

**Embargo until Feb. 14, 03:00 (Spain Time)**

## **LG AND YOUTUBE PARTNER TO BRING THE FULL 3D EXPERIENCE TO MOBILE DEVICES**

*LG and YouTube Are Bringing A New Era of True 3D Mobile Experience*

**Barcelona, Feb. 14, 2011** -- LG Electronics (LG) and YouTube are taking a major step forward today by announcing a partnership to provide a unique 3D mobile experience to users. LG's upcoming Android-powered premium smartphones will enable users not only to capture and view 3D videos without glasses, but also to upload and share them instantly with others via YouTube.

"The Optimus 3D is LG's newest flagship smartphone. It is our answer to two major pain points of the current 3D experience - limited mobility and specialized glasses. Furthermore, our partnership with YouTube will ensure that our customers can easily generate and access ample 3D content," said Dr. Jong-seok Park, President and CEO of LG Electronics Mobile Communications Company.

The new partnership is part of a broader push into 3D entertainment by LG and the world's largest online video community. YouTube and LG collaborated to enable the delivery and sharing of 3D video onto mobile devices in a way that makes it simple and easy for consumers.

"3D technology has traditionally been reserved for the major Hollywood movie studios," said Francisco Varela, Head of YouTube Platform Partnerships. "With the new LG Optimus 3D anyone anywhere in the world can shoot 3D videos, upload them to YouTube and share them with their friends. We're excited to see the creative videos our community captures and shares with this new technology."

Powered by a unique "Tri-Dual" Configuration -- dual-core, simultaneous dual-channel and dual-memory, LG's advanced Optimus 3D will be unveiled at the 2011 Mobile World Congress in Barcelona and will be the first mobile device capable of providing

the YouTube 3D experience. The Android-powered Optimus 3D will be available globally starting in Europe early in the second quarter of 2011.

For more information, visit the LG stand at 8B178 in Hall 8 at Mobile World Congress in Fira de Barcelona from February 14 to 17 or go to the online newsroom at [www.lgnewsroom.com/MWC2011](http://www.lgnewsroom.com/MWC2011).

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**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 115 operations including 84 subsidiaries around the world. With 2010 global sales of 55.8 trillion Korean won (USD 48.2 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 of Formula 1™ 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.lg.com](http://www.lg.com).

**About YouTube**

YouTube is the world's most popular online video community allowing millions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, CA and is a subsidiary of Google Inc.

*Media Contacts:*

LG Electronics, Inc.  
Nanako Kato  
+34 65 170 1251  
[nanako.kato@lge.com](mailto:nanako.kato@lge.com)  
[www.lgnewsroom.com](http://www.lgnewsroom.com)

Sally Lee  
+82 2 3777 6483  
[sally.lee@lge.com](mailto:sally.lee@lge.com)  
[www.lgnewsroom.com](http://www.lgnewsroom.com)