

**FOR IMMEDIATE RELEASE****LG SMART TV UPGRADER MAKES EVERY TV SMARTER**

*ST600 Smart TV Upgrader Lets Users Enjoy Web Browser  
and Premium Content on Their Regular TV Sets*

**SEOUL, Dec. 30, 2010** – At this year’s Consumer Electronics Show (CES) in Las Vegas, LG Electronics (LG) will be unveiling the Smart TV Upgrader (ST600) that makes it easy for viewers to transform their regular TVs into Smart TVs at an affordable price. Embracing all the benefits of internet connectivity, the Upgrader gives regular TV owners access to all of LG’s Smart TV functions including premium online content, Smart Share and the full range of LG Apps.

“The market for Smart TVs is set to take off this year, and the ST600 offers a perfect entry point,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “With the LG Smart TV Upgrader, we’re taking the excitement and convenience of Smart TV and adding in LG’s trademark ease-of-use because we see a significant audience who are interested but not interested enough to buy a whole new TV.”

By connecting the ST600 to a regular TV set, users can access a vast range of premium content from global providers, as well as the best locally sourced shows and movies to cater to different tastes around the world. The ST600 also connects users to the growing range of LG Apps, which are custom designed for use on TVs and offer everything from language classes to games.

LG makes the viewing experience more compelling still with its superb compatibility, which lets users simply and wirelessly transfer content from their Digital Living Network Alliance(DLNA)-compatible PCs and other compatible devices for viewing on the big screen.

LG's Smart TV Upgrader will be unveiled at CES 2011 in Las Vegas and rolled-out to TV owners in the second quarter of 2011.

**Specifications:**

- Main CPU: BCM7615
- DDR 384MB, 1GB Flash
- LG Add-on Architecture + Web Browser
- AC 100-240V, 50/60 Hz
- Wi-Fi, Ethernet, DLNA (DMP)
- USB: 1EA (USB mouse, external storage)
- Input Devices
  - Finger Touch RCU
- Premium Content
- LG Apps
- Size: 11cm x 11cm



**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](http://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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