

FOR IMMEDIATE RELEASE**LG ELECTRONICS SETS NEW STANDARD IN HDTV DESIGN
WITH ‘NANO FULL LED’ HDTV SERIES**

*Expanded Product Line Marries Ultra-Slim Design with
3D Technology to Deliver Ultimate Theater Experience*

LAS VEGAS, Jan. 5, 2011 – LG Electronics today unveiled the next generation of flat-panel televisions featuring NANO Lighting Technology developed to redefine “clarity” in FULL LED TVs at the International Consumer Electronics Show (Booth #8205).

Two new NANO FULL LED series (LW9500 and LW7700) push the boundaries of viewing pleasure with their NANO Lighting Technology, producing a clear, bright and smooth picture. Extremely thin film printed with a proprietary light dispersion pattern and combined with a full array of LEDs disperses light more evenly across the screen, creating pictures that are brighter and more uniform than conventional edge-lit LED sets. What’s more, an Anti-Reflection Panel on the screen minimizes reflection from external light sources, including sunlight, to provide a crystal clear picture.

The LW9500 and LW7700 boast improved localized dimming in both 2D and 3D with their Micro Pixel Control. By manipulating individual LED blocks, Micro Pixel Control adds even greater range and life to colors, from the deepest, darkest blacks to the most natural colors. The LW9500 is further enhanced by LG’s TruMotion 480Hz, while the LW7700 features LG’s TruMotion 240Hz, both of which deliver super-fast processing rates for moving images making them virtually blur-free. The overall effect is a picture so smooth, sharp and realistic it’s as if the action is playing out right in viewers’ living rooms.

As LG’s picture technology continues to evolve, so does its innovative INFINIA Design. With its incredibly narrow bezel, the NANO series can complement any interior.

Combining superior picture quality with an alluring design, these models deliver perfect visual harmony.

Both the LW9500 and LW7700 deliver LG's best 3D images yet. By ensuring a more uniform distribution of light from the LED backlight panels, the NANO series illuminates the screen more effectively, for 3D pictures of superior clarity and brightness. The 55- and 60-inch class models pack in 288 local dimming blocks, while the 47-inch class model has 240 local dimming blocks.

LG's NANO FULL LED series is expected to join an elite group of LED LCD HDTVs that have achieved THX 2D and 3D Display Certification – the industry standard for having the correct gamma, luminance, and color temperature. To earn THX 3D display certification, these models passed more than 400 laboratory tests evaluating left and right eye images for color accuracy, cross-talk, viewing angles and video processing performance. In addition to THX 3D Display Certification, this series had to pass THX certification for their superior picture quality in 2D, which must be achieved before passing THX 3D Display Certification. THX Certification ensures that consumers bring home an uncompromised HD experience with picture quality the way the director intended. NANO FULL LED and FULL LED Slim 3D works with the use of active shutter glasses and an emitter built directly into the television.

The INFINIA NANO FULL LED series boasts a connectivity package with a variety of entertainment options, including the brand new LG SmartTV. LG SmartTV is a revolutionary and easy way to access limitless content, thousands of movies, customizable apps, videos and the best of the Web all organized in a simple to use interface. And when consumers can just point and choose selections with LG's unique motion-controlled Magic Motion Remote control, it's even simpler.



LG has also incorporated the Digital Living Network Alliance (DLNA) technology across all of its SmartTV-enabled HDTVs. DLNA allows consumers to access content stored on other DLNA-certified devices within the home, such as computers, making content options almost limitless.

Using NANO Lighting Technology, LG has taken its FULL LED picture and made it even more exhilarating. Whether in 2D or 3D, NANO FULL LED TV raises the bar for television viewing with pictures that are as engrossing as they are strikingly realistic. With the exceptional picture of LG's LW9500 and LW7700, viewers can now see FULL LED in a whole new light.

The LW9500 is available in 60- and 55-inch class sizes and the LW7700 is available in 55- and 47-inch class sizes*.

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.

*THX certification is pending final testing and approval by THX Ltd.

*Internet connection & subscriptions required and sold separately. The Magic Motion Remote does not come equipped with all LG SmartTV enabled TVs and separate purchase maybe required.

*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.

*60LW9500 60-inch class/59.8-inch diagonal

*55LW9500 55-inch class/54.6-inch diagonal

*55LW7700 55-inch class/54.6-inch diagonal

*47LW7700 47-inch class/47.0-inch diagonal

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 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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