

FOR IMMEDIATE RELEASE

LG's LW6500 TURNS LIVING ROOM INTO 3D MOVIE THEATER

*Cinema 3D Technology Combines Wide-Angle Viewing,
Lightweight, Affordable Glasses*

LAS VEGAS, Jan. 5, 2011 -- LG Electronics today introduced the LW6500, a CINEMA 3D TV that takes 3D images to new heights with crisp images for a better 3D effect and clearer wide-angle viewing. The lightweight, affordable polarized 3D glasses make it easy for viewers to enjoy 3D content in the company of family and friends.

The LW6500 features 3D Light Boost, a thin film covering the screen that ensures 3D images are shown at full brightness. 3D Light Boost creates bright, crisp 3D images for a superior 3D viewing experience by counteracting any dimness that can occur with 3D content.

The LW6500's CINEMA 3D TV uses a similar 3D technology employed in cinemas. The Film Patterned Retarder (FPR) optimizes the separation of images for the left and right eye, which are then filtered through the glasses to give viewers a better 3D effect with minimal cross-talk.

The LW6500 is bundled with four pairs of lightweight, highly affordable 3D glasses. Similar to the 3D glasses used in theaters, the Cinema 3D glasses do not have a battery and never need charging. Since the glasses do not need to sync with an emitter, viewers can watch from nearly any angle in the room, even lying down in front of the TV. The low cost of the glasses also makes it easier to buy as many pairs as needed for friends and family.

The LW6500 features LED Plus technology with local dimming for an excellent 2D picture. It also includes LG's SmartTV technology with Magic Remote, which provides access to and the LG App Store and a wide range of premium content via HuluPlus™, YouTube™ and many others. The LW6500 also converts content from 2D to high quality 3D using LG's proprietary conversion algorithm, and supports any kind of 3D source including DLNA, USB 2.0, RF broadcasting and HDMI 1.4.

LW6500 Specifications:

- 3D TV (CINEMA 3D)
- Smart TV
- 3D Light Boost
- LED Plus with Local Dimming
- TruMotion 240Hz
- 2D to 3D conversion
- Depth /Viewpoint Control
- USB 2.0
- DLNA
- WiFi Included
- DivX Plus/HD
- HDMI 1.4
- Smart Energy Saving

For more information and product images, please visit LG's online press kit at www.lgnewsroom.com/CES2011.

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- * Designs, features and specifications subject to change without notice.
- * LG LED TVs are LCD TVs with LED backlighting.
- *Internet connection & subscriptions required and sold separately.

*For a small percentage of the population, the viewing of stereoscopic 3D video may cause discomfort such as dizziness or nausea. If you experience any of these symptoms, discontinue using the 3D functionality and contact your health care provider. 3D glasses required and sold separately.

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 & Energy Solutions. 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.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.

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a global force and technology leader in consumer electronics, home appliances and mobile communications. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions, all under LG’s “Life’s Good” marketing theme. For more information, please visit www.lg.com.

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