



Embargo until Jan. 5, 11:00 PST (Jan. 6, 04:00 KST)

NEW LG PREMIUM NOTEBOOKS DELIVER CUTTING-EDGE TECHNOLOGY AND DESIGN AT CES 2011

LG Sets New Standard for Notebooks with LG P210, LG P420 and LG A520

LAS VEGAS, Jan. 5, 2011 – LG Electronics (LG) today unveiled three new premium notebooks at the 2011 Consumer Electronics Show (CES) in Las Vegas. Featuring sleek outer casings and streamlined style for a modern look, LG P210, LG P420 and LG A520 deliver a new dimension in notebook design and technology.

Offering compact, elegant design for style-conscious users, the P210 and P420 provide high-speed connectivity while on-the-go. LG A520 delivers advanced cinematic 3D technology (FPR: Film Patterned Retarder technology) for a one-of-a-kind, portable 3D entertainment experience. All three models combine the mobility and connectivity of notebooks with the unbeatable performance mobile computers require day in, day out.

“LG is proud to introduce this exciting new line-up of award winning and innovative notebooks,” said J.J Lee, EVP and Head of LG Electronics PC Business Unit. “LG P210 recently won an iF (International Forum Design Award) and the P420 displays LG’s unique DNA design. Together with the A520, the 2011 line-up of notebooks provide durable technology with next generation performance capabilities.”

In addition to sleek design, LG premium notebooks offer an easy-to-use multimedia experience with Media Funtasia, which makes it easy to share media content with other DLNA-friendly devices.

LG P210 and LG P420: A new standard for notebooks, style with slim-edge bezel

The P210 and P420’s sleek, compact, and lightweight frame offers a refreshing alternative

to typical compact notebooks. Offering a streamlined interior design with a bezel that is up to 40 percent slimmer than regular models, the P210 and P420 create a minimalist feel and set a new standard in notebook design.

By bringing the screen right to the edges of the notebook, the wafer-thin bezel provides users with a wider-screen on a compact body. With its slim-edge bezel, the P210 fits a 12.5-inch screen into a unit measuring just 11.6-inch across, while the P420 packs a deceptively large, 14-inch screen on 13.3-inch-wide device. A crystal clear HD LED LCD display adds to the enjoyment by bringing TV-standard graphics onto a notebook screen.

Weighing only 1.30kg and with a depth of just 20.9mm, the P210 is extremely portable. Its slick, white exterior packs an Intel® Core™ i3 or i5 Ultra Low Voltage processor with up to 4GB memory. Coming with a clean, matt covering, this notebook blends in with almost any setting, while retaining an edgy feel that will make it a hit with the fashion forward everywhere.

The P420, a 14-inch version of the P210, will be powered by 8GB of memory and the forthcoming, 2nd generation Intel® Core™ i5 processor. It also boasts a crisp, high-quality HD display thanks to an NVIDIA® GeForce GT520M graphics card.

LG A520: New powerhouse notebook with 3D entertainment

Following the release of the world's first notebook with Full HD FPR technology, the A520 LG the second notebook to embrace this revolutionary 3D technology. 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 truly outstanding, blur-free 3D images. The A520's cutting-edge technology in display and sound set new standards in 3D entertainment with a 15.6-inch Full HD 3D LED LCD display, SRS Wide 3D sound system and a range of superb hardware features.

LG A520 packs a serious 3D punch for 3D games, movies or graphics and delivers a completely cinematic near Full HD 3D experience, a 2nd generation Intel® Core™ i7 processor and an NVIDIA® GeForce GT540M graphics card. The notebook further boosts the 3D entertainment with its Blu-ray playback, Bluetooth 3.0+HS, and HDMI. The A520 comes in a luxurious, brushed-aluminum finish, and is available in attractive purple-black and wine-red coloring.

LG plans to roll out this premium notebook line-up worldwide in the first quarter of 2011. The notebooks are on show at CES 2011 in Las Vegas from January 6 through 9.

Specifications and Features

Specifications		P210
Processor		Intel® Core™ i5, i3 Ultra Low Voltage
Operating System		Windows 7 Home Premium(64bits)
Display		12.5" HD (1366 x 768) LED LCD
Memory		Max. 4GB
Graphic		Intel HD Graphics
Storage	HDD	Max. 320GB
Comm.	Wired	10/100 Mbit
	Wi-Fi	802.11bgn
	Bluetooth	3.0+HS
Audio		Stereo Speaker with SRS TruSurround HD
Multi Media Card		3-in-1 (SD, SDHC,MMC)
Input / Output Port		HDMI (D type), USB (x2ea), HP Out, DC-in, Internal Mic. , mini RJ45
Battery Life		5 hours 17 minutes (Li-Polymer 4cell)
LG Software		LG Smart Software LG Media Funtasia
Speciality		Noise Reduction Technology (21 dB)
Dimensions		299.2mm x 192mm x 20.9mm
Weight		1.30kg
Design		Minimalistic Design with Slim Edge Bezel

Specifications and Features

Specifications		P420
Processor		2 nd Generation Intel® Core™ i5 Processor
Operating System		Windows 7 Home Basic (32/64bit) Windows 7 Home Premium (32/64bit)

		Windows 7 Professional (32/64 bit)
Display		14.0" HD (1366 x 768) LED LCD
Memory		Max. 8GB
Graphic		Intel HD Graphics 3000 / 2000 NVIDIA GeForce GT 520M 1G / 512M (Optimus)
Storage	HDD	Max. 750GB
Comm.	LAN	Gbit Lan
	Wi-Fi	802.11bgn/agn
	Bluetooth	3.0+HS
Audio		Stereo Speaker with SRS TruSurround HD
Multi Media Card		7-in-1(xD, MMC, SD, SDHC, SDXC, MS, MS Pro)
Input / Output Port		HDMI(ver. 1.4), USB(x3), HP Out, Mic In, , Int. Mic, VGA, RJ45, DC-In
Software		LG Smart Software Package LG Media Funtasia
Dimensions		333mm x 221mm x 25.9 ~ 31.5mm
Weight		1.98kg
Design		Minimalistic Design with Slim Edge Bezel

Specifications and Features

Specifications		A520
Processor		2 nd Generation Intel® Core™ i7,i5 Processor
Operating System		Windows 7 Home Basic (64bits) Windows 7 Home Premium (64bit) Windows 7 Professional(64bit)
Display		15.6" Full HD (1920 x 1080) 3D LED LCD
Memory		Max. 8GB
Graphic		NVIDIA GeForce GT 540M 2GB/1GB (Optimus) NVIDIA GeForce GT 520M 1GB/512MB Intel HD Graphics 3000/2000
Storage	HDD	Max. 750GB
Comm.	LAN	Gbit Lan
	Wi-Fi	802.11bgn/agn
	Bluetooth	3.0+HS
ODD		Blu-ray / DVD-super multi
Audio		Stereo Speaker with SRS Wide 3D Sound
Multi Media Card		7-in-1(xD, MMC, SD, SDHC, SDXC, MS, MS Pro)
Input / Output Port		HDMI (ver 1.4), USB(x3), e-SATA(combo w/ USB),HP Out, Mic In, LED Finger Print, VGA, RJ45, DC-In
LG Software		LG Media Funtasia LG Smart Software Package
Specialty		LED Fingerprint 3D Polarized Glasses
Dimensions		375mm x 249mm x 32 ~ 36mm

Weight	2.75kg (with 6cell)
Design	Brushed Aluminum

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

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*Final product specs, pricing and availability subject to change

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.lg.com.

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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