

IMMEDIATE RELEASE

LG BRINGS 3D THEATER TO CES 2011 WITH CINEMA 3D™ TV

*With Flicker-Free Picture, Blur-Free Images and Comfortable Glasses,
LW6500 Makes 3D More Enjoyable for Watching with Family and Friends*

SEOUL, Dec. 29, 2010 – At the 2011 Consumer Electronics Show (CES) in Las Vegas, LG Electronics (LG) will unveil the LW6500, a CINEMA 3D™ TV designed to take 3D TV to new heights of brightness and clarity.

The LW6500's outstanding 3D picture begins with LG's proprietary Film-type Patterned Retarder (FPR) panel, which optimizes the separation of images for the left and right eyes. The images are then filtered through specially designed glasses to give viewers truly crisp, blur-free images that leap off the screen.

“With the introduction of our innovative CINEMA 3D™ TV, LG is setting another standard for 3D entertainment,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “For consumers who want to enjoy cinema-quality 3D at home with their family and friends, LG is now making that possible.”

Because LG's CINEMA 3D™ technology does not require shutter glasses, images displayed on the LW6500 are entirely free of flicker. This innovation resulted in the LW6500 receiving a “Flicker Free” certification from Intertek and TÜV, two of the most respected inspection and certification bodies in the world. The LW6500 is the first 3D TV in the world to receive this designation.

The LW6500's flicker-free images make 3D viewing more comfortable and far less likely to induce eye fatigue. Tipping the scales at just 16 grams, the included 3D glasses have no electrical parts and are free of electromagnetic waves and never need to be recharged. The glasses do not need to be synchronized so viewers can watch the LW6500's screen from any angle. And because the glasses are far less expensive than shutter glasses, viewers can buy as many pairs as they need for family and friends.

The LW6500 also improves picture quality with 3D Light Boost, a thin film covering the screen that ensures 3D images are shown at maximum brightness. The LW6500 boasts all the advantages of LG's Smart TV technology including access to LG Apps and a range of premium content via HuluPlus™, YouTube™ and many others.

The LW6500 will be rolled-out in select markets soon after its introduction at CES.

Specifications:

- 3D TV (CINEMA 3D™)
- Smart TV
- 3D Light Boost
- Flicker-Free (Intertek / TÜV certification)
- Blur-Free
- LED Plus
- Local Dimming
- TruMotion 200Hz
- Wide Viewing Angle
- 2D to 3D conversion
- Depth/Viewpoint Control
- USB 2.0
- DLNA/WiFi/DVR ready
- DivX Plus/HD
- HDMI 1.4
- Smart Energy Saving

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 80,000 people working in 115 operations including 84 subsidiaries around the world. 2009 global sales of 55.5 trillion Korean won (USD 43.4 billion), LG comprises four business units – Home Entertainment, Mobile Communications, Home Appliance, and Air Conditioning and Energy Solution. LG is one of the world's leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner of Formula 1™ and a Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lg.com.

About LG Electronics Home Entertainment Company

The LG Electronics Home Entertainment Company is a top global player in flat panel displays, audio players and video products for the consumer and professional markets. LG's product areas include LCD and plasma televisions, home theater systems, Blu-ray disc players, audio components and video players, and plasma display panels, among others. While focusing on creating feature-rich devices, the company is also pursuing stylish designs and pushing technological boundaries to improve the home entertainment experience.

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