



SMARTER SCREENS, SMARTER MESSAGING: THE QCOMM-LG INTEGRATION STORY



Unifying emergency alerts, internal communications, and real-time displays—this case study explores how QComm’s all-in-one platform, pre-integrated in LG screens, is transforming the future of public and enterprise messaging across India.

Redefining Enterprise Communication at the Hardware Level

In a landscape where businesses are expected to respond instantly, communicate clearly, and operate across multiple endpoints—**QComm** and **LG** are pioneering a new standard.

This case study showcases how **QComm**, a unified communication and alerting platform, seamlessly integrates with **LG’s smart display technology** to create a future-ready ecosystem for internal comms, emergency alerts, public displays, and organizational training—all from a single pane of glass.

Since 2024, QComm has been available as a **pre-installed or natively accessible application across LG’s commercial display products**. That means whether you’re deploying an LED signage at a hospital, a dashboard in a smart factory, or a wellness campaign in a corporate lobby QComm is already natively integrated and ready to activate.

Together, this partnership enables:

- Plug-and-play communication across LG displays using QComm’s real-time messaging engine
- Mass deployment capabilities across geographies, departments, and industries
- A complete suite of tools to replace fragmented platforms with a single, secure, and intelligent solution

In the pages ahead, you’ll discover how this collaboration:

- Solves the challenge of scattered communication infrastructure
- Powers real-time alerting, coordinated training, and employee engagement across industries
- Turns LG’s displays into two-way communication hubs that are visual, scalable, and analytics-driven
- Demonstrates why QComm is not just another tool—but a strategic layer in enterprise transformation

As governments, corporations, and institutions across India look for smarter, faster, and measurable ways to talk to their people—QComm’s integration with LG is quietly setting a benchmark.

The Disconnect in Digital Display Ecosystems

Before this partnership, enterprise and government clients using digital signage were often left juggling multiple vendors. One system for signage, another for emergency alerts, and yet another for internal messaging—resulting in high setup costs, integration issues, and slow execution. Emergency alerts were often missed due to latency or manual processes. There was no unified platform that could do it all while also being natively embedded in hardware. Organizations struggled with:

- **Fragmented tools** for emergency alerts, content management, and internal messaging
- **Delayed updates**, especially for critical or time-sensitive information
- **Inconsistent branding** and messaging across multiple screen types and endpoints
- **Lack of analytics** to measure reach, engagement, or effectiveness

This disconnected approach meant missed opportunities—from inefficient government broadcasting during emergencies to retail and corporate spaces with static, outdated information.

This was a pain point for LG as well. Their business clients loved the reliability and design of their screens but needed a turnkey solution that made their displays smarter—instantly.

Where It Mattered Most: Real-World Impact Across Sectors

The QComm × LG integration wasn’t just about screens lighting up with better content. It was about **sector-specific transformation** — helping organizations solve their most urgent communication problems with agility and intelligence. Here’s how different industries experienced the shift:

Government & Public Services

From municipal offices to state-level disaster response units, QComm helped transform fragmented government messaging into a synchronized, measurable ecosystem.

- **Flood Alerts in Assam:** LG screens in district headquarters displayed multilingual emergency messages within 3 seconds of dispatch.
- **Election Announcements in Punjab:** Real-time updates with audio-visual impact across Sewa Kendras and public halls.
- **Policy Rollouts:** Newly announced government schemes like “Ayushman Bharat 2.0” reached citizens 48 hours faster than traditional methods.

“We don’t worry about delays anymore. One click and the message is everywhere it needs to be.”

— IT Cell Officer, Punjab Secretariat

Healthcare & Hospitals

In a sector where seconds can save lives, QComm-enabled LG screens helped hospitals streamline everything from emergency alerts to wellness education.

- **Real-Time ER Updates:** Queue info and triage messages auto-updated every 60 seconds.
- **Infection Control Broadcasts:** Immediate updates on COVID and dengue protocols pushed via mobile + screen combo.
- **Patient Education:** Custom videos in waiting areas reduced queries by 30%.

Corporate Workspaces

With the hybrid work model making communication fragmented, QComm’s unified alert system became a go-to internal comms backbone.

- **Crisis Messaging:** Fire drills, emergency protocols, and policy updates reached 100% of staff in under 10 seconds.
- **Leadership Broadcasts:** Monthly CEO messages streamed in real-time on cafeteria and lobby displays.
- **Training Content:** HR pushed micro-learning videos during lunch hours across screens and mobile apps.

Retail & Malls

QComm transformed LG displays from static signage into dynamic sales tools.

- **Flash Sale Alerts:** Instant promos triggered by footfall sensors or inventory levels.
- **Regional Campaigns:** Hyperlocal messaging in local languages across tier-2 and tier-3 cities.
- **Safety Updates:** Fire exit instructions and evacuation alerts deployed across multiple locations in sync.

Why the Partnership Works

For LG, bundling QComm means higher value, faster deployment cycles, and a strong B2B sales differentiator. For QComm, LG offers a scalable distribution partner with a trusted brand legacy.

The combined value is evident: customers can now roll out digital communication infrastructure with zero integration hassle—plug in the device, log into QComm, and start broadcasting. No cables, no APIs, no friction.

The Road Ahead

The partnership’s next phase includes:

- Expanding into interactive kiosks and touch-enabled LG displays.
- Piloting AI-enabled analytics for campaign effectiveness.
- Localized government bundles tailored for state-wide deployment.
- Tighter integration with LG’s cloud service infrastructure.

A New Standard for Unified Communication

QComm and LG aren’t just delivering screens—they’re building the future of connected communication. With this partnership, “Life’s Good” isn’t just a slogan. It’s a smarter, faster, and more resilient reality for every organization looking to keep up with the speed of communication.

Let’s Build Your Communication Ecosystem

[Want to enable your workplace or public space with real-time, unified communication?](#)

Schedule a Free Demo

[QComm | One Platform. Every Message. Maximum Impact.](#)

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