

**FOR IMMEDIATE RELEASE****LG TAKES SOUND TO NEW HEIGHTS OF REALISM  
WITH HX996TS 3D SOUND HOME THEATER SYSTEM**

*HX996TS Brings Cinema Sound to Living Rooms to Create Perfect 3D Experience*

**LAS VEGAS, Jan. 5, 2011 --** LG Electronics today introduced the HX996TS, its first Real 3D Sound Home Theater System. Using innovative new approaches to delivering sound, the HX996TS provides the perfect soundtrack for watching movies in 3D.

“Home entertainment fans are increasingly getting the chance to experience TV and movies in 3D, but until now, sound has remained firmly in 2D,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “With the HX996TS, we’ve made a big leap forward with audio, so viewers can now get as immersed in sound every bit as engrossing and life-like as the best 3D movies.”

The HX996TS’s outstanding sound quality comes via three key innovations. The first, the Vertical 3D Effect Channel, emits sound through the tops of the HX996TS’s four Tallboy Speakers to expand the sound field up to the ceiling. The resulting audio waves fill the space above viewers’ heads, creating the illusion that they are right in the middle of the movie.

The second part of the HX996TS’s 3D sound comes via its dual subwoofers. Instead of the conventional single subwoofer, two subwoofers are placed on the opposite sides of the television, greatly enriching the overall sound quality. The dual subwoofers add a room-filling, “low attack” undercurrent to the audio for a strikingly realistic soundtrack.

Completing the 3D sound experience is the Cinema Dome Effect, which perfects 3D sound via LG’s unique DSP algorithm. LG’s DSP algorithm also analyzes individual audio

channels in real-time, guaranteeing seamless sound tracking. The combined end effect is an upwards and backwards expansion of the sound field, putting viewers right at the heart of the sound.

The HX996TS's design – parabolic units atop sturdy, wide bases – is both stylish and also helps create a richer, more powerful sound. In addition, a classy glazed finish, gradated in 3D blue on its lower section, enhances the dimensional look of the speaker.

**HX996TS Specifications:**

- Vertical 3D Effect Channel
- Cinema Dome Effect
- 3D mode: 7.2 Ch / 1,280W Output  
2D mode: 5.2 Ch / 1,100W Output
- Dual Subwoofers
- 3D Sound Speakers (Upper Unit Driver)
- 3D DSP Technology
- Real Cinema Ambience

For more information and product images, please visit LG's online press kit at [www.lgnewsroom.com](http://www.lgnewsroom.com).

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\*Design, features and specifications subject to change without notice.

**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](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.

**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](http://www.lg.com).

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