



FOR IMMEDIATE RELEASE

LG UNVEILS E90, AN UNBEATABLY SLIM LED MONITOR

With Ultra-Thin Depth and Sophisticated Metallic Design, LG's Newest Monitor Takes Leadership of the Premium LED Monitor Market

SEOUL, Dec. 13, 2010 – LG Electronics (LG) today unveiled its new E90 monitor, the company's slimmest LED monitor to date at just 7.2 mm in depth.

With more and more consumers watching movies and videos on their desktop PCs, the quality of the monitor is more important than ever before. The E90 is easily the best choice for watching action movies or sporting matches because with a response time of just 2 milliseconds, the monitor's display remains clear and bright even during fast-moving action sequences. And LG's Image Booster software, blurry streaming content from video sites such as YouTube are significantly enhanced so they look terrific on the E90's vivid display.

"The E90 is the result of advanced technology and beautiful design coming together in perfect alignment," said Si-hwan Park, Vice President of LG's monitor division. "With its revolutionary features in terms of design and picture quality, the E90 is the leading example of the company's "SUPER LED" monitor line that is setting new benchmarks for style and performance."

In keeping with its ultra slim design, the LG E90 places the power supply and the socket connecting the monitor with the PC on the back of the stand, an innovation called EZ-cabling. In addition to the reduced footprint offered by its light weight and slim size, the E90 manages to reduce both energy consumption – as much as 40 percent less than conventional CCFL-backlit LCD monitors – and use of hazardous materials such as halogen and mercury in its manufacturing.



LG's newest monitor will be on display at the 2011 CES Innovations Awards, where it will be recognized as an "Honoree" product in the computer peripherals category.

The E90 will be available starting this month in select markets.

Specifications

Screen Size	21.5 inches
Format	16:9
Native Resolution	1920x1080
Brightness	250cd/m ²
Contrast Ratio	Mega
Viewing Angle	170/160
Response Time	2ms GTG
Interface	D-Sub, DVI-D, HDMI
Stand	Tilt
Function	Original Ratio, Photo Effect

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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 over 115 operations around the world. With 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 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.lge.com.

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