

FOR IMMEDIATE RELEASE

LG TO UNVEIL ADVANCED SIGNAGE SOLUTION AT ISE 2011

*LG EzSign TV Offers Simple, High-Tech and Customizable Solution
Without Media Player Connection*

Amsterdam, Feb. 1, 2011 – LG Electronics (LG) will unveil LG EzSign TV, its most advanced TV signage solution, at the Integrated Systems Europe (ISE) 2011 from February 1 to 3. With its superior technology, LG EzSign TV provides a cost-effective, easy-to-use solution that answers all the needs of small- and mid-sized business owners.

“We expect TV signage to create a new market when SMB shop owners are given more convenient and cost efficient options,” said Jin-yong Kim, Senior Vice President of LG Commercial Display & Security Division. “With our advanced, completely integrated LG EzSign TV technology, we’re aiming to lead in Europe and become the first stop for businesses looking for the very best in signage solutions.”

LG EzSign TV is the world’s first TV product that comes with signage functions. With its numerous free templates customized to fit the needs of different industries, customers can easily edit and develop whatever content they need using LG EzSign Editor, LG’s intuitive editing software. The free templates and the software’s simple four-step drag and drop control function make it easy for users to set up the sign themselves, meaning big savings in outsourcing costs.

USB playback offers a simple, comprehensive way to install and operate content on LG EzSign TV without the need for additional media players or a connection to an external devices such as a DVD player and PC.

With LG EzSign TV, businesses can deliver the right message at the right time.

Specifications

MODEL	32LD320B
Region / Size	EU / CIS (32')
Resolution	1366 x 768
Brightness (cd/m2)	450
Contrast Ratio (DCR)	50,000:1
Lifespan	60,000 hours
Recommended Usage Duration	8 hours /day
View Angle Degree	178' / 178'
Power Consumption (typical)	89W
Platform	Pro:centric V
Response Time	8 ms
Interface	RGB In/Out, DVI In/Out, HDMI In, RS232C In/Out, RJP, PC Audio In, USB, Component In
PC Editor S/W	Supports 9 languages at installation: English, French, German, Spanish, Italian, Portuguese (Brazil), Chinese, Korean Free template Auto image size control, text editing, panel saver Basic resolution: 1024 x 768 Bundled software: Install CD
PC Requirement for S/W	Pentium M or 4 CPU, 512MB RAM, Windows XP SP2, 200MB HDD
Accessory	Remote Control, Power/RGB Cable, CD, IR Receiver, USB

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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 over 115 operations 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 & 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.

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