



## **FOR IMMEDIATE RELEASE**

### **LG's INFINIA PZ950 MAKES BEST PLASMA 3D TV EVEN BETTER WITH ADDED SMART TV FUNCTIONS**

*The PZ950 Combines a Great Picture and Design with a Wealth of Smart TV Content*

**LAS VEGAS, Jan. 5, 2011** -- LG Electronics presents the INFINIA PZ950, a Plasma HDTV with 3D capability designed to provide viewers with an exceptional viewing experience coupled with the latest online options of Smart TV.

“LG is dedicated to re-inventing the boundaries of Plasma TVs, and the PZ950 represents another step forward in the industry,” said Havis Kwon, President and CEO of LG Home Entertainment Company. “Our own research has consistently shown that picture quality, content and ease-of-use are the most important factors to customers looking for a new TV, and the PZ950 delivers all three in great style.”

The PZ950's eye-catching picture comes via a combination of LG's industry-leading plasma technologies. A 1920 x 1080p Full HD resolution combines with a Mega Contrast Ratio to show off a full palette of colors, while the TruBlack filter enhances black levels even in brightly lit conditions. In addition, the 600Hz max Sub-field Driving ensures that all the action is delivered smoothly and without blur.

With its striking INFINIA Design, the PZ950 is less than 2 inches in depth, with a bezel measuring just 1.18 inches thick. Real glass is paired with a hair-line aluminum treatment to create a luxurious, borderless appearance, while a transparent lower panel completes the slim even-bezel look. The overall effect is to draw greater attention to the screen, making for a truly immersive viewing experience in both 2D and 3D.

The PZ950 delivers more than an excellent picture thanks to its new Smart TV functions. The strikingly simple Home Dashboard has four main sections – TV Live, Premium Content, TV Apps and the Launcher Bar – making it easy to access the Smart TV’s wealth of content. Making it easier still is LG’s Magic Motion Remote Control, which directs an onscreen cursor to make all the TV’s shows, movies and apps available with just a few clicks on the mouse-like control.

The content options get better still with the PZ950’s Smart Share function. Smart Share’s Media Link adds to LG’s pre-existing USB and DLNA functions to enable viewers to simply and wirelessly stream content from their PC and watch it on the TV’s big screen. Media Link can also provide simultaneous information on whatever the viewer is watching, including story synopses, details about its stars and viewer ratings.

Thanks to its Smart TV functions, the PX950 also boasts premium content from global providers, as well as the best of locally sourced shows and movies to cater to different tastes around the world. LG’s Smart TV also provides access to LG’s growing range of TV apps, which are custom-designed for use on TVs and offer everything from language classes to games.

### **Specifications:**

- THX 3D Display Certification
- Smart TV
- FULL HD 3D Plasma TV
  - Dynamic Type
  - RF Emitter Built-In
- INFINIA Design
- TruBlack Filter
- 600Hz max Sub-field Driving
- Magic Motion Remote Control
- Wi-Fi Dongle included
- USB2.0 (Movie)/4HDMI
- Intelligent Sensor
- Smart Energy Saving



For more information and product images, please visit LG's online press kit at [www.lgnewsroom.com/CES2011](http://www.lgnewsroom.com/CES2011).

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

#### **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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