

**FOR IMMEDIATE RELEASE****PRE-SALES OF LG OPTIMUS PAD KICKS-OFF IN JAPAN**

**Seoul, Feb. 24, 2011** – LG Electronics will begin taking advanced orders for the Japanese-market version of LG Optimus Pad starting March 15. The Japanese version Optimus Pad (model L-06C) will be offered through a partnership with NTT DOCOMO, the country's leading mobile operator.

“Japanese consumers are among the fastest early adopters and we plan to move very aggressively here with our advanced mobile smart products in 2011,” said Kyu-hong Lee, Vice President and CEO of LG Electronics Japan. “Getting the Optimus Pad to market quickly in Japan is proof of LG’s commitment to serving the Japanese market.”

**Customized for the Japanese Market**

The Japanese version of the LG Optimus Pad is pre-loaded with applications custom-made for local tastes, including *BeeTV* which offers a wide selection of entertainment contents tailored for DOCOMO customers. It also includes the *2Dfacto* application allowing users to access a wide selection of e-books and comics for reading on the generous 8.9-inch Optimus Pad screen.

**Powerful Platform, Diverse Features**

The new device supports Honeycomb, Google’s latest platform optimized for tablet devices with an optimized and intuitive PC-like interface for running tablet applications. LG’s tablet runs on a 1GHz NVIDIA Tegra 2 dual-core processor for unmatched performance and power management.

A departure from the trend toward tablets featuring 7- or 10-inch screens, the LG Optimus Pad features a unique 8.9-inch display, offering users one-handed portability with no compromise in viewability. The 8.9-inch display offers native 1280x768 resolution and 15:9 aspect ratio.

Enhancing the multimedia experience, the LG Optimus Pad includes an array of advanced features such as a 3D camera and Full HD 1080p video capability for starters. With dual 5MP cameras, users can for the first time capture images and video in 3D right on the tablet itself. The LG Optimus Pad also allows for easy transfer of 3D content to TVs, PCs and other devices via HDMI.

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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).

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