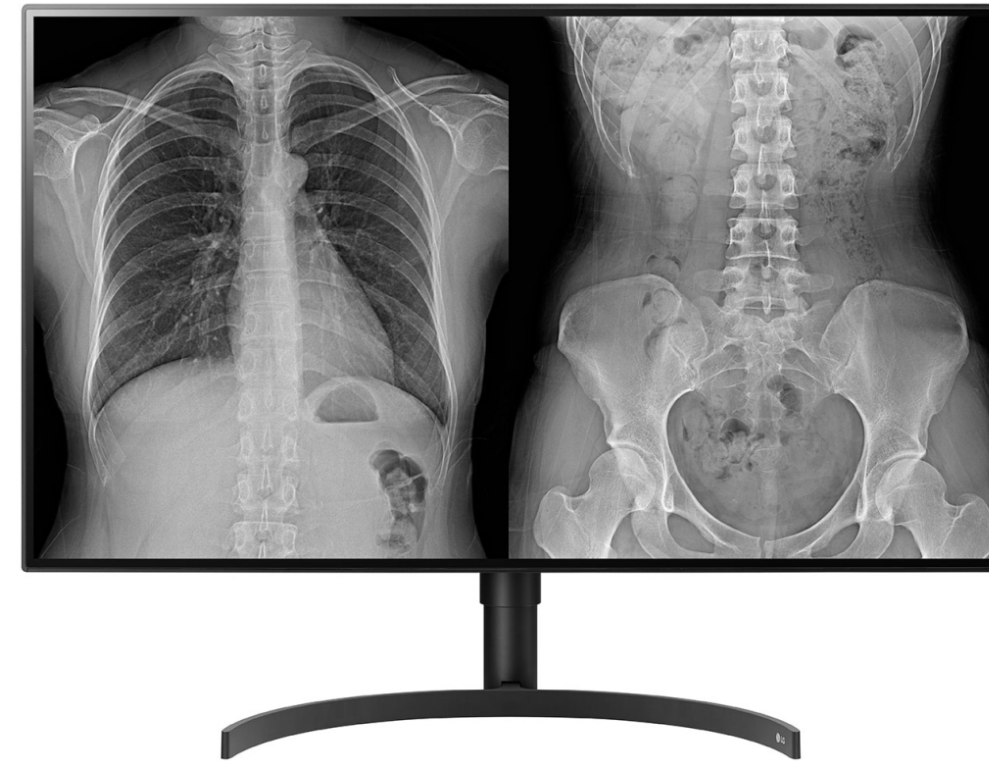
# DIAGNOSTIC MONITORS



**31HN713D-B**  
**31" 12MP**  
**DIAGNOSTIC MONITOR**

- 31-inch 12MP (4200x2800) IPS Display
- Multi-resolution Mode (12/6MP)
- 1080 cd/m<sup>2</sup> (Typ.)
- Focus View Mode

**MORE**



**32HL512D-B**  
**32" 8MP**  
**DIAGNOSTIC MONITOR**

- NanoIPS Technology
- DICOM Calibrated to Primary Diagnostic Guidelines
- Brightness Stabilization
- Picture by Picture / Two 4 MP Screen Operation

**MORE**



**21HK512D**  
**21.3" 3MP**  
**DIAGNOSTIC MONITOR**

- 21.3" Color IPS 3MP
- DICOM Part 14
- Auto Luminance Sensor
- Remote & Self-Calibration

**MORE**



# DIGITAL X-RAY DETECTOR



## 17HK701G-WP DIGITAL X-RAY DETECTOR

SIZES: 14"X 17", 17"X17"

- 140m<sup>2</sup> Pixel size, 16bit A/D conversion
- IP53: Water and Dust Resistant\*
- Raw Image in 2.5 sec. (wireless), Raw image in 2 sec. (wired): Rapid Image Acquisition
- Magnesium & Carbon-fiber Body: Light Yet Durable

**MORE**

\* IP53 resistance rating\* ensures that LG DXD will be partially protected against dust that may harm the equipment and moisture spray up to 60 degrees from vertical.



## 17HK700G-WP WIRED DIGITAL X-RAY DETECTOR

SIZES: 17"X17"

- Light Yet Durable Carbon-fiber Housing
- MTF @ 0.5 lp/mm 89% (Typ) DQE @ 0.1 lp/mm 72% (Typ)
- IP53: Water and Dust Resistant
- Highly Sensitive Csl AED Detector (16 bit A/D conversion)

**MORE**



# CLOUD COMPUTING



24CN650N

## 24" FHD IPS ALL-IN-ONE THIN CLIENT

- IPS Display
- Built-in Speaker
- Fanless Design
- Windows IoT, Citrix, Vmware, MS, Azure, AWS WorkSpace

[MORE](#)



24CN670NK6N

## ALL-IN-ONE CLOUD DEVICE FOR HEALTHCARE

- IEC60601, CE MDD, FDA (Class I)
- AMD Prairie Falcon GX-212JJ
- 23.8" Full HD IPS Display
- Ergonomic Stand, Fanless Design

[MORE](#)



# CLOUD COMPUTING



## 24CK550Z-BP 24" IPS ZERO CLIENT

- 23.8" Full HD (1920 x 1080) IPS
- teradici TERA 2321 Chipset with PColP Protocol
- Fanless Design, Low Power Consumption
- Easy Installation

[MORE](#)



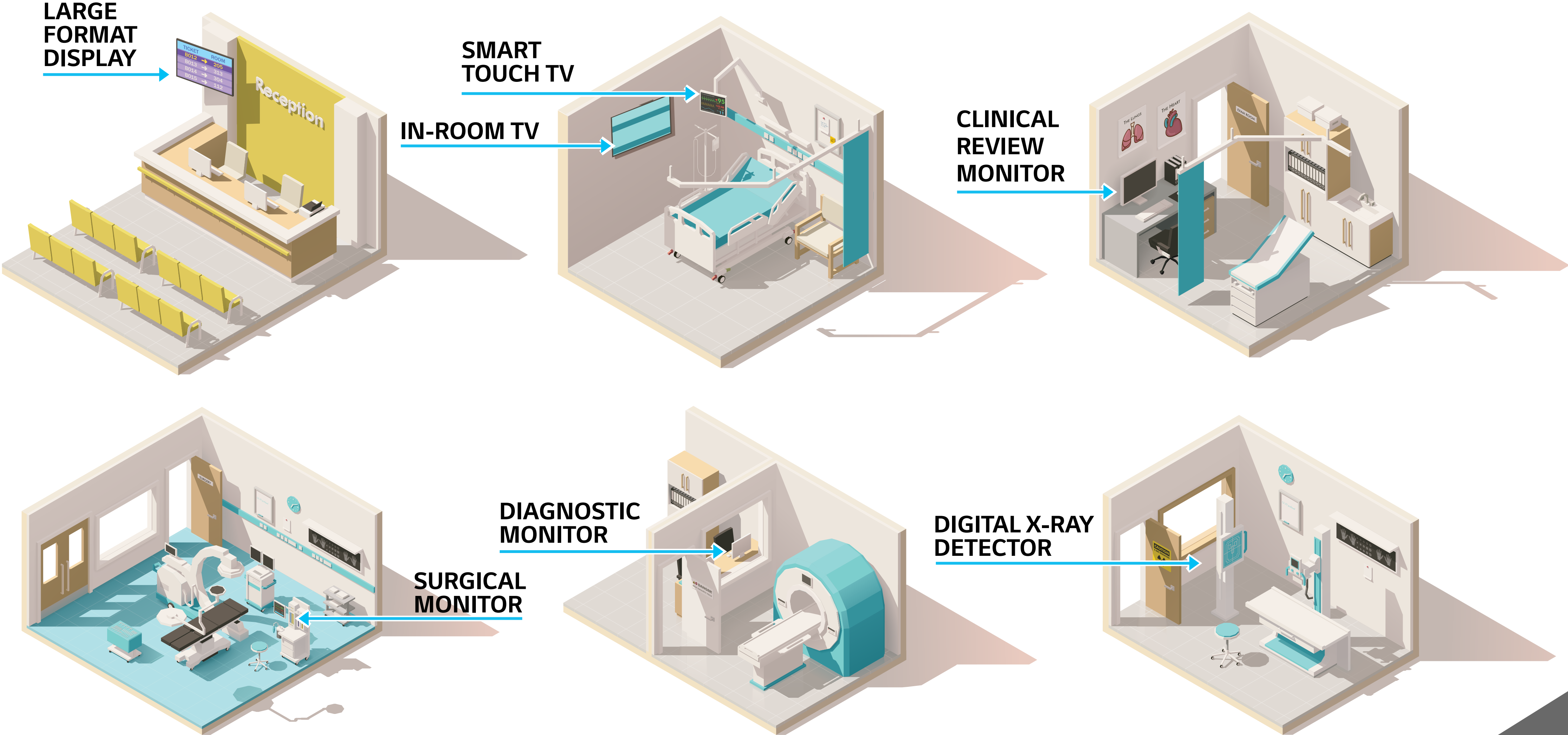
## CL600N COMPACT CLOUD DEVICE

- 4GB RAM and 32GB SSD
- Windows 10 IoT Enterprise, Citrix, VMware, MS RDP
- Wall Mount (VESA)
- Quiet, Cool Operation (Fanless)

[MORE](#)



# SEE IT IN PRACTICE





**INFORMATION  
YOU NEED**





# THE LG PROMISE

## INNOVATION FOR A BETTER LIFE

SERVING HEALTHCARE PARTNERS AND CUSTOMERS THE RIGHT WAY!

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.



**Tom Mottlau**

Director of Healthcare Sales  
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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.

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# MEET THE LG HEALTHCARE SECTOR TEAM



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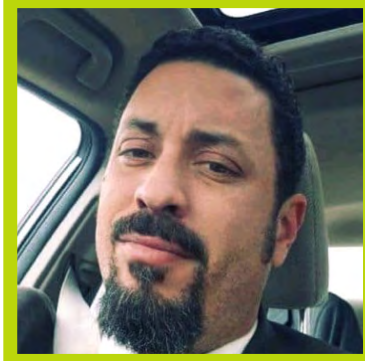
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