

**FOR IMMEDIATE RELEASE****LG RAISES THE BAR ON WIRELESS CONNECTIVITY WITH THE FIRST EVER DEMO OF WI-FI DIRECT ON A SMARTPHONE***Wi-Fi Direct Phones Will Offer Fast Connectivity Even Outside of Wi-Fi Hotspots*

**LAS VEGAS, Jan. 5, 2011** – LG Electronics (LG) will be setting new standards in wireless connectivity today as it showcases the first ever mobile demonstration of Wi-Fi Direct™ at the 2011 Consumer Electronics Show (CES) in Las Vegas. Offering hot spot-free Wi-Fi connectivity, Wi-Fi Direct creates a new standard for on-the-go smartphone devices by connecting mobile devices directly and allowing users to share content and applications with just the touch of a button.

Demonstrating Wi-Fi Direct for the first time on a mobile device with the LG Optimus Black, CES attendees will get a sneak peak at how quick and easy it is to share content, videos and applications to Wi-Fi enabled smartphones without tethering to traditional Wi-Fi hotspots. Throughout the demonstration, visitors will also be able to experience LG's integration of DLNA (Digital Living Network Alliance) as handset content is seamlessly projected onto TV and PC screens located throughout the LG booth.

“Mobile content and applications are becoming increasingly diverse and people want to be able to share and enjoy them together without all the hassles of slow connections and running times,” said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company. “By providing users with this advanced technology, LG is enhancing the user experience and helping people connect to one another through the content and features that mean the most.”

Wi-Fi Direct also delivers helpful benefits to consumers who use their smartphone as a camera, appointment book, gaming device or music player. With its outstanding connectivity,



Wi-Fi Direct makes it easier than ever to transfer pictures to printers, sync data between phones and PCs and enjoy interactive mobile games with friends, all without the need for wires or Wi-Fi hotspots.

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

**About LG Electronics Mobile Communications Company**

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lgmobilephones.com](http://www.lgmobilephones.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](http://www.lg.com).

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