

LG Partnership | December 2023

WindowSight Multiplies the LG Art Gallery's Experience



Terrassa, Catalonia, December 2023. Having a native Art Gallery on your LG TV is already great for all you aesthetic lovers. Now, take that and add 15K visuals more!

After almost 2 years of efforts, researching users' needs, feedback sessions, testings, WindowSight – the platform to stream the largest art gallery on your TVs – finally announces the partnership with one of the biggest players in the audiovisuals industry: LG.

The vision – United by a shared vision to transform TV screens into dynamic canvases, WindowSight and LG have joined forces to amplify the artistic potential of LG TVs. This partnership stems from their mutual goal of expanding content choices beyond conventional limitations, providing seamless integration and an intuitive art streaming experience.

The partnership – For WindowSight, the partnership with LG is a huge step forward: not only will it help multiply the current artwork selection on Art Gallery with new content, but also encourage people to add a boosted artsy feel to their spaces daily. A new "Nature and Photography" theme featuring work of 11 well-known creators is

already public, catered by WindowSight to your LG TVs. Among the creators are the National Geographic Photographers like Babak Tafreshi, Ingo Arndt, Jim Richardson, Ronan Donovan, Steve Winter, Tim Laman, Shannon Wild and Javier Aznar. There are also images from other famous photographers, including Andrew Peacock, Tim Plowden and Fernando Pedro Salgado – all featured on the platform.

While the “Nature and Photography” theme gives a sneak peek into the platform’s art streaming capabilities, there is more to come. LG gives its users a direct link to download the new WindowSight TV app. This means, if users want to discover more content, like vivid illustrations, binge-worthy motion art, or sophisticated mixed media from a flourishing community of over 250 creators worldwide, they can easily do so by heading over to WindowSight.

“With the digital era, people are curious to discover new technologies and love aesthetics especially in their personal haven – their office or home; a place for relaxing, tele-working, gathering with friends and family... With LG we wanted to add this daily intellectual entertainment in people’s daily lives and bring them closer together and to the multiple advantages of having access to an ever-growing art and photography catalog” – Pol Rosset CEO and Co-Founder of WindowSight

The brand new LG TV app – Apart from the partnership, LG users can now experience a new and upgraded interface of the TV app, granting them the possibility to stream endlessly just by utilizing their remote control rather than mandatorily using the mobile app. To learn more about it visit [this link](#).

Curious how all these updates will look like when you experience them? Your LG TV is already hosting them!

About WindowSight – An art streaming platform to set the desired mood for any occasion with more than 15K possibilities, both for private users and businesses. Since 2017, the company’s vision has been to make curated art and photography as accessible and essential as music is today in people’s lives. Every single WindowSight team member shares this ambition and thrives to bring the best TV experience possible while considering our community’s opinion, needs and preferences. WindowSight aims to transform spaces into dynamic, culturally rich and pleasing environments, broadening everyone’s horizons, enhancing their daily lives and supporting the artist community. Learn more on the [website](#).