

## FOR IMMEDIATE RELEASE

### LG MOBILE PHONES INTRODUCES REVOLUTIONARY WIRELESS CHARGING SOLUTION

*LG Wireless Charging Pad Features Industry Leading Charging Efficiency*

**SEOUL, Mar. 22, 2011** -- LG Electronics (LG) announced today the LG Wireless Charging Pad (WCP-700). Featuring a sleek and sharp design, LG Wireless Charging Pad is poised to revolutionize wireless charging as we know it. With inductive coils built into the battery doors and internal contacts, advanced wireless charging technology allows for a cord-free power source - alleviating the need for external connections that limit the phones usability.

LG Wireless Charging Pad provides industry leading wireless charging and ergonomics. For easy and intuitive use, LG Wireless Charging Pad features audible and tactile feedback when a phone is placed on the pad, as well as multi-colored LED lights to indicate charging status. Taking the hassle out of charging your wireless devices, LG Wireless Charging Pad also sports a compact, sleek design to easily accommodate an on-the-go lifestyle.

#### **Key Features:**

- Visual, audible and tactile feedback – allows user to see, feel and hear when the phone is placed properly on the pad
  - Power LED - Blue = Plugged in
  - Battery LED - Orange = Ready to Charge
  - Battery LED - Flashing Green = Phone is Charging Correctly
  - Battery LED - Solid Green = Phone is Fully Charged
- Slim and sleek design – allows for convenient storage, taking up minimal space
- Effective Range – 7mm from center of placement guide
- Dimensions – 6.29”x3.54”x0.39”

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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 93,000 people working in over 120 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, mobile devices, air conditioners, washing machines, and refrigerators. 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.

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